

Media Advisory



BRIDGEPOINT HEALTH
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For Immediate Release

BRIDGEPOINT HEALTH PRESENTS *LIVEWELL!* LECTURES

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

TORONTO, February 13, 2008 – Bridgepoint Health is leading the way in promoting awareness of the economic, social and public impacts of people living with Complex Chronic Disease – the 21st Century health care challenge – by featuring thought leaders with solutions to how we can implement new ways of managing chronic disease across the health care system.

This week's lecture will feature Pablo Rivero Corte, Senior Advisor, Health Innovation, Calgary Health Region and Deputy Minister, Health Innovation, Andalusia. His presentation will focus on international perspectives in how chronic disease is changing how health care is provided around the world.

Guest Lecturer Pablo Rivero Corte

Senior Advisor, Health Innovation, Calgary Health Region and
Deputy Minister, Health Innovation, Andalusia.

“Engagement of Individuals in their health and health care: International Perspectives”

When: February 14, 2008

Time: Doors Open/Light Breakfast 9:00 a.m.

Place: Bridgepoint Health Auditorium
14 St. Matthews Road (Broadview & Gerrard)

www.bridgepointhealth.ca

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For media inquiries and registration:
Bernadette Seward, Communications Manager
Bridgepoint Health, 416.461.8251 x2177
bseward@bridgepointhealth.ca www.bridgepointhealth.ca

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.

Pablo Rivero Corte

Mr. Rivero is a leading thinker in chronic disease management and is currently the Senior Advisor, Health Innovation, Calgary Health Region and Deputy Minister, Health Innovation, Andalusia.

In August 2006, a Memorandum of Understanding was signed with the Calgary Health Region and the Junta de Andalucia in Spain to develop collaborative programs on health and wellness.

In Calgary, Mr. Rivero is focused on the implementation of the Calgary Health Innovation Strategy. This strategy was created to improve citizen engagement in health care and collaborate with health care professionals to enhance their professional fulfillment through the use of innovative tools. He is developing a similar strategy at the same time in Andalusia.

In Spain, Mr. Rivero Corte worked as the Deputy Minister of Health Innovation and was involved in the creation of Health Andalusia 24h, a health care and information service accessible through different communication channels. This service continues to thrive and is providing immediate health related responses customized to each person's needs. The result is more accessible, comprehensive and high quality health information, as well as assessment tools at their fingertips.

Mr. Rivero Corte was the Co-Chair of the European High-Level e-Health Conference, in Malaga, which brought together most Ministers of Health and policy-making leaders from the European Union, to discuss common challenges and develop common approaches to meet them.

A lawyer by training, Mr. Rivero Corte has held several strategic positions in provincial governments in Spain. In the European Union, he is recognized as a leader in the use of health technology for citizen engagement. He was also a member of the National Spanish Volleyball Squad.