



By Informa Markets

HEALTHCARE INNOVATION SHOW

SEPTEMBER 18 TO 19, 2024

SÃO PAULO EXPO – SÃO PAULO – BRAZIL

POST SHOW REPORT



About HIS

In 2024, **HIS** celebrated its 10th edition with a **30% growth**, surpassing all expectations. The event attracted a highly qualified audience, providing ample networking opportunities, hours of quality content, and creating a significant impact on **innovation** and **technology** in the healthcare sector.



Results 2024

4.000 participants

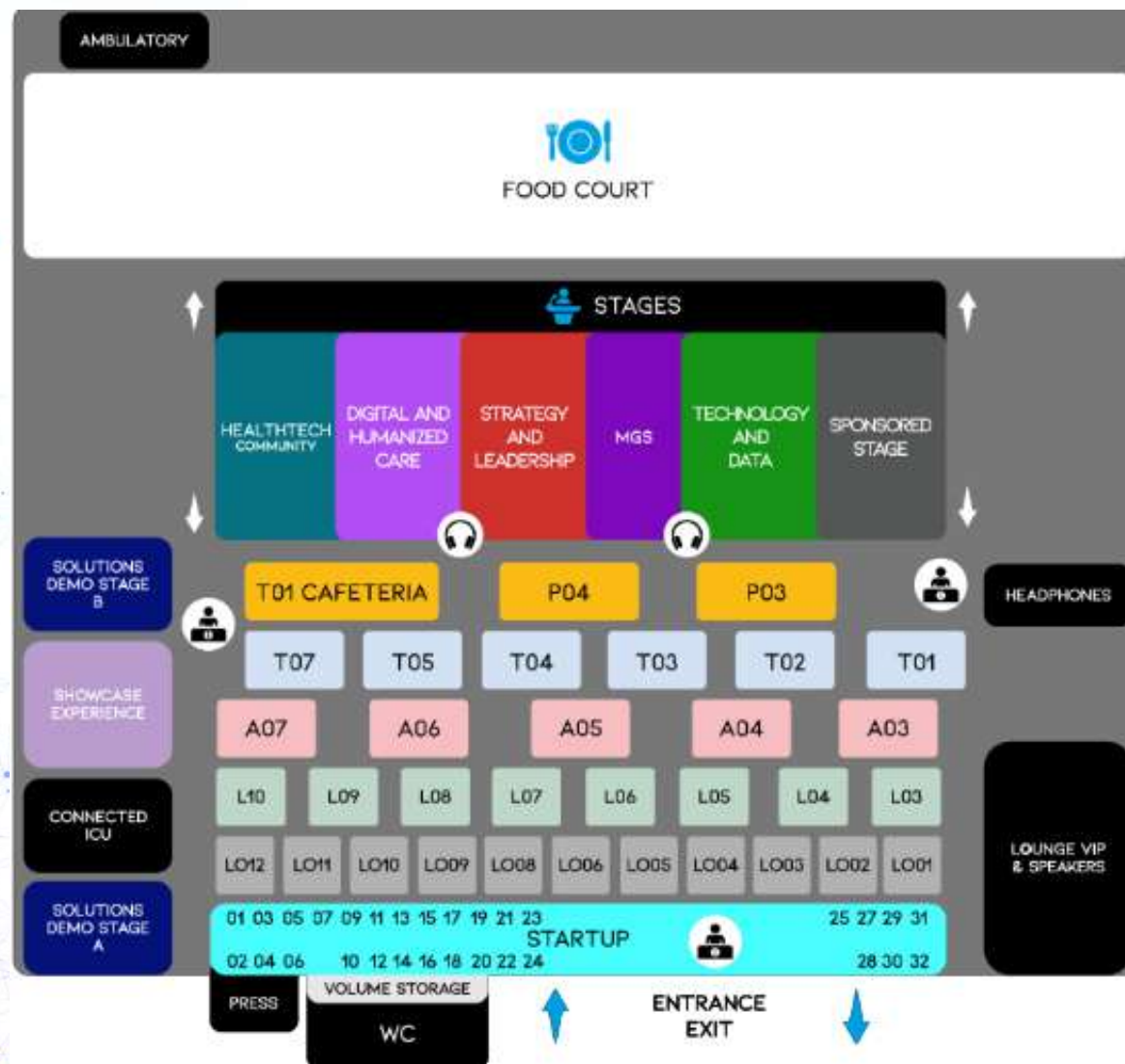
95 brands

350+ speakers

100+ hours of content

110 brands on the solutions demo stage

Event Floorplan 2024



PATROCINADORES

PREMIUM

- P03 - ROCKETBASE
- P04 - BOSTON SCIENTIFIC

TARGET

- T01 - MV
- T02 - AMIGO
- T03 - BLIP / TAKE
- T04 - AXWAY
- T05 - NILO
- T07 - TWILIO

ADVANCE

- A03 - PHILIPS
- A04 - BIONEXO
- A05 - GLOBANT
- A06 - TIVIT
- A07 - SAÚDE DIGITAL BRASIL
- DR AO VIVO
- RAPIDOC
