

Call for Submission/Invitation to Participate in the ACADEMIC CONFERENCE:

**The Business of Health Care  
Disruptive Technology, Access and Efficiency in Emerging Markets  
Tuesday, March 24, 2015**

We are pleased to invite you to participate in the Academic Conference (Tuesday, March 24, 2015) following the Practitioners Conference - Business of Health Care: Disruptive Technology, Access and Efficiency conference (Monday, March 23, 2015). The Academic Conference focuses on Emerging Markets. You are welcomed to attend one or both events.

Purpose of the Academic Conference:

Academic scholars will share findings and concepts/frameworks emerging from ongoing research and studies pertaining to key technological trends, opportunities and challenges affecting international health care services in emerging markets (particular attention given to Latin America).

Purposes of the Practitioners Conference:

Influential leaders and professionals in business and government will discuss the most pressing issues and policies faced by the health care sector taking into account that technology is a key driver for change, but it is not effective in an era of limited resources and growing health care demands. It is innovation that will lead to higher quality, increased access, and cost efficiency.

**For additional information and/or to register for this Practitioners Conference please visit [www.bus.miami.edu/healthcare2015](http://www.bus.miami.edu/healthcare2015).**

Topics of the Academic Conference:

You may participate in the academic conference as a presenter, roundtable participant, or as an observer. Among other topics, presenters may discuss the following:

- How innovation and technological changes are leading to higher quality, increased access, and cost efficiency in health care
- Differences in strategies and practices in health care between the developed world and emerging markets
- Impact of technological changes upon public policies, institutions and systems affecting health care in emerging markets
- Strategic adaptations by multinationals in the health care industry in serving emerging markets
- Unique innovations of local pharmaceutical, health care providers, and other players in emerging markets
- Global cooperation in pandemic situations
- International rationalization and cooperation of health care services
- Communication and distribution technologies and innovations for delivering cross-cultural health care services
- Emerging health care opportunities and challenges with/in Cuba/Latin America
- Cross-cultural and ethical issues in health care

Call for Submission:

**If you wish to present at the Academic Conference, please submit by e-mail the attached *Registration Form* to [CIBER@miami.edu](mailto:CIBER@miami.edu) along with a 250-word abstract and 1-page biographical sketch of yourself.** All submissions will be reviewed by the organizing committee (co-chaired by Dr. Steve Ullmann, Director of UM's Center for Health Sector Management and

Policy and Dr. Joseph Ganitsky, Director of UM's Center for International Business Education and Research)

Important Dates:

January 16, 2015: Submission deadline (see *Registration Form* on following page)  
January 26, 2015: Notification of accepted submissions announced  
January 30, 2015: Early registration (\$175) deadline for Practitioner's Conference  
February 6, 2015: Accepted Academic Conference presenters indicate intention to participate  
February 27, 2015: Registration (\$50) deadline for Academic Conference

NOTE: Registration fees include meals, materials, and receptions. It does not include ground transportation or hotel accommodations. Should you like to reserve a local hotel at a discounted rate please contact the CIBER office directly no later than February 27, 2015.

For additional information and any questions please visit [www.UMCIBER.com](http://www.UMCIBER.com) or contact us at 305-284-8014.

Submission to be included in the ACADEMIC CONFERENCE:

**The Business of Health Care**

**Disruptive Technology, Access and Efficiency in Emerging Markets**

**Tuesday, March 24, 2015**

We encourage completed papers but also accept works-in-progress papers and roundtable discussion proposals reflecting a range of theoretical and practical perspectives:

**DIRECTIONS:**

1. Fill in this form
2. Save it as "FirstNameLastNameAbstract.doc" (e.g.: If your name is James Cameroon, save the file as JamesCameroonAbstract.doc)
3. E-mail it to [CIBER@miami.edu](mailto:CIBER@miami.edu)

**Date:** \_\_\_\_\_ / \_\_\_\_\_ / 2014/2015

**I wish to contribute to the Academic Conference by participating as a:**

- Presenter of:       Final and Complete Paper       Work-in-Progress
- Roundtable Discussant

**Full name:** \_\_\_\_\_

Provide your title (Dr., Mrs., Professor, etc.), first name, and last name (e.g.: Dr. James Cameroon)

**Gender:**                       Male                                       Female

**Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_

**Abstract Title:** \_\_\_\_\_

Provide the title of your abstract - no more than 10 words

**Abstract:** Maximum 250 words / **Biographical Sketch:** 1 page  
Please attach on separate pages