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EUROPEAN ASSOCIATION OF SENIOR HOSPITAL PHYSICIANS
EUROPÄISCHE VEREINIGUNG DER LEITENDEN KRANKENHAUSÄRZTE
EUROPESE VERENIGING VAN STAFARTSEN
DEN EUROPÆISKE OVERLÆGEFORENING
ΕΥΡΩΠΑΪΚΟΣ ΣΥΛΛΟΓΟΣ ΝΟΣΟΚΟΜΕΙΑΚΩΝ ΙΑΤΡΩΝ ΔΙΕΥΘΥΝΤΩΝ
ASSOCIAZIONE EUROPEA DEI MEDICI OSPEDALIERI
DEN EUROPEISKE OVERLEGEFORENING
ASSOCIAÇÃO EUROPEIA DOS MÉDICOS HOSPITALARES
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EUROPSKA UDRUGA BOLNIČKIHI LIJEČNIKA
ЕВРОПЕЙСКА АСОЦИАЦИЯ НА СТАРШИТЕ БОЛНИЧНИ ЛЕКАРИ
ASOCIATIA EUROPEANA A MEDICILOR DIN SPITALE**

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AEMH-President, Dr João de Deus has been invited to give a presentation at the World Health Care Congress.

He will take the opportunity to expose the policy of the AEMH on the involvement of doctors in hospital management.



Dorint Hotel Amsterdam-Airport (NL)

Wednesday 23 May 14:15 – 15:00

« Harnessing the power of clinical involvement in health management to transform health care »

- Exploring the evidence base that demonstrates the efficiency of involving physicians in hospital management
- Increasing clinical accountability for the use of financial resources through the devolvement of decision making to a clinical level
- Lessons from clinically led organisations



Dr. Joao de Deus

President

Association Europeenne des Medecins des Hopitaux (AEMH)

(PORTUGAL)

The partnership agreement signed with the WHCC grants a special rate with a 25 % discount to AEMH delegates . For registration use this link

http://www.worldcongress.com/email/HR12015/HR12015_04_03_12_AEMH_online.htm

You will find here attached the brochure with the programme and other organisational details.

SAVE UP TO €400 WHEN REGISTERING BY FRIDAY, 30th MARCH, 2012!

THE 8TH ANNUAL World Health Care Congress **EUROPE 2012**

Sharing Global Innovations in Health Care

23 & 24, May 2012 • Dorint Hotel Amsterdam-Airport • Amsterdam, The Netherlands



Elite Congress Speaker Panels Include:



Dr. Devi Shetty
Chairman
Narayana Hrudayalaya
(INDIA)



Victor Dzau, MD
Chief Executive Officer
Duke University Health System
(USA)



Mehmood Khan
Chief Executive Officer – Global
Nutrition Group
and Chief Scientific Officer
PepsiCo
(USA)



Sir Michael Marmot
Professor of Epidemiology
and Public Health
University College London
(UNITED KINGDOM)



Jim Easton
National Director of Improvement
and Efficiency
Department of Health
(UNITED KINGDOM)



Professor Ferdinand Breedveld
Chief Executive Officer
Leiden University Medical Centre
(THE NETHERLANDS)



Dr. Gareth Goodier
Chief Executive
Cambridge University Hospital
NHS Foundation Trust
(UNITED KINGDOM)



Ab Klink
Former Dutch Minister of Health &
Professor of Healthcare
Labour and Political Direction
Vrije Universiteit - Amsterdam
(THE NETHERLANDS)



Dr. Pieter Hasekamp
Director General
Health Insurers Netherlands
(Zorgverzekeraars Nederland, ZN)
(THE NETHERLANDS)



Alberto de Rosa
Director General
Ribera Salud Group
(SPAIN)



Robert L. Jesse, MD
Principal Deputy Under Secretary for
Health
Veterans Health Administration
(USA)



Dr. Jason Cheah
Chief Executive Officer
Agency for Integrated Care
(REPUBLIC OF SINGAPORE)



Agneta Jansmyr
Landstingsdirektör
Jonkoping County Council
(SWEDEN)



Thomas Ballast
Chief Executive Officer
Association of Health
Insurance Association (VDEK)
(GERMANY)



Martin Seychell
Deputy Director General, Directorate
General for Health and Consumers
European Commission
(MALTA)

Top 5 Reasons to Attend

- **Actively participate** in a high level forum with leading experts from the most effective health systems in Europe, the USA and from around the world
- **Develop** solutions to the pressing challenges of global healthcare, including: Affordability, efficiency, prevention and chronic disease management
- **Learn** how to unlock the transformative potential of a range of new and emerging innovations
- **Receive** the strategic information you need for business success in healthcare and the life sciences
- **Network** with colleagues old and new in an amazing location



To register or for an updated agenda, please visit www.worldcongress.com/europe
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THE 8TH ANNUAL
World Health Care Congress
EUROPE 2012
Sharing Global Innovations in Health Care

23 & 24, May 2012
Dorint Hotel Amsterdam-Airport
Amsterdam, The Netherlands

Many systems, common challenges

The health systems of Europe are diverse, however they face many common challenges. These challenges are also faced by health systems the world over, many of whom are pioneering innovative solutions.

