



# JOHN CRAWFORD

## HEALTHCARE SOLUTIONS MANAGER IBM GENERAL BUSINESS

John has been active in the IT business for 27 years, working with clients in the Financial Services, Media, Healthcare and Life Sciences sectors. Much of this business has been conducted internationally, and John has worked with clients in Europe, the USA and the Far East, including some of the largest UK and US-based banks, media organisations, publishers, broadcasters and information providers. Over the past 7 years, John has worked with many healthcare IT and medical equipment companies, and with government organisations involved in the delivery of healthcare services. He has a particular interest in the innovative use of IT to extend the reach and capacity of national healthcare systems, to transform healthcare delivery models, and to improve the safety and quality of care.

He is currently responsible for IBM's Healthcare Solutions business in the UK and Ireland, working closely with many business partners and software vendors. He is active in a number of healthcare industry and IT organisations, including COCIR, the Continua Health Alliance (Policy Strategy Working Group), the Health Information Network Europe (HINE), Intellect (Health and Social Care and Telehealth sections), the Associate Parliamentary Healthcare Group, and the UK eHealth Association.

He has delivered scientific papers and keynote speeches at a number of recent conferences, including EuroPACS, Management in Radiology, the European Radiology Congress (ECR) and the European Telemedicine Conference (TTeC).