



FOR IMMEDIATE RELEASE

**PERSONAL CONNECTED HEALTH ALLIANCE AND EUROPEAN CONNECTED HEALTH ALLIANCE
ANNOUNCE INTERNATIONAL COLLABORATION; ECHALLIANCE NAMED A CO-SUPPORTER
OF THE CONNECTED HEALTH CONFERENCE IN BOSTON, OCTOBER 25-27**

NEW STRATEGIC PARTNERSHIP TO ADVANCE CONNECTED HEALTH TECHNOLOGIES

ARLINGTON, VA and BARCELONA, SPAIN (SEPTEMBER 25, 2017) – The [Personal Connected Health Alliance](#) (PCHAlliance) and the [European Connected Health Alliance](#) (ECHAlliance) today announced a new strategic partnership to advance the adoption and long-term use of personal connected health technologies.

The PCHAlliance strives to make health and wellness an effortless part of daily life and the ECHAlliance convenes a dynamic community of national and regional ecosystems to facilitate the disruption of health and social systems in a strategic effort to improve care for those who need it most.

"There is growing momentum for technology-driven strategies for health, wellness and chronic disease management, particularly in countries with high burden of chronic illness and rapidly aging populations throughout the world. In fact, we are already working with a number of national and regional health ministries that are implementing connected health strategies as part of large-scale public healthcare," said Patty Mechael, PhD, MHS, Executive Vice President, PCHAlliance. "We are pleased to partner with ECHAlliance to combine our resources to advance awareness, galvanize key stakeholders and provide the tools, standards and support needed to improve health outcomes through the strategic use of personal connected health in key regions and countries, including Europe, North America and China."

PCHAlliance and ECHAlliance represent two leading organizations that share the same goal and engage in complementary efforts. Their joint efforts will focus on thought leadership activities, policy initiatives and industry events to advance the field. In October at the [Connected Health Conference](#), the ECHAlliance will host a special workshop, [The Digital Health Society: Europe meets North America](#), bringing together stakeholders from the US, Canada and Europe to exchange views and strategies, explore partnerships, and discuss challenges and opportunities, such as interoperability standards, data-governance, market access from both side of the Atlantic.

"The ECHAlliance shares PCHAlliance's mission, to promote and help facilitate the widespread adoption of innovative technologies by consumers and in healthcare settings. We are delighted to join with PCHAlliance to create and strengthen partnerships, knowledge and opportunities that will drive sustainable change in the quality and efficiency of health, wellness and social care," added Brian O'Connor, Chair, ECHAlliance. "We will leverage our combined expertise, resources and multi-stakeholder collaborations to break down silos, develop collaborations, improve efficiencies and create better health and wellness for all citizens."

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Beginning in July 2017, Estonia assumed the Presidency of the [EU Council](#). The Ministry of Social Affairs of Estonia appointed ECHAlliance as its International Strategic Partner, in order to develop the agenda of activities around the concept of the Digital Health Society (DSH), and launch a large collaborative work, an ecosystem, with key EU stakeholders representing policy-makers, citizens, health professionals, scientists, companies and payers. The results of this collaborative work will be presented at [eHealth Tallinn 2017](#), co-organised by the Ministry of Social Affairs of Estonia and ECHAlliance in Tallinn, October 16-18, 2017. PCHAlliance will be participating in this global forum, which will address how digital technologies and the wider use of health data are changing our lives and the way healthcare is accessed and delivered.

About the European Connected Health Alliance

The [European Connected Health Alliance](#) (ECHAlliance) is the trusted connector, facilitating multi-stakeholder connections around ecosystems, driving sustainable change and disruption in the delivery of health and social care. Our community gathers over 600+ member organizations and more than 16,500 experts -- including government, health & social care providers, leading companies and start-ups, researchers, insurances, patients and citizens, and the investment community -- through ecosystems meetings (100+ per year), international events and online platform, "Connector." Active in more than 25 regions/countries (Europe, USA, Canada, China), ECHAlliance members develop innovative solutions around mobile health, chronic diseases, active and healthy ageing, Internet of Things, wearables, personalized medicine, genomics, Big Data, virtual reality and artificial intelligence.

About the Personal Connected Health Alliance

The [Personal Connected Health Alliance](#) (PCHAlliance) aims to make health and wellness an effortless part of daily life. The PCHAlliance, a non-profit organization formed by [HIMSS](#), believes that health is personal and extends beyond healthcare. The Alliance mobilizes a coalition of stakeholders to realize the full potential of personal connected health. PCHAlliance members are a vibrant ecosystem of technology and life sciences industry icons and innovative, early stage companies along with governments, academic institutions, and associations from around the world. To support its vision, PCHAlliance convenes the global personal connected health community at the annual [Connected Health Conference](#), the premier international event for the exchange of research, evidence, ideas, innovations and opportunities in personal connected health. The Alliance publishes and promotes adoption of the [Continua Design Guidelines](#). Continua is recognized by the International Telecommunication Union (ITU) as the international standard for safe, secure, and reliable exchange of data to and from personal health devices. PCHAlliance accelerates technical, business, policy and social strategies necessary to advance personal connected health through its flagship Academy for Healthy Longevity to promote lifelong health and wellness.

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