Truly global solutions

The World Health Care Congress Europe has been designed to present these global innovations, from Europe and beyond, in a convenient format and location. Presenting the best and latest ideas in modern healthcare and featuring the World's leading providers, payers and policy makers.

Across a range of formats, the Congress will enable you to receive all the information you need, both strategic and practical. As well as providing the opportunity to network with experts and peers from around the world.

Book your place today to:

- Hear leading providers and health systems discuss how they are making tough decisions in the face of rising demand and decreasing resources
- Learn about innovations to enable healthcare sustainability being pioneered in emerging economies
- Explore the global challenge of shifting health systems to a prevention focus
- Develop strategies to reduce costs through more effective chronic disease management and technology implementation
- Share the experiences of some of the world's leading Integrated Care Organisations
- Examine a range of pioneering innovations in health care payment systems, reimbursement, funding, commissioning and incentives
- Understand and develop tactics to overcome the issues facing global health and life science businesses

Who should attend?

The World Health Care Congress event has been developed to meet the needs of delegates from Europe, but with speakers coming from all over the world, the World Health Care Congress in Amsterdam is a truly global event, catering for an international audience. Wherever you come from and whatever challenges the health system you work within faces, you will find solutions to address them here.

The Congress uniquely brings together all sectors of world health care and provides tailored content for senior executives from all organisations involved in health, including the following groups:

- Ministries of Health: Ministers of Health and senior officials
- Health Policy and Regulators: Legislators, policy makers, and senior advisors to government officials
- Government Payers and Financing Officials: Government officials responsible for health care financing
- Non-Government Payers: Statutory insurance providers, sickness funds and insurance industry
- Healthcare Provider Chief Executives: CEOs, CFOs, COOs and Medical Directors from large health systems, hospitals and physician groups
- Health Technology Leaders: CIOs, CTOs and Directors of Information Systems from large health systems, hospitals and physician groups
- Clinical Leaders: Chief Medical Officers, Pharmacy Directors, and Medical Directors from large health systems, hospitals and physician groups
- Innovators: CEOs and senior executives from health technology companies
- Pharma, Medical Device and Supplier Executives: Executives from pharmaceutical, disease management, medical supply, and outsourcing service companies
- Analysts and Academics: Researchers, healthcare policy analysts, economists and industry consultants

Sponsorship Opportunities:

Platinum Sponsorship

This High Level Sponsorship provides your company with the greatest degree of visibility as a supporter of the World Health Care Congress' mission to identify and implement innovative and creative approaches to health care cost and quality improvement.

Educational Underwriting Opportunities

WHCC Europe has packaged several major marketing opportunities to offer you total marketing solution options with varying levels of exposure within the conference and summit sessions.

Focus Group Sponsorship

World Congress will work together with the sponsor to invite a select group of C-suite or Senior Level delegates and appropriate speakers to an official sponsored Focus Group during the Congress. The sponsored Focus Group allows your company to both network and gather relevant industry research directly from the field.

The WHCC Exhibit Experience

The 8th Annual WHCC Europe will offer cost-effective and targeted opportunities to personally enhance business relationships with all industry stakeholders at ONE MEETING. The exhibit hall coincides with the Executive Networking Lounge and is designed to provide a professional atmosphere to schedule one-on-one meetings, showcase innovative solutions and dedicated area to meet with press.

