

(we apologize for any cross-posting of this message)

Dear colleague,

We cordially invite you to submit a paper to [ORAHS 2012](#), the 38th annual conference of the [EURO](#) working group on Operational Research Applied to Health Services. The conference will be held at **University of Twente in Enschede, the Netherlands**, from **July 15 to July 20, 2012**.

In the spirit of the ORAHS tradition, there is an extensive program of social activities and excursions. Plenty of opportunity to meet old friends or new colleagues. We have also organized an enjoyable and varied **partner program**.

ORAHS 2012 offers anyone the opportunity for either an oral presentation or a poster presentation. During a plenary session, all posters will be introduced in a short elevator pitch. Afterwards, there is plenty time to discuss posters in more depth.

The theme of this year's conference is **High Tech – Human Touch**. High tech developments like new technologies bring both challenges and opportunities to healthcare organizations. However, a human touch is needed to make this "technology push" work, and to ensure a lasting positive impact. The same holds for our field of research: Operational Research Applied to Health Services. How should we approach collaboration with healthcare practice in order to ensure that our work leads to implementation, and to an actual positive impact for patients and staff?

Updated abstracts and papers submitted before July 1 will be added in the conference proceedings (ISBN). Also, we will shortly announce a call for papers for a special issue of an international refereed journal devoted to ORAHS 2012.

Important dates:

- **April 30:** Deadline abstract submission (poster and oral presentations)
- **May 22:** Deadline for early registration
- **July 1:** Deadline for conference proceeding contributions
- **July 15:** Start ORAHS 2012

Our conference website can be found at: www.utwente.nl/orahs2012.

See you in Enschede!

Kind regards,
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