- HAI

LITE

- L03 - CERTISING
- L04 - PEGA PLANTÃO
- L05 - SINCRON
- L06 - MODERNA
- L07 - PLOOMES
- L08 - SYS4WEB
- L09 - VENTURUS
- L10 - MEVO

LOUNGE

- LO01 - PCTEC
- LO02 - DOCTORID
- LO03 - GO-K
- LO04 - SYSMIDDLE
- LO05 - DGS BRASIL
- LO06 - AYKO TECHNOLOGY
- LO08 - TUINDA
- LO09 - NURIA
- LO10 - FURUKAWA
- LO11 - NONIUS
- LO12 - FOLKS

STARTUP

- S01 - BRASIL TELEMEDICINA
- S02 - WELLCARE
- S03 - IMED / NEXAR
- S04 - SALVUS
- S05 - DOCTOR LINK
- S06 - NICK SAÚDE
- S07 - ABSS
- S08 - KOMPA SAUDE
- S09 - TENEX
- S10 - TELLER SAUDE
- S11 - HEX GREEN
- S12 - AM TEC
- S13 - CAREFY
- S14 - LME FÁCIL
- S15 - PAGER HEALTH
- S16 - CLICKNURSE
- S17 - ROBBU
- S18 - ARVO SAÚDE
- S19 - DIGITALY TECHNOLOGY
- S20 - EVOLV
- S21 - MEDME
- S22 - NYX TECNOLOGIA
- S23 - VIVA FÁCIL
- S24 - META DOCTORS
- S25 - WELLBE
- S26 - CSLR WGA - WEEGA
- S27 - BETH
- S28 - SOFYA
- S29 - NEURALMED
- S30 - KURI SAÚDE
- S31 - INTUITIVE CARE