Interested in Sponsoring? Contact

Adele Newton, Business Development Manager – Europe/Middle East

Phone: +971 502514312

Email: adele.newton@worldcongress.com

WEDNESDAY, 23RD MAY, 2012 — KEYNOTE PRESENTATIONS

8:30 – 9:30	Innovative approaches to strengthening global health <ul style="list-style-type: none">• Facing up to the global challenge of strengthening sustainable health care systems in the face of rising demand• How can the increasing cost of delivering equitable healthcare be contained?• Understanding the global role of technology and innovation in delivering sustainable health care• Exploring global approaches to sustainable health care delivery• Global health care industry business innovations - showcasing innovative business models from emerging economies <div><div>Dr. Devi Shetty Chairman Narayana Hrudayalaya (INDIA)</div><div>Victor Dzau, MD Chief Executive Officer Duke University Health System (USA)</div></div>			
9:30 – 10:30	Shifting the balance from treatment of illness to the promotion of health and wellness - building strategies and partnerships to improve prevention <ul style="list-style-type: none">• Developing national legislative and regulatory approaches to improving the health of populations from around the world• Exploring the role of industry in supporting consumers to make healthy choices and choose healthy lifestyles• Understanding the social determinants of health and how to address inequalities in the health of the public• Developing patient responsibility - striking a balance between the right of the individual to receive treatment and their responsibility to maintain their health• Examining the role of incentives and disincentives in driving behaviour change• Stratifying risk so as to be able target preventative interventions more effectively• Enabling active healthy aging <div><div>Mehmood Khan Chief Executive Officer – Global Nutrition Group and Chief Scientific Officer, PepsiCo (USA)</div><div>Sir Michael Marmot Professor of Epidemiology and Public Health University College London (UNITED KINGDOM)</div><div>Clive Needle Director Eurohealthnet (UNITED KINGDOM)</div><div>Moderator: Professor Dr. Ulrich Laaser President World Federation of Public Health Associations (GERMANY)</div></div>			
10:30 – 11:00	Refreshment Break in the Executive Networking Lounge			
11:00 – 11:45	Evaluating mHealth adoption barriers: Policy and Regulatory <p>Vodafone mHealth Solutions will present on one of the greatest barriers to mHealth adoption: Policy and Regulatory. The presentation is part of Vodafone's Health Debate series of Insight Guide publications aimed at evaluating the market barriers for mHealth. Vodafone will host a panel of subject matter experts that will discuss the policy and regulatory environment against the emergence of new mobile health services. The presentation will include best practice and trend reflections on reimbursement policy and clinical guideline regulations from across different emerging and mature markets. In addition, Vodafone's approach to mHealth will be described in the context of this topic. For more information on Vodafone mHealth and the Health Debate visit mhealth.vodafone.com.</p> <div>Sponsored by:</div>			
INNOVATION AND EMERGING TREND SERIES – CHOOSE FROM:				
11:45 – 12:30	EXPLORING THE POTENTIAL OF HEALTH 2.0	UNDERSTANDING AND MEASURING VALUE IN HEALTH CARE	EXPLORING THE USE OF OPEN INNOVATION AND CROWDSOURCING IN HEALTH	"PERFECT HEALTHCARE" (A GROUP DIALOGUE)
12:30 – 13:30	Lunch in the Executive Networking Lounge			
CONCURRENT EXECUTIVE SUMMITS – CHOOSE FROM:				
	EVOLVING MODELS OF HEALTH CARE DELIVERY	INTEGRATED CHRONIC DISEASE MANAGEMENT STRATEGIES	INNOVATION IN HEALTH CARE FUNDING AND FINANCING	INNOVATIONS IN HEALTH IT, E HEALTH & M HEALTH
13:30 – 14:15	Reducing hospital admissions in Hong Kong	Developing a systematic approach the management of chronic diseases	Examining the current evidence base for the design and impact of bundled payments in health care	Examining the findings of the Whole System Demonstrator trial of tele-health and tele-care in the UK
14:15 – 15:00	Harnessing the power of clinical involvement in health management to transform health care	Developing integrated disease pathways	Health care financing lessons from the Netherlands	The Liquid Hospital: Using bits instead of atoms
15:00 – 15:45	Lean case study: Bolton Hospital – Using Lean principles creatively adapted for healthcare	Implementing self-care and self-management	Emerging risk adjustment strategies	Using technology as the enabler for insurance business model redesign
15:45 – 16:15	Refreshment Break in the Executive Networking Lounge			
16:15 – 17:00	Exploring successful approaches to delivering productivity and efficiency in health care delivery <ul style="list-style-type: none">• Value improvement: Improving quality whilst reducing waste and costs• Clarifying the explicit link between high quality safe care and efficiency and decreasing variation through the development of standards• Redesigning care to be delivered out of hospital – is this more efficient?• The development of indicators to assess effectiveness and efficiency of healthcare systems• Developing a disinvestment strategy for health care• International lessons from successful approaches to increasing productivity in health care <div><div>Jim Easton National Director of Improvement and Efficiency Department of Health (UNITED KINGDOM)</div><div>Professor Ferdinand Breedveld Chief Executive Officer Leiden University Medical Centre (THE NETHERLANDS)</div><div>Dr. Gareth Goodier Chief Executive Cambridge University Hospital NHS Foundation Trust (UNITED KINGDOM)</div><div>Moderator: Sarah Neville UK News Editor & Public Policy Editor Financial Times (UNITED KINGDOM)</div></div>			
17:00 – 17:45	Developing managed competition in health care markets <ul style="list-style-type: none">• Exploring the Dutch experience of creating an insurance based market system• Long term planning of resources in healthcare versus market forces - lessons for global health care from Europe• Developing risk adjustment mechanisms to mitigate against selection by insurers in health markets• Competition on price versus competition on quality• Strategies to avoid gaming of the system <div><div>Ab Klink Former Dutch Minister of Health & Professor of Healthcare, Labour and Political Direction Vrije Universiteit - Amsterdam (THE NETHERLANDS)</div><div>Pieter Hasekamp Director General Zorgverzekeraars Nederland (THE NETHERLANDS)</div><div>Olof Suttorp CEO, Amphia Ziekenhuis & Vice President, Dutch Association of Hospitals (THE NETHERLANDS)</div><div>Moderator: Ruud Koolen Editor in Chief Springer Media (THE NETHERLANDS)</div></div>			

