Next Tuesday **November 4th from 4 p.m. to 8 p.m.** the ICT and Health industry are meeting up in Pamplona to drive forward technological innovation. Under the title **ICT INNOVATION AND COOPERATION FOR THE HEALTH SECTOR. Sustainable innovation and cooperation in the development of advanced technologies applied to the Health sector**, the seminar day will provide information about the innovative potential of the ICT sector for the health sector and its advantages in terms of efficiency regarding expenses and improvements in the quality of the health service.

This seminar day, part of the **TEMIS European Project**, has been organised by **CONETIC**, a project partner, and ATANA is also working on the project. The TEMIS project is being undertaken thanks to joint financing by the European Union and the specific fund ERDF as well as the territorial cooperation programme SUDOE.

Furthermore, methods for boosting ICT investment in this area will also be debated during the day and **TEMIS** will be highlighted as an example of public-private and inter-sectorial cooperation in health innovation whilst concurrently giving prominence to other innovative initiatives.

The day is aimed at those responsible for innovation, Information Systems and strategic processes and projects in public and private companies and entities in the health sector and professionals in the ICT sector.

The **TEMIS** project sets out to propose different solutions which are easy to use and accessible to the general public for measuring the people’s way of life and thereby helping them to maintain their health, putting forward new personalised medicine services to them.

**TEMIS** develops the technologies required to implement these solutions, testing them on healthy individuals and patients, and also ensuring their transfer to industry, to solutions and services’ suppliers.

Anyone interested in taking part in the day or receiving further information about it should send an e-mail to: **atana @ atana.org**
JORNADA
INNOVACIÓN Y COOPERACIÓN SOSTENIBLE EN EL DESARROLLO DE TECNOLOGÍAS AVANZADAS APlicadas AL SECTOR SALUD

16.00h APERTURA D. Jorge Cabestrero, Presidente de CONETIC. D. Roberto Elizondo, Presidente de ATANA

16.10h PONENCIA D. David Hurtado, Responsable de Marketing Estratégico de D. Hurtado. 
GLITTMANN, NEUROPERSONALTRAINER*: APROXIMACIÓN AL MERCADO DE TELERREHABILITACIÓN COGNITIVA

16.50h Rueda de Prensa Moderador: Tomás Castro, Vicepresidente CONETIC
EL GRAN ROI DE LAS TIC: CLAVES PARA ABORDAR EL MERCADO SANITARIO
Participantes:
- Real Sociedad Fútbol, Dirección de Promoción y Cooperación, Centro para el Desarrollo Tecnológico Industrial (CDTI)
- José María, Director de Sistemas de Información, Clínica Universidad de Navarra
- Luis Alonso, Vicepresidente, Cluster de Salud Galicia
- Sara de Oca, Coordinadora, Federación Española de Parkinson
- Representante de Gobierno de Navarra
- Representante sector farmacéutica

18.00h ESCAPARATES TECNOLOGICOS
Resumen de ponencias: TEMIS
TEMIS: INNOVACIÓN TECNOLÓGICA PARA LA MEDICINA PERSONALIZADA

PROYECTO TIC INNOVACIONES PARA EL SECTOR SANIDAD:
- NeudPP, Innovaciones TIC
- Fundación y Fundación Comité Ética Semmelweis

19.15h CELEBRACIÓN Y APERITIVO

Inscripciones: atana@atana.org / 948 33 58 44
Sede de ATANA, Asociación de Empresas Navarras de TIC
Edificio Fuente de Príncipe / Parque Temis Castellar - nº2
31006 Pamplona