



## European MHealth Alliance

### **Establishment of the European MHealth Alliance (EuMHA)**

*27 May 2010, Helsinki, Finland:*

Oske, a programme for the Ministry of the Economy and Employment of the Finnish Government and Kuopio Wellbeing Cluster of Eastern Finland today announced that they had become the enabling sponsors and founding partners of the European MHealth Alliance (EuMHA). These two organisations are working in conjunction with European Connected Health Campus (ECHCampus) and The University of Manchester to help facilitate the launch of the Alliance on June 16<sup>th</sup>, 2010, at the forthcoming 2<sup>nd</sup> European Connected Health Leadership Summit in Belfast, Northern Ireland.

The European MHealth Alliance (EuMHA) will concentrate on the economic development of MHealth, with a target of making Europe a world leader in this field, which will ultimately reduce healthcare costs for governments and provide a wider choice of offerings for its citizens.

EuMHA is a non-profit initiative designed to offer a range of membership opportunities for individuals, organisations, companies and government bodies. The partnership is committed to creating positive and long lasting change through innovation across Europe, and provides a framework where sustainable growth for MHealth, which everyone can benefit from. The alliance is open to any organisation wanting to understand or develop this sector and has a structure to accommodate all of the industry's needs today and in the future.

“We are very pleased to be one of the enabling members in the creation of a platform for the development of sustainable economic growth of the MHealth industry,” said Mr Ilpo Kuronen of Oske, “Health and Wellbeing are providing substantial challenges for many governments across Europe; new solutions need to be found. We believe this Alliance will provide new and exciting opportunities to develop solutions that empower individuals to manage their own wellbeing. “

Professor Chris Taylor FEng, OBE the Associate Vice President for Research, University of Manchester and Director of Manchester Informatics said: “The European MHealth Alliance will position Europe at the centre of international collaboration, innovation and research in MHealth and it is something we strongly believe will make a real difference to Health and Wellbeing across Europe.”

“We fully support the European MHealth Alliance and its goals “said Tom Boyle the Co Chair of the European Connected Health Campus, “The Alliance will provide a platform for the development of this new and important industry. With innovation and economic development at its core, it truly has the ability to transform the future of this industry for the benefit of all citizens within Europe. It complements the aims of our organisation, and we are delighted to be hosting the official Launch of EuMHA during our Leadership Summit”

#### **If you would like any further information, please contact:**

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