THURSDAY, 24TH MAY, 2012 — KEYNOTE PRESENTATIONS

8:30 – 10:00	<h2>How to make integration work – Lessons from international integrated care systems</h2> <ul style="list-style-type: none">Exploring where global health systems are in the transition to integrated careDelivering seamless integrated health care which links effectively with social and long term careHow can new technologies support the development of integrated care models?Global examples of successfully integrated care:<ul style="list-style-type: none">The Valencian Alzira ModelThe US Veterans AdministrationIntegrated care in Singapore <div><div><p>Alberto de Rosa Director General Ribera Salud Group (SPAIN)</p></div><div><p>Robert L. Jesse, MD Principal Deputy Under Secretary for Health Veterans Health Administration (USA)</p></div><div><p>Dr. Jason Cheah Chief Executive Officer Agency for Integrated Care - Republic of Singapore (REPUBLIC OF SINGAPORE)</p></div><div><p>Moderator:</p><p>Nick Goodwin Editor in Chief International Journal of Integrated Care Co-Founder International Foundation for Integrated Care Programme Director - Integrated Care for Older People, The King's Fund (UNITED KINGDOM)</p></div></div>			
10:00 – 10:30	Refreshment Break in the Executive Networking Lounge			
CONCURRENT EXECUTIVE SUMMITS – CHOOSE FROM:				
	EVOLVING MODELS OF HEALTH CARE DELIVERY	INTEGRATED CHRONIC DISEASE MANAGEMENT STRATEGIES	INNOVATION IN HEALTH CARE FUNDING AND FINANCING	INNOVATIONS IN HEALTH IT, E HEALTH & M HEALTH
10:30 – 11:20	Improving the quality and outcomes of health care	Developing cooperative partnerships to improve the management of long term conditions	Building Strategic Public Private Partnerships (PPPs) in health care	Implementing and using electronic patient records
11:20 – 12:10	Clinician led transformation of health Services in practice	Using telehealth and m-health to better enable the self-management of long term conditions	Developing payment for performance	Delivering mobile and connected health in developing economies
12:10 – 13:00	Patient centered care development in practice – Responding to needs of patients as consumers	Online care for long term conditions	Developing incentives and payment systems for clinicians based on performance	Developing a gold standard for data accuracy in ehealth and mhealth
13:00 – 14:15	Lunch in the Executive Networking Lounge			
14:15 – 15:15	<h2>Testing innovative health care payment, pricing and reimbursement models</h2> <ul style="list-style-type: none">Developing resilient funding models that will be sustainable in futureMoving from systems of fee for service to payments based on the quality of careEstablishing the links between price and outcomesMeasuring doctor's performance and developing incentives and payment systems for doctors based on performanceExploring the global results of payment bundling in health careExamining how payers around the world are increasing the incentives to manage chronic disease more effectivelyReforming the funding of long term care <div><div><p>Thomas Ballast Chief Executive Officer Association of Health Insurance Association (VDEK) (GERMANY)</p></div><div><p>Martin Duvivier Chief Executive Officer UVIT (THE NETHERLANDS)</p></div><div><p>Agneta Jansmyr Landstingsdirektör Jonkoping County Council (SWEDEN)</p></div><div><p>Moderator:</p><p>Paulo Moreira Editor in Chief International Journal of Healthcare Management (PORTUGAL)</p></div></div>			
15:15 – 16:00	<h2>Exploring the development of a cross border market for health care in Europe</h2> <ul style="list-style-type: none">Understanding the timescale for the implementation of the EU Directive on Cross Border HealthcareDefining a framework to provide information to citizens about health care in EuropeEstablishing national contact pointsClarifying the care basket available to cross border patientsManaging the risks to health care providersDeveloping provider mobility – what are the opportunities for international provider groups?Exploring the costs of implementing the Directive – can Europe still afford cross border healthcare?What can be learned about the development of global medical tourism? <div><div><p>Martin Seychell Deputy Director General- DG Health and Consumers European Commission (MALTA)</p></div><div><p>Dr. Neil Lunt Senior Lecturer in Public Sector – York Management School University of York (UNITED KINGDOM)</p></div><div><p>Paolo Giordano Director General European Union of Private Hospitals (ITALY)</p></div></div>			
16:00 – 17:00	<h2>Predicting the future – Exploring how science and business will change health care</h2> <ul style="list-style-type: none">Exploring how increasing specialization in healthcare is changing the pattern of care delivery – how will this develop over the coming years?How will the shape and function of the hospital evolve?What would perfect healthcare look like and how can you achieve it?What will be the impact of genetic medicine on health care providers and payers?How should health systems be preparing for the next wave of paradigm shifting treatments? <div><div><p>Dr. Mauro Ferrari President and CEO, The Methodist Hospital Research Institute President, Alliance for NanoHealth (USA)</p></div><div><p>Brian de Francesca Executive Vice President TBS Group (UNITED KINGDOM)</p></div><div><p>CHAIR:</p><p>Dr. Rubin Minhas Clinical Editor BMJ (UNITED KINGDOM)</p></div></div>			
17:00	Close of Congress			

