



Dedalus Proudly Co-Sponsors Successful Middle East Track at HIMSS Orlando 2024 Conference

Orlando, 18/03/2024 — Dedalus is delighted to announce its co-sponsorship of the Middle East Track at the recently concluded HIMSS Orlando 2024 conference. The HIMSS (Healthcare Information and Management Systems Society) conference is one of the largest gatherings of healthcare professionals, policymakers, and technology providers, focusing on the latest advancements and innovations in healthcare IT.

The Middle East Track, titled "Middle East Community Session: Charting a New Course - Value-Based Healthcare Innovation in the GCC Countries," successfully explored the transformative journey of healthcare in the Gulf Cooperation Council (GCC) countries. The invite-only session brought together stakeholders from across the region to discuss the opportunities and challenges in the rapidly evolving health space in the region.

One highlight of the event was the keynote presentation powered by Dedalus, delivered by Dr. Ahmed Elsobky, Chairman of the Board of Directors at the Egypt Health Authority. Titled "The First Connected Healthcare System in Northern Africa," Dr. Elsobky's keynote showcased the groundbreaking initiatives undertaken by the Egypt Health Authority, with Dedalus playing a role in enabling an innovative approach to integrated healthcare solutions.

Sam Amory, Managing Director for Dedalus Middle East and Africa, also participated in the panel discussion titled "Unlocking the Value of Healthcare Data: Moving Interoperability at the Speed of Digital Health Innovation." Sam's insights contributed significantly to the discourse on leveraging healthcare data to drive interoperability and accelerate digital health innovation in the region.

In addition to its participation in the Middle East Track, Dedalus was pleased to support the Middle East Community at HIMSS by sponsoring an evening Iftar preceding the event. This gesture, held during the holy month of Ramadan, was a token of appreciation for attendees from the Middle East.

ABOUT DEDALUS

Dedalus is the leading healthcare and diagnostic software provider in Europe and a top 5 global healthcare software company. Supporting the digital transformation of 6300

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hospitals and 5700 laboratories worldwide, Dedalus processes its solutions for more than 540 million of the population worldwide and supports the whole continuum of care, offering open standards-based solutions, serving each actor of the Healthcare Ecosystem to provide better care in a healthier planet.

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