CAFETERIA

- C01 - MILMEDIC
- C02 - BALDUCCO
- C03 - INOVA PHARMA
- C04 - CLOUDIA
- C05 - NUVIE SA
- C06 - THINK DIGITAL

SHOW CASE FOLKS

- F01 DOCTORID
- F02 EVERYMIND
- F03 EVERYMIND
- F04 PHILIPS
- F05 ELSEVIER
- F06 INTELECTAH
- F07 MEVO
- F08 DR TIS

UTI CONECTADA

- CLOUD SAÚDE
- GETINGE
- BBRAUN

APOIO / PARCEIRO

- LINDOYA
- MÉDICOS SEM FRONTEIRA
- TV DOUTOR
- INSTITUO JO CLEMENTE

Audience Objectives



79% *Seek networking*



70% *Stay updated with new products/trends*



55% *Participate in Congresses and discussion panels*



35% *Seek new partnerships*

Audience – Top 5

Sector



30% **II**

15% Private Hospitals

11% Supplementary Health

6% Consulting

6% Private Clinic

Area of expertise



23% **II**

12% Commercial

18% General management

12% Healthcare professional

8% Marketing

Audience – Top 5

Positions



26% Director

25% Manager

17% President / C-level

14% Owner

7% Coordenador

States



76% São Paulo

6% Rio Grande do Sul

4% Rio de Janeiro

4% Paraná

3% Santa Catarina



HEALTHCARE INNOVATION SHOW

SEPTEMBER 18 TO 19, 2024

SÃO PAULO EXPO - SÃO PAULO - BRAZIL

STAGES



DATA AND
TECHNOLOGY



DIGITAL AND
HUMANIZED CARE



HEALTHTECH
COMMUNITY



SOLUTIONS
DEMO STAGE



SPONSORS AND
PARTNERS



STRATEGY AND
LEADERSHIP



Keynote Speakers



Alvaro Machado Dias

Mindset Changes Based on Artificial Intelligence and the Future of Healthcare



Vinicius Gambeta

How to Solve Problems Creatively



STRATEGY AND LEADERSHIP

On this stage, executives gathered to discuss management, strategy, and processes, aiming to increase efficiency and improve outcomes in healthcare institutions.



DATA AND TECHNOLOGY

On the Data and Technology Stage, essential topics for IT management were discussed, with relevant case studies for the market. Public Health representatives also presented digital projects and advancements.