The Innovation and Emerging Trend Forums have been designed to provide information about the latest evolving ideas in health care. Whether it is a developing technology, or a new way of thinking about healthcare, these forums provide the latest analysis from world leading speakers.

Attending these forums will enable you to:

- Gain early insights into how you should be preparing for the impact of new thinking and new healthcare trends
- Develop strategies to make the best use of new technologies and the innovations they enable
- Learn from pioneering speakers how to spread innovation within your organisation
- Be inspired to go away and transform healthcare

Choose from one of the following:

Exploring the potential of Health 2.0

- Examining the possibilities that digital and social tools provide for healthcare
- Exploring the growing role of social networks in engaging patients in their health
- Health consumerism – supporting the needs of patients as consumers for accurate information about health care
- Learning from outside the health sector – how can health care systems better engage with patients online?



Jorge Juan Fernandez
Director eHealth y Salud 2.0
Hospital Sant Joan de Déu
(SPAIN)

Understanding and measuring value in health care

- Exploring the concept of value in healthcare and how to measure it
- How do patients define value in health?
- Evaluating the use of QUALY as a measure of value in healthcare – what are the alternatives?
- Comparative Effectiveness Research (CER) and Relative Effectiveness Assessment (REA)
- Contrasting patient centered outcome research and the European approach to HTA and relative effectiveness
- Developing a road map towards the introduction of value based pricing in Europe



Dr. Alexandre Barna
Head of Unit for Innovation and Emerging Technology Awareness
Committee for the Evaluation and Diffusion of Innovative Technologies
(FRANCE)

Exploring the use of Open Innovation and Crowdsourcing in health

- Using open innovation techniques to reveal new solutions to complex problems
- Overcoming the oppositional forces of competition and collaboration to enable effective open innovation
- Using Cloud-based technology to connect to diverse sources of innovation
- Transforming the cost effectiveness of innovation through rapid solution delivery



Dr. Eva Guinan
Associate Professor of Pediatrics, Associate Director, Center for Clinical and Translational Research
Harvard Medical School
(USA)

In search of “Perfect Healthcare” (a Group Dialogue)

- Accepting that perfection is not attainable but recognising that healthcare is a long way behind other industries in the attainment of and aspiration towards perfection
- What is perfection in healthcare? What would perfect healthcare look like? Where are we now? What needs to be changed? Who will do it? How will they do it? What is stopping us? What is in our way?
- Will “perfect healthcare” cost more money than the current state of healthcare does?
- Understanding that we know what needs to be done and overcoming the inertia that currently stifles healthcare transformation
- Transcending legacy – Putting aside all the impediments that have prevented greatness and starting with a fresh slate
- Understanding the future role of hospitals in a “perfect healthcare system”
- Developing a vision and model for what truly exceptional healthcare would look like and an action plan to achieve it



Brian de Francesca
Executive Vice President
TBS Group
(UNITED KINGDOM)

CONCURRENT EXECUTIVE SUMMITS

As well as providing high level keynote plenary sessions from industry leaders, The World Health Care Congress also recognises that many of our delegates are specialists. We therefore deliver four focused streams of the detailed content which both specialists and generalists require. These streams will deliver detailed essential information in a range of formats, including case studies, panel discussions and practical workshops.

