



PRESS KIT



Welcome to HealthCamp!

HealthCamp is the leading international network of Health Care related un-conferences focused on empowered engagement in health.

HealthCamp Foundation is the non-profit organization that coordinates and supports local HealthCamp events providing organizers with logistical, planning and support services.

Health Care is complicated, very complicated

Wherever you go in the world everyone seeks opportunities to improve Health and the delivery of health care. The delivery of effective health care is complicated and grows more complex every day as new drugs, treatments and technologies are developed. New understanding of the power of our DNA is tantalizing us with the potential of personalized medicine while new sensor technologies offer the prospect of giving us unprecedented insights in to the importance of our daily routines on our long term health and vitality. At the same time, the rising cost of health care threatens to outstrip our ability to even afford basic health care, let alone life saving treatments.

These changes are transforming the delivery of health care. The traditional, paternalistic relationship between the patient and their caregivers is outmoded but we are steeped in a tradition where the disease rather than the patient is treated. A world where the patient is supposed to do as the experts instruct and are not embraced as equal partners in the optimization of their health and vitality.

In this world of experts the patient is an outsider. The health care industry itself is still anchored in a non-digital paradigm and largely operates in silos with rigid interactions and limited communication between silos. This is even evident in the vast majority of expensive conferences that health care professionals attend.

HealthCamp is different

HealthCamps are events where people from all walks of life both inside and outside health care are encouraged to *participate together*. The diversity of experience brings eye-opening insights to problems and stimulates innovative thinking and solution visioning to approach the complex problems faced across the health care spectrum.



The Role of HealthCamp Foundation

HealthCamp Foundation is a non-profit organization based in Owings Mills, Maryland. Established in 2011, the Foundation has formalized the processes and support infrastructure that the founders have developed since 2008 in the course of organizing and promoting over 30 HealthCamp events around the world.

The Foundation provides centralized event support services to help local organizers host HealthCamp events.

Our support services include web site, ticketing, event insurance and Camp facilitation services. We also promote events in social media and publish video and radio content that serves to establish a growing digital footprint to encourage and empower engagement in health care.

HealthCamp Foundation is also a think tank for ideas and offers consulting to organizations to promote patient and consumer engagement in health care, advising organizations in the use of social media and community-based initiatives to deliver on their mission and objectives.

About the Founders

Mark Scrimshire and Maumi Cannell Chatterton are veterans in social media and bring diverse backgrounds that span multiple industries, including health care, higher education, telecommunications and high technology industries. They held their first HealthCamp in 2008.

Find a HealthCamp:

<http://healthca.mp/calendar/>

HealthCamp Radio:

<http://healthca.mp/radio/>

Follow us on Twitter:

@HealthCampHQ

HealthCamp Foundation

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Owings Mills, MD 21117

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Speak to a HealthCamp Founder

Mark Scrimshire is the “face of HealthCamp.” He can be reached at +1.703.623.2789, @ekivemark on Twitter and Skype or via email at mark@healthca.mp.

Mark Scrimshire is available to comment on Health and Technology topics such as:

- Hosting un-conference events
- Patient engagement
- “Consumerization” of health care
- Electronic Health Records
- Mobile Health and Telemedicine
- Use of social media in health care
- Health technology integration



Add The Patient's Perspective

The HealthCamp Founders are continually representing the voice of the patient and consumer in health care. Mark Scrimshire, Chief Instigator, has spoken at numerous industry events:

- Medicine 2.0 (2009)
- Health 3.0 (2010 & 2011)
- World Health Care Congress - Innovation and Technology Conference (2010 & 2011)
- World Health Care Congress - Health Plan Innovation Conference (2010)
- Global Media Dynamics – Wellness Rewards Congress (2011)

Presentations are available online: <http://slideshare.net/ekivemark>.

Ask a Question

HealthCamp Founders are available for interviews or commentary on health care issues. You may have questions:

- *How can the Veterans Administration Blue Button initiative transform health care?*
- *How is the smartphone and tablet adoption transforming health care for both the Doctor and patient?*
- *How will the Affordable Care Act change the face of health insurance and health care delivery?*
- *How does the un-conference unleash innovation?*

2011 HealthCamp Calendar

(as of July 2011 - get the latest updates at <http://healthca.mp/calendar>)

HealthCampSanDiego: San Diego, CA. Sunday March 20, <http://www.healthcampsandiego.org>

HealthCampCT@Yale: New Haven, CT. Saturday April 2, <http://healthca.mp/ct>

HealthCa.mp/dc: Washington, DC. Wednesday June 8, <http://healthca.mp/dc>

HealthCampFlorida: Tampa, FL. Saturday July 30, <http://healthcampflorida.org>

HealthCampSFBay: San Leandro, CA. Friday September 23, <http://www.healthcampsfbay.com>

HealthCa.mp/or: Portland, OR, TBD October, <http://healthca.mp/or>

HealthCampAZ: Arizona State University, Phoenix, AZ. Saturday November 5, <http://healthca.mp/az>

HealthCampLA: Los Angeles, CA. Friday November 11, <http://healthca.mp/la>