GESTÃO DE DOENÇAS CRÔNICAS A PARTIR DE PLATAFORMAS INTELIGENTES PREVENÇÃO E EDUCAÇÃO DO PACIENTE



DAIANE DIAS
GERENTE SÊNIOR DE SAÚDE POPULACIONAL
HOSPITAL SÍRIO-LIBANÊS



FRANCISCO SOUTO
VICE-PRESIDENTE DE OPERAÇÕES -
REDE PRÓPRIA
HAPVIDA



SILVIA LAGROTTA
CEO E PRESIDENTE
COLÉGIO BRASILEIRO DE MEDICINA
DO ESTILO DE VIDA



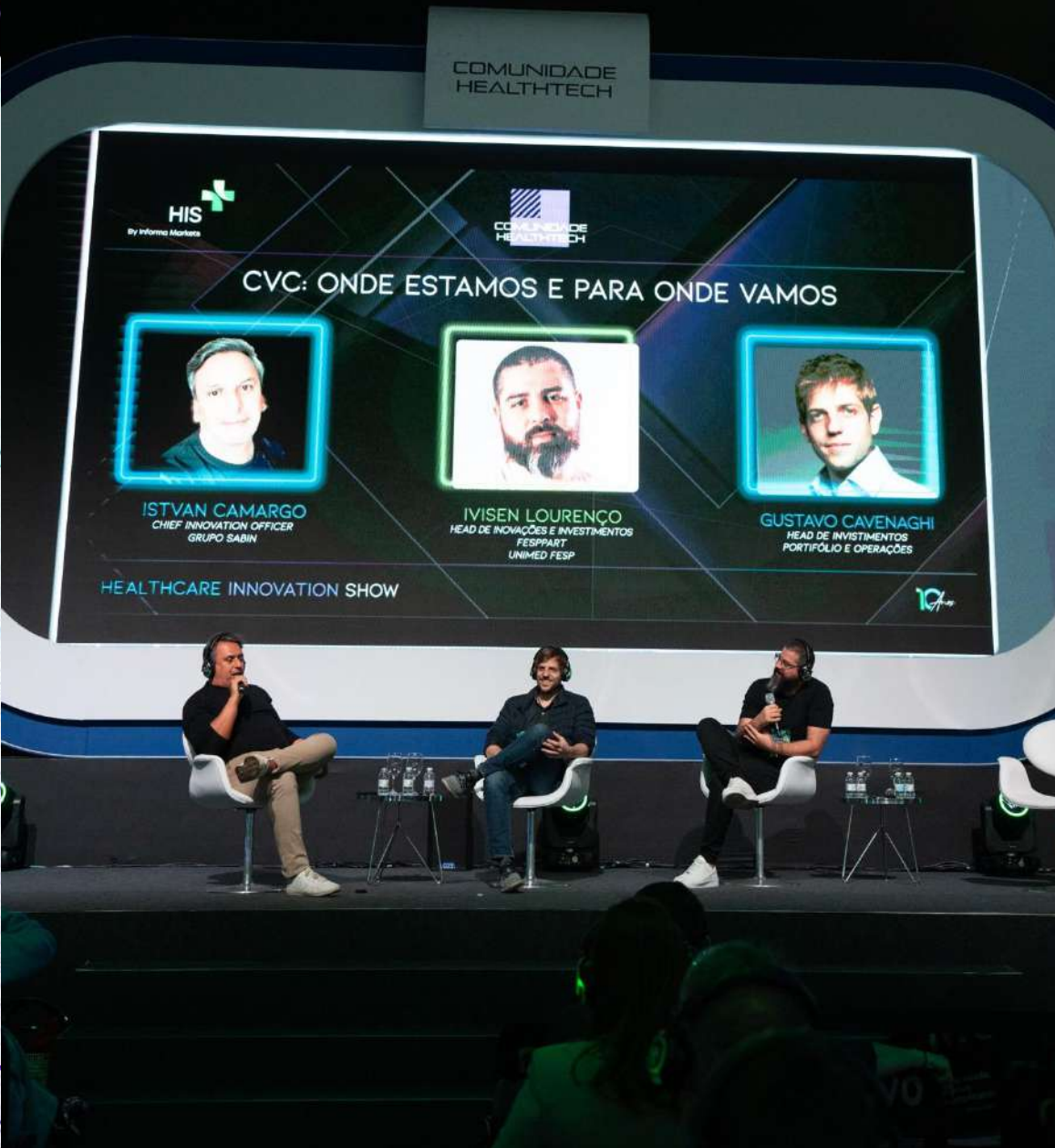
SILVIA VILAS B.
HEAD
AMPARO SAÚDE

HEALTHCARE INNOVATION SHOW



DIGITAL AND HUMANIZED CARE

On the Digital and Humanized Care Stage, the latest innovations in patient care were presented, highlighting the positive impact on the doctor-patient relationship, clinical outcomes, and quality of care.



HEALTHTECH COMMUNITY

Unmissable debates brought together founders, investors, and representatives from innovation hubs to discuss solutions in Brazil's healthcare ecosystem.



SPONSORS AND PARTNERS

On this stage, the content was created by sponsors and partners

Day 18



Day 19



ABCIS
Associação Brasileira CIO Saúde



fehoesp
Federação dos Hospitais Clínicos
e Laboratórios do Estado de São Paulo





MEDICAL GROWTH SUMMIT

This year, the second edition of the Medical Growth Summit took place at HIS, with a central stage dedicated to innovations in the medical field!

Experience Area: A Journey of Knowledge and Networking

HIS 2024 brought an area full of experiences and interactions: the **Experience Area**. This exclusive space was created to offer all participants the opportunity to dive into innovative experiences, gaining practical knowledge and establishing valuable connections with professionals focused on technology and healthcare innovation.



Connected ICU

Leading companies like CloudSaúde, B. Braun, and Getinge created a realistic hospital environment to highlight the importance of interoperability in intensive care. Visitors explored the ICU bed, connected to a central bed in the CloudSaúde lounge, and monitored vital data in real-time on a panel integrated with the electronic medical record.



Showcase Experience

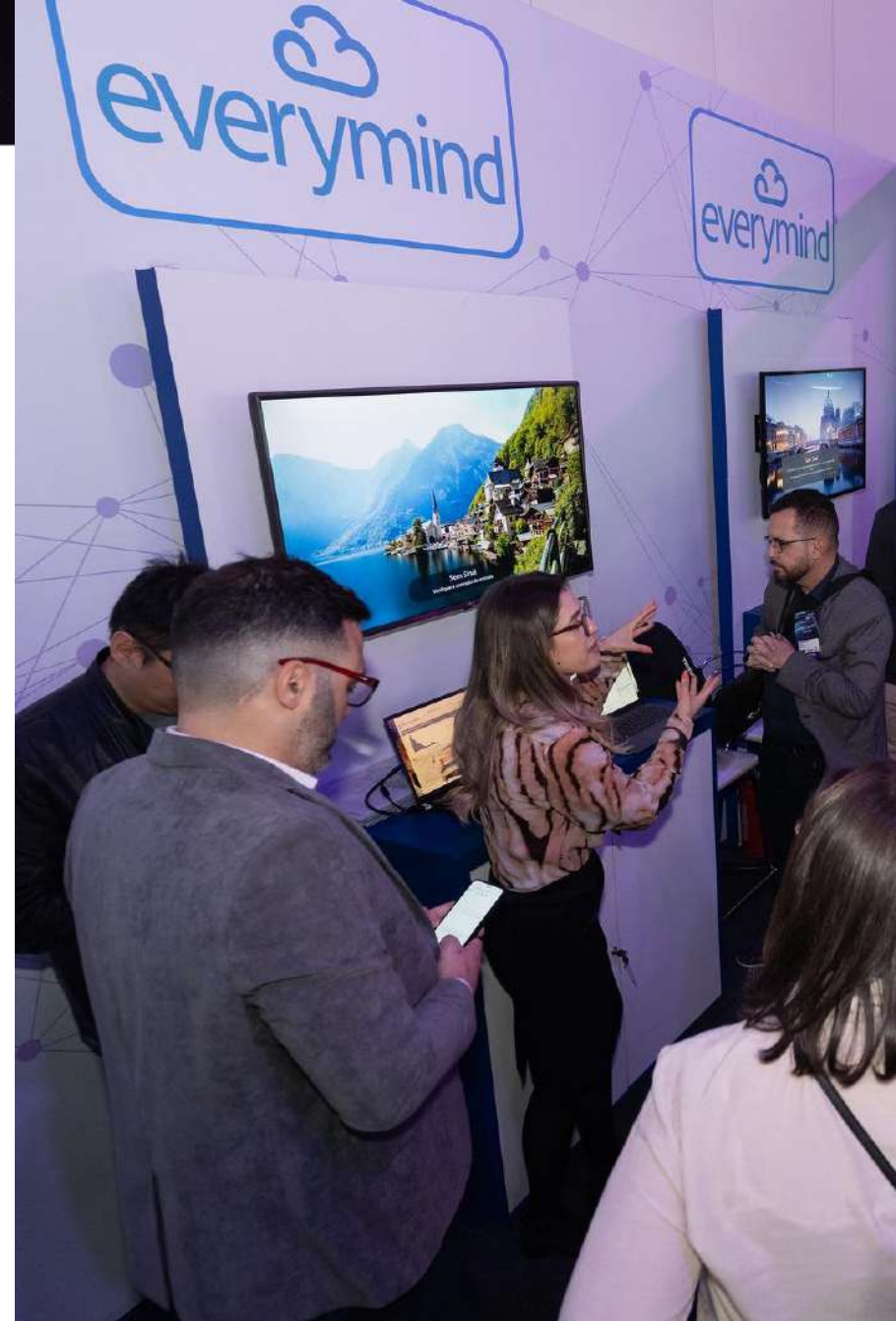
In partnership with Folks, Informa presented an immersive attraction that was a highlight at HIS !

The ShowCase offered a unique experience focused on the **Digital Journey of the Doctor**, where participants could observe and evaluate practical demonstrations of solutions and innovations that are redefining the sector.

Sponsors



Health



Networking Space

A dedicated environment where participants could connect with other professionals who share common interests. A space designed to facilitate interaction and quality networking.

Upon arrival, it was possible to attach 'tags' to the badge with areas of interest, such as: **Innovation Leaders**, **Cybersecurity**, **Artificial Intelligence**, **Startups**, **Patient Experience**, and **Interoperability**.



Content at Sponsors' Booths

Sponsors promoted content directly at their booths, with the schedule published on the event's official platform.





SOLUTIONS DEMO STAGE

400 people attended presentations on the stages over the two days.

Solutions divided into **9 categories** :

- Interoperability
- Digital Health Products and Services
- Digital Infrastructure
- Data Analysis and AI
- Medical Devices
- Hospital Intelligence Platforms
- Data Security and Privacy
- Digital Health Technology
- Telehealth





SPONSORS

SOLUTIONS DEMO STAGE



ABIMO



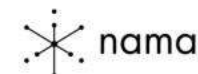
bionexo





SPONSORS

SOLUTIONS DEMO STAGE





SPONSORS

SOLUTIONS DEMO STAGE



Media Highlights



133

News articles published by the press



90

Media outlets with event coverage



18

Stories about the event and sponsors' solutions



18.308.790 *Audience Reach*

Media Highlights





HIS

By Informa Markets

HEALTHCARE INNOVATION SHOW

SEPTEMBER 18 TO 19, 2024

SÃO PAULO EXPO – SÃO PAULO – BRAZIL

SPONSORS





Sponsors

PREMIUM





Sponsors

TARGET





Sponsors

ADVANCE

bionexo



Globant



PHILIPS



TIVIT



Sponsors

LITE





Sponsors

LOUNGE





Sponsors

STARTUP





B|BRAUN
SHARING EXPERTISE


CLOUDSAÚDE

 cloudia

DoctorID
DIGITAL ID EXPERTISE

dp.Tis


ELSEVIER

 everymind
a compass.uol company

 flowti


Pharma
Inova
Inova

intelectah

GETINGE *


milmedic
ECOSSISTEMA DE SAÚDE

mevo

 novie

 ThinkDigital

PHILIPS



Sustainability

As an event that connects people and focuses on technology and innovation, the Healthcare Innovation Show understands the importance and impact it has on the world. In this context, it leads various actions aimed at sustainability.



Reduction of
printed materials



Selective waste
collection



Suppliers with a focus
on social inclusion



LED lighting



Credential recycling



Partnership with Safrater, an
NGO supporting families in high
social vulnerability



Printed materials with
FSD certification



Relaxation area with
hydration and
massage



Vegetarian and
vegan food options



Valuing sustainable
practices of exhibiting
companies



Encouraging carpooling
among colleagues
attending the event



Support for non-profit
social institutions

HIS is committed to meeting the UN's Sustainable Development Goals (SDGs). Currently, it focuses on 7 SDGs, with special emphasis on content during the event and on digital channels.



"The event was very well organized, and the space provided for us was excellent! For us at MSF, it was wonderful to be there. We gained **17 new monthly donors** during the event, surpassing last year's results! The audience was very interested and aware, definitely eager to support our humanitarian work.

I want to thank everyone involved and for all the support given to us, and I can't miss the chance to thank you as well for the opportunity! Thank you for trusting in our work and once again giving us this space to raise awareness about often forgotten humanitarian causes. **This made a huge difference for the organization!** Every bit of support you provided is a way to help deliver medical-humanitarian assistance to those in greatest need."



See the highlights of 2024





By Informa Markets

HEALTHCARE INNOVATION SHOW

SEPTEMBER 18 TO 19, 2024

SÃO PAULO EXPO – SÃO PAULO – BRAZIL

POST SHOW REPORT