EVOLVING MODELS OF HEALTH CARE DELIVERY

We are currently seeing many transformations in the way that health care is delivered. Including a trend away from hospital based, clinician centric models to patient centred care, delivered remotely and enabled by new technologies.

However, the practical challenges of providing health care remain and within this summit you will hear how leading provider organisations overcome these and constantly improve the quality and efficiency of the care they deliver.

WEDNESDAY, 23RD MAY, 2012

13:30 – 14:15

Reducing hospital admissions in Hong Kong

- Using a risk prediction model to prevent admissions and readmissions in the frail elderly
- Developing a call centre and using nurses to support a 40,000 strong pool of elderly patients over 15 acute hospitals in Hong Kong
- Demonstrating a 25% reduction in hospital utilization
- Understanding the importance of having a strong integrated care record system to support delivery of the approach
- Adapting the call centre approach to the management of long term conditions



Dr. Wong Chun Por

Chairman of the Clinical Informatics Programme, **Executive Group of the Hong Kong Hospital Authority**
Chairman, **Hong Kong Society of Medical Informatics**
(HONG KONG)

14:15 – 15:00

Harnessing the power of clinical involvement in health management to transform health care

- Exploring the evidence base that demonstrates the efficiency of involving physicians in hospital management
- Increasing clinical accountability for the use of financial resources through the devolvement of decision making to a clinical level
- Lessons from clinically led organisations



Dr. Joao de Deus

President
Association Europeenne des Medecins des Hopitaux (AEMH)
(PORTUGAL)

15:00 – 15:45

Lean case study: Bolton Hospital - Using Lean Principles Creatively Adapted for Healthcare

- Using Lean improvement methodologies to improve both the quality and efficiency of care provided at Bolton Hospital
- Exploring the Bolton Improving Care System
- How Lean is supporting the shift to becoming an integrated care organisation



Lesley Doherty

Chief Executive
Bolton NHS Foundation Trust
(UNITED KINGDOM)

THURSDAY, 24TH MAY, 2012

10:30 – 11:20

Improving the quality and outcomes of health care

- Developing the ability to effectively measure the quality and outcomes of health care
- Clarifying the explicit link between high quality safe care and efficiency
- Decreasing variation in care quality through the development and implementation of standards



Gary Young, J.D., Ph.D.

Director, **Northeastern University Center for Health Policy and Healthcare Research**
Professor of Strategic Management and Healthcare Systems, **Northeastern University**
(USA)



Dr. Paul Garassus

Member of the Board, **UEHP**
President Scientific Council, **BAQIMEHP**
Vice President, **French Health Care Economic Society**
(FRANCE)

11:20 – 12:10

Clinician led transformation of health Services in practice

- The Better Services Better Value health services transformational programme in SW London
- Redesigning urgent and emergency care services in less than one year across general practices, primary care and hospitals in Croydon.
- Using NHS 111 as a single point of access with a live local directory of services to stimulate service transformation.
- Financial constraints driving clinical innovation - "service redesign not cuts"



Dr. Agnelo Fernandez

Lead,
Croydon Healthcare Consortium and RCPG Centre for Commissioning Clinical Commissioning Champion
(UNITED KINGDOM)

12:10 – 13:00

Patient centered care development in practice – Responding to needs of patients as consumers

- Changing the paradigm in health care - Designing and building services around the needs of patients
- Using hospitality industry tricks to change the patient experience of the health care environment
- Transforming the way in which we communicate with patients
- Exploring the findings from the development of large outpatient unit on patient centered principles



Dr. Sarper Tanli

Executive Director
Methodist International
(USA)

INTEGRATED CHRONIC DISEASE MANAGEMENT STRATEGIES

The treatment of chronic disease and long term conditions represents one of the greatest cost burdens on all health systems. And it is only through the development more effective management strategies that spiralling costs ever be contained. This Summit enables this by sharing a range of exciting innovations from around the world.

