The International Medical Informatics Association (IMIA), together with its member society, the Danish Society of Medical Informatics (DSMI), will host the 14th World Congress on Medical and Health Informatics (MedInfo2013) in Copenhagen, Denmark, on August 20–23, 2013. IMIA is the leader for the international biomedical and health informatics communities. In line with its main goals of bridging biomedical and health informatics research and practice, and promoting cross-fertilization of health informatics information and knowledge across professional and geographical boundaries, the triennial (and soon to be biannual starting in 2015) MedInfo is the premier conference that brings together world leaders, policy makers, researchers, practitioners, educators, and students to exchange ideas and contribute to the latest developments, innovations, and global trends in this fascinating, rapidly advancing, and multidisciplinary field.

The theme of MedInfo2013 centers on 4C-ing the eHealth future: “Conducting medical informatics by Converging technologies, Conveying sciences, and Connecting people” and emphasizes the interdisciplinary, collaborative, and translational science and practice that characterizes the informatics domain. The Congress will also focus on how human-centered, integrative approaches can contribute to usable, adaptive, and cost-effective eHealth solutions for the world. Recent natural disasters, emerging epidemics, changing demographics, volatile economics, and dwindling resources have called for collective, collaborative and trans-disciplinary efforts to address the new and evolving challenges in health care and biomedicine. Human-centered designs that connect people, and integrative innovations that converge multidisciplinary technologies are crucial for realizing the tremendous, but often dormant potential of information and communication technologies to improve health care processes and patient outcomes. Problem solving and decision making in the complex and uncertain care environments require scientific solutions that are adaptive and cost-effective.

MedInfo2013 will highlight both emerging methodologies that contribute to the conceptual and scientific foundations of biomedical and health informatics, and successful implementations of innovative application, integration, and evaluation of eHealth systems and solutions. The congress is organized around four major tracks relevant to the domains of translational bioinformatics, clinical informatics, clinical research informatics, nursing informatics, consumer health informatics, and public health informatics: 1) representing and understanding biomedical knowledge; 2) enhancing care, patient safety and outcome; 3) managing care information and workflow; and 4) enabling cost-effective health care.
A whole range of exciting scientific and professional activities is planned for MedInfo2013. The pre-MedInfo conference “Context Sensitive Health Informatics” (www.cshi2013.org) will be held on August 17–18, 2013, and focuses on human factors and socio-technical informatics approaches and perspectives. The MedInfo2013 pre-program on August 19–20 will include tutorials, a doctoral consortium, and student paper competition. The main program on August 20–23 will include keynote and invited talks by leading experts, paper and poster presentations, panel discussions, workshops, system demonstrations, as well as an exhibition.

MedInfo2013 will also feature a special “Care for the World” mini-symposium of global, regional, and national initiatives and programs, which highlights the visions, challenges, and opportunities of the various stakeholders, such as world organizations, governments, industries, and academics that address the specific needs for multicultural, multilingual and global informatics solutions. Echoing the congress theme, the mini-symposium features global, regional, national, and community eHealth initiatives and results aimed at improving health care and the quality of life for every world citizen. The presentations and engagements will highlight the various efforts and activities, with an emphasis on those that involve government or industry participation to materialize and implement the research achievements and innovation insights. A special part of the mini-symposium will be devoted to the United Nations/World Health Organization (UN/WHO) strategies and efforts to improve health outcomes in populations with varying resources in the world.

Lively and environmentally friendly Copenhagen boasts a traffic-free, historic town city; the medieval street plan makes sights and attractions very accessible on foot. Old townhouses in all the colors of the rainbow and atmospheric streetlamps on cobblestone streets reflect on the waters of the characteristic canals, lakes, ponds and fountains. Besides the old city atmosphere, innovative and creatively designed modern architecture competes for the visitors’ attention. The friendly people of Copenhagen enjoy bicycling, the safe environment of the city, short distances to major places, excellent meals in acclaimed restaurants and a high level of quality of life. In the month of MedInfo2013 the weather is generally beautiful with average temperatures of 20–23 degrees Celsius. MedInfo 2013 will be held at the Bella Congress Center (www.bellacenter.dk/english) which is located in a new city district between the airport and the city, has its own Metro station, and provides easy access to all of Copenhagen. The Danish Local Organizing Committee is planning an interesting program to explore the wonderful city from a professional and recreational perspective (who says informatics can’t be fun?), with site visits and a program for accompanying persons and families.

We invite you to be part of the MedInfo2013 program and we look forward to seeing you in Copenhagen. Paper and Poster submissions are due on December 10, 2012, with other types of proposal submissions due on January 10, 2013. More information is available at www.medinfo2013.dk