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## MEDICAL WORLD AMERICAS to Convene Leaders in Medicine

HOUSTON, TX – September 11, 2014 – At the upcoming second annual MEDICAL WORLD AMERICAS (MWA) conference and expo, April 27-29, 2015 at the George R. Brown Convention Center in Houston, clinicians and health care administrative professionals from the public and private sectors and the world of academia will join together to explore the promise of the future of medicine. Launched last year as a unique collaboration between Texas Medical Center, Houston First Corporation, the organizers of MEDICA in Germany, and the Greater Houston Convention and Visitors Bureau (GHCVB), MWA is implementing a series of strategic moves to accelerate the development of the conference, support collaboration of diverse health care professionals and provide significant ROI for exhibitors and attendees alike.

### **Partnering with Health Care Associations and Organizations**

For the upcoming 2015 conference and expo, MWA will collaborate with organizations that will co-locate their conferences to offer their members the opportunity to network with their peers and learn about important clinical and research breakthroughs that are revolutionizing medicine.

- **American College of Healthcare Executives - SouthEastTexasChapter**  
Beginning April 25, 2015, the American College of Healthcare Executives - SouthEastTexasChapter (ACHE-SETC) will host its annual international conference on health care leadership at Medical World Americas in the George Brown Convention Center and will integrate the conference into its programming by offering ACHE F2F and Quality Educational (Category II) CEUs to attendees. ACHE is a national organization of over 40,000 members and is the premier professional society for health care executives dedicated to improving health care delivery. The ACHE - SouthEastTexasChapter is one of the largest regional chapters with an average annual membership of 1,300 covering 29 counties in the southeast Texas region.

“An event like MEDICAL WORLD AMERICAS, in partnership with so many health care organizations, further establishes Houston as a global home of health care,” said Craig Cordola, president-elect of ACHE-SETC and CEO of Memorial Hermann-Texas Medical Center. “We are excited to partner with MWA to be able to offer this networking and continuing education opportunity to the many health care leaders and clinicians from across the region that will attend this annual event.”

- **Vendome Group**  
Vendome Group’s Healthcare Design Academy, which brings together the people, organizations and facilities that are setting new standards in health care design, will also

host its members at MWA 2015.

“Bringing together Healthcare Design and MEDICAL WORLD AMERICAS provides an opportunity for designers, architects and facility executives to network with clinicians and continue to forge the relationships that are critical to the success of patient-centered care, further bridging what has historically been a large gap between design and clinical,” said Mark Fried, president of Vendome Group.

- **Texas Gulf Coast Supply Chain Chapter of the Association for Healthcare Resource and Materials Management**

Adding to the diverse group of health care professionals at MWA 2015 will be the Texas Gulf Coast Supply Chain Chapter of the Association for Healthcare Resource and Materials Management (AHRMM), which will also host its members at the conference.

“We believe that partnering with MWA will provide significant value to our members through continuing education sessions that address the changing health care supply chain environment,” said Anna Rouwhorst, president, Texas Gulf Coast Supply Chain Chapter of AHRMM. “It’s a unique opportunity for local networking with health care peers and the supplier community.”

### **Engaging Leaders in Health Care as Advisors**

Key to the development of MWA 2015 also is the participation of some of the nation’s leading medical professionals as part of MWA’s Executive Committee.

“The goal of the conference is to focus on improving the health of our communities through inventive health policy, as well as highlight the important clinical and research breakthroughs that are revolutionizing medicine,” said Robert C. Robbins, M.D., president and CEO, Texas Medical Center and MWA Executive Committee chair. “This committee of outstanding leaders will help us achieve that goal.”

The Executive Committee represents expertise ranging from health policy and ethics to nursing and chronic diseases. These game changers are making MWA “*the event*” for leaders and aspiring leaders in the health care industry. The Executive Committee for the 2015 event includes:

- **Stanley H. Appel, M.D.**, director of the Houston Methodist Neurological Institute, Peggy and Gary Edwards distinguished endowed chair in ALS research, and chair of the Department of Neurology; professor of neurology at Weill Cornell Medical College
- **Christie M. Ballantyne, M.D.**, director of the Center for Cardiovascular Disease Prevention at Methodist DeBakey Heart Center; chief of the Sections of Cardiovascular Research and Cardiology, Baylor College of Medicine
- **Aman U. Buzdar, M.D., F.A.C.P.**, professor of medicine, Department of Breast Medical Oncology, Division of Cancer Medicine and vice president for clinical research at The University of Texas MD Anderson Cancer Center
- **Todd Caliva, F.A.C.H.E.**, chief executive officer of HCA affiliated West Houston Medical Center
- **Craig Cordola**, chief executive officer of Memorial Hermann-Texas Medical Center Campus; associate dean for Hospital Affairs at the University of Texas Health Science Center at Houston (UTHealth) Medical School

- **Rachelle S. Doody, M.D., Ph.D.**, Effie Marie Cain chair in Alzheimer's Disease research, professor of neurology, and director of the Alzheimer's Disease and Memory Disorders Center at Baylor College of Medicine
- **Arthur Garson, Jr., M.D., M.P.H.**, director of the Health Policy Institute of the Texas Medical Center
- **Brett P. Giroir, M.D.**, executive vice president and chief executive officer of Texas A&M Health Science Center and professor of its College of Medicine
- **Joseph C. Masdeu, M.D., Ph.D.**, director of the Nantz National Alzheimer Center and Neuroimaging at the Houston Methodist Neurological and Research Institutes
- **Amy L. McGuire, J.D., Ph.D.**, Leon Jaworski professor of biomedical ethics and director of the Center for Medical Ethics and Health Policy at Baylor College of Medicine
- **C. Kent Osborne, M.D.**, professor of medicine and molecular and cellular biology and director, Lester and Sue Smith Breast Center and Dan L. Duncan Cancer Center at Baylor College of Medicine
- **Ben G. Raimer, M.D., M.A., F.A.A.P.**, senior vice president of health policy and legislative affairs at the University of Texas Medical Branch
- **Jeffrey B. Rich, M.D.**, former director of the Center for Medicare Management; thoracic and cardiac surgeon
- **Todd Rosengart, M.D., F.A.C.S.**, chairman and DeBakey-Bard chair of surgery at the Texas Heart Institute
- **Kathryn Tart, Ed.D., M.S.N., R.N.**, founding dean and professor at University of Houston—Victoria
- **Doris A. Taylor, Ph.D., F.A.H.A., F.A.C.C.**, director of Regenerative Medicine Research at the Texas Heart Institute (THI) and director of the Center for Cell and Organ Biotechnology (CCOB)
- **Richard Whyte, M.D.**, professor of thoracic surgery at Harvard Medical School and vice chair for clinical affairs, quality, and safety for the Department of Surgery at Beth Israel Deaconess Medical Center

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#### **About MEDICAL WORLD AMERICAS**

MEDICAL WORLD AMERICAS (MWA) is advancing the health of our communities by providing an annual health care educational forum and product innovation showcase that fosters collaboration among clinical and administrative professionals from the public and private sectors and the world of academia. MWA 2015 will be held April 27-29, 2015 at the George R. Brown Convention Center in Houston. Presenters and exhibitors will showcase important clinical and research breakthroughs that are revolutionizing medicine. These include returning sponsors, such as [Vendor Credentialing Services](#) (VCS), as well as many new sponsors.

More information is available at [MedicalWorldAmericas.com](http://MedicalWorldAmericas.com).