WEDNESDAY, 23RD MAY, 2012

13:30 – 14:15

Developing a systematic approach the management of chronic diseases

- What are the major chronic diseases in terms of the numbers of people affected and what is the cost burden that they represent
- Understanding the evidence around defining quality of care for chronic diseases
- Exploring the developing role of remote monitoring in the management of chronic disease
- How do we best incentivize the delivery of well-defined high quality care



Dr. Agnelo Fernandez

Lead,

Croydon Healthcare Consortium and RCPG Centre for Commissioning Clinical Commissioning Champion

(UNITED KINGDOM)

14:15 – 15:00

Developing integrated disease pathways

- Building seamless pathways of approved high quality care for patients
- Driving standardisation of care through best practice and local service delivery
- Examining the crucial role of integrated diagnostics in effective care pathways
- Realising the savings available from more effective care coordination
- Exploring the funding, payment and reimbursement systems that can support the development of integrated pathways
- Developing tariffs based on approved care pathways



Professor Massimiliano Panella

President

European Pathway Association

(ITALY)

15:00 – 15:45

Implementing self-care and self-management

- The patient or service user as a resource - Exploring the concept of co-producing health
- Recognising that self-care doesn't work for all and targeting self-management support on those who for whom it is most appropriate
- Evaluating the implementation of Expert Patient Programmes in different countries
- Exploring The EU WISE (Whole System Informing Self-management Engagement) approach to self-care



Dr. Anne Kennedy

Senior Research Fellow - National Primary Care Research and Development Centre

University of Manchester

(UNITED KINGDOM)

THURSDAY, 24TH MAY, 2012

10:30 – 11:20

Developing cooperative partnerships to improve the management of long term conditions

- How can providers best cooperate to transform chronic disease pathways?
- Pooling resources to organize and deliver the best pathways of care
- Vertically integrating care systems
- Aligning payment systems to incentivise cooperation

SPEAKER TO BE CONFIRMED

11:20 – 12:10

Using telehealth and m-health to better enable the self-management of long term conditions

- Using assistive technologies to support increasing populations of patients in their homes
- Undertaking remote monitoring to support patients in the delivery of self-care
- Exploring a range of technology facilitated self-care projects



Dr. Manuel Serrano-Gil

President, **Education, Health and Society Foundation**

Director, **Expert Patient Program Spain**

Coordinator, **Global Alliance for Self Management Support**

(SPAIN)

12:10 – 13:00

Delivering online mental health care in the Netherlands

- Exploring the potential for the delivery of treatment and care online in mental health
- Moving from pilots to just providing care online as part of a blended care model
- Examining how we overcame the challenges of working in a new way and what we have learned about how to engage stakeholders such as hospitals
- Using online care to improve the service user experience and enable the delivery of shared and personally tailored care



Joris Moolenaar

CEO

IPPZ

(THE NETHERLANDS)

INNOVATION IN HEALTH CARE FUNDING AND FINANCING

Rising health costs are feature of all health systems. This makes it essential to find new ways of financing and funding health care that both deliver specific outcomes and provide better value for money. While payment models differ, healthcare payers face common challenges and we can learn much from the solutions adopted in other health economies. This summit provides a unique opportunity to learn from the experiences of health care payers in a diverse range of systems and features insightful perspectives from the broad spectrum of health care payer organisations.

WEDNESDAY, 23RD MAY, 2012

13:30 – 14:15

Examining the current evidence base for the design and impact of bundled payments in health care

- What is payment bundling?
- Developing payment systems which ensure that the financial risks of treating a patient are shared by both payers and providers
- Exploring whether bundled payment can reduce spending
- To which conditions should bundled payments be applied?
- Determining which providers and services should be included in a bundled payment and how the payment should be shared
- Exploring the best timeframe for bundled payments
- What capabilities are needed for an organisation to administer a bundled payment?



Dr. Caroline Baan
Director of Health Care Services Research Team - Centre for Prevention and Health
Services Research
National Institute for Public Health and the Environment
(THE NETHERLANDS)

14:15 – 15:00

Health care financing lessons from the Netherlands

- Exploring the market based health insurance financing system in the Netherlands
- Sharing the learning for payers from health reform in the Netherlands
- Mechanisms for allocating funds among health insurers
- Purchasing and purchaser-provider relations



Roger van Boxtel
Chairman
Menzis
(THE NETHERLANDS)



Dr. Pieter Hasekamp
Director General
Zorgverzekeraars Nederland
(THE NETHERLANDS)



Wim van der Meeren
Chief Executive Officer
CZ Health Insurance Company
(THE NETHERLANDS)

15:00 – 15:45

Emerging risk adjustment strategies

- Understanding the multiple uses of risk adjustment in health care
- Risk sharing and re-insurance options for health systems to manage the financial risk to health payers
- Exploring the range of commercially available risk groupers



Dr. Dirk Gopfarth
Head of Risk Adjustment
German Federal Insurance Office
(GERMANY)

THURSDAY, 24TH MAY, 2012

10:30 – 11:20

Building Strategic Public Private Partnerships (PPPs) in health care

- Building the case for implementing PPPs in health care
- Analysing the successes and failures of the PPP model in practice
- Exploring the legal challenges of effective PPP contracting
- Partnering with private companies to bring new innovations to the NHS
- Spanish models of Public-Private Collaboration in Health



Alberto de Rosa
Director General
Ribera Salud Group
(SPAIN)

11:20 – 12:10

Developing payment for performance

- Developing a range of new payment models that move away from fee for service and better reward only high quality care
- Understanding the principles for the design of effective payment for performance
- Evaluating the implementation and impact of payment for performance systems in the UK



Professor Ruth McDonald
Professor of Healthcare Innovation and Learning
Nottingham University Business School
(UNITED KINGDOM)

12:10 – 13:00

Developing incentives and payment systems for clinicians based on performance

- Exploring the range of available mechanisms for measuring the performance of physicians
- Measuring the outcomes of care and incentivising clinicians based on the achievement of specific desired outcomes
- Learning from existing physician performance based payment initiatives



Dr. Shane Gordon
GP Commissioning Lead
NHS East of England; Chief Executive
North East Essex Clinical Commissioning Group
(UNITED KINGDOM)

INNOVATIONS IN HEALTHCARE IT, EHEALTH & MHEALTH

The emerging range of connected health technologies along with the more established set of digital health applications have the potential to truly transform health care. This is a potential that in most areas has yet to be fully realised. Certainly in comparison to the changes seen in other industries, health still has a long way to go. This summit explores some of the most exciting technologies and the innovations that they are enabling. Providing the evidence needed to be able to deliver large scale change.

WEDNESDAY, 23RD MAY, 2012

13:30 – 14:15

Examining the findings of the Whole System Demonstrator randomised control trial of telehealth and telecare in the UK

- What do the findings of the Whole System Demonstrator tell us about the clinical effectiveness of remote monitoring?
- What do they demonstrate about the cost effectiveness of telehealth?
- What are the barriers and organisational challenges that must be overcome to deliver large-scale remote monitoring of patients?



Stephen Johnson
Deputy Director, Head of Long Term Conditions
Department of Health
(UNITED KINGDOM)

14:15 – 15:00

The Liquid Hospital: Using bits instead of atoms

- Developing the Hospital Saint Joan de Dieu into a Liquid Hospital which flows beyond the physical building blocks of the hospital
- Using online care, telemedicine, mobile apps and health 2.0 tools to put the patient in the centre of care
- Learn how HSJD has introduced 1.0 and 2.0 tools to improve accessibility and care provision
- Easing access for patients to clinical documents and information through the use of a patient portal
- Explore how HSJD is using Social Media to improve health outcomes
- Managing innovation through an innovation platform



Jorge Juan Fernandez,
Director eHealth y Salud 2.0
Hospital Sant Joan de Déu
(SPAIN)

15:00 – 15:45

Using technology as the enabler for insurance business model redesign

- Examining the greatest current challenges to health insurers in Europe
- Understanding the role of technology as an enabler of health system transformation
- Exploring how European payers are using technology and innovation to restructure their business models and drive down costs



Frank Neumann
CEO
BIG Direkt
(GERMANY)

THURSDAY, 24TH MAY, 2012

10:30 – 11:20

Implementing and using electronic patient records

- Successful EMR implementations in Europe - what lessons can be learned?
- Successful global health record implementations – what lessons can be learned
- Exploring where and how clinical data from electronic records is being reused innovatively to deliver new interventions, target prevention and improve the quality of care



David Chou
Senior Director - IT Operations
Cleveland Clinic Abu Dhabi
(UAE)

11:20 – 12:10

Delivering mobile and connected health in developing economies

- Using the ubiquitous and growing global presence of the mobile phone to enable the delivery of health care in remote and rural communities
- Developing a strategy to bring change resistant clinicians on board to enable care to be delivered in new ways
- Exploring a range of cutting edge mHealth projects in India and Pakistan



Dr. Zakiuddin Ahmed
President
Healthcare Paradigm
(PAKISTAN)

12:10 – 13:00

Developing a Gold Standard for data accuracy in eHealth and mHealth

- What do we mean by accuracy?
- Ensuring the accuracy of electronic records so as to be able to realise the benefits
- Defining international standards for data accuracy
- Calibrating the hardