



Hans C. Ossebaard studied clinical and developmental psychology at Utrecht University (NL). He worked in the field of drug use and addiction at the Addiction Research Institute at this university and published extensively on psychological, social, military, medical and religious functions of drug use. At the Netherlands Institute of Mental Health and Addiction he lead a national drug abuse prevention project for secondary schools. At the Amsterdam Jellinek Prevention and Consultancy department he was internet editor in the nineties. After having his own firm on drug research and consultancy he became an information officer and policy advisor at the mental health and drug policy department of the Dutch Ministry of Health.

Since 2005 he is a product manager of the national health and care portal kiesbeter.nl at the Dutch National Institute for Public Health and the Environment (RIVM). Here he is responsible for the quality of information on health and disease, prevention and medication. Besides this he leads a research project on consumer health informatics that examines on line information behavior, usability and decision technology. Since 2008 he is associated with the University of Twente (UT) where he co-founded the Center for eHealth Research at the IBR-Institute for Social sciences and Technology. He teaches 'eHealth and psychology' in the graduate track, designs and conducts research in the field of eHealth (e.g. diabetes, physical therapy), disease management and business modeling; and develops academic networks to advance international cooperation.

He currently set up an innovative research RIVM-project with regard to the use of social media for prevention and control of infectious diseases in collaboration with the University of Twente. At the UT he co-organized the international Medicine 2.0 conference in Maastricht (2010) and the 'Supporting Health by Technology' conferences in Enschede, NL (2008, 2009). For some time he was secretary to the Dutch Association of eHealth (NVEH) until this was deemed incompatible with his profession at the Ministry of Health.

He collaborates with IARIA since the first International Conference on eHealth, Telemedicine, and Social Medicine (eTELEMED) in Cancun (Mexico). Since 2009 he is member of the Advisory board of eTELEMED where he assisted the organization in the initial phase with regard to the reviewing process, the proposal of conference subjects and marcom affairs. He

contributed to eTELEMED by hosting panels, chairing sessions, moderating panel sessions and presenting subjects e.g. decision technology and on line health information.

Our world faces serious health problems that have substantial features in common: rising health care expenditures, consumerism, increase of prevalence/incidence of (multimorbid) chronic diseases, ageing, and the continuing hazard of infectious diseases. From this perspective eTELEMED provides a productive forum for international collaboration to share knowledge and experience with regard to the contribution of information and communication technology to the solution of these issues, now and in the future.