

Media Advisory



BRIDGEPOINT HEALTH
www.bridgepointhealth.ca

For Immediate Release

BRIDGEPOINT HEALTH PRESENTS *LIVEWELL!* LECTURES

Goal to foster more understanding of economic, social and public impacts of complex chronic disease

TORONTO, December 4, 2007 – Bridgepoint Health has launched a new LiveWell! lecture series to support the community's understanding of the economic, social and public impacts of people living with Complex Chronic Disease. The first lecture will feature Dr. Alex Jadad, Founder of the Global e-Health Innovation Network. His presentation will focus on a new access point in health care -- the Internet and social networks, and how it is changing our lives and our views on health.

Guest Lecturer

Dr. Alex Jadad, MD, DPhil, FRCP,

Founder of the Global e-Health Innovation Network who will present:

Living Well with Chronic Disease in the Age of the Internet and Social Networks

When: Wednesday, December 5, 2007

Time: Doors Open/Refreshments: 8:00 a.m.

Lecture / Questions and Answers: 8:30 a.m to 9:30 a.m.

Place: Bridgepoint Health Auditorium

14 St. Matthews Road (Broadview & Gerrard)

www.bridgepointhealth.ca

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Bridgepoint Health

Bridgepoint Health is Canada's first healthcare organization dedicated solely to the prevention and management of Complex Chronic Disease. It's also Canada's only research and patient care centre committed to changing the world for people living with Complex Chronic Disease. Bridgepoint Health is now building a unique "campus of care" to foster a new generation of researchers, doctors, nurses and therapists specifically qualified to treat this epidemic and deliver specialized care to Complex Chronic Disease patients. This way, we'll be ready when life changes for you. Because life always changes. To find out more, visit www.bridgepointhealth.ca or www.lifechanges.ca.

Dr. Alex Jadad

Dr. Alex Jadad's mission is to help improve health and wellness for all, through information and communication technologies (ICTs). Dr. Jadad is the founder of the Centre for Global eHealth Innovation. He is also spearheading the development of the Global eHealth and eWellness Network Initiative (GENI, pronounced as "genie"), a unique group of individuals, organizations, tools and facilities working in harmony to promote research, development, education, policy, funding, recognition and commercialization activities related to the uses of ICTs to promote optimal levels of health and wellness, worldwide.

Dr. Jadad's numerous awards, including a 'National Health Research Scholars Award', by Health Canada (1997), one of 'Canada's Top 40 Under 40' awards (1998), a 'Premier's Research Excellence Award' (1999), the New Pioneers Award in Science and Technology (2002). In 2001 and 2002, he was featured by Time Magazine as one of the new Canadians who will shape the country in the 21st century, and as one of the leading medical researchers in the country. In 2004, he received the Canadian Latin Achievement Award, as one of the people who have made important contributions to the relationship between Canada and the Hispanic world. In 2005, he was selected by the Top 40 Under 40 alumni as one of "The Best of the Best" for achievements in Health and Science, and by his peers in Colombia as the scientist who probably has had the greatest impact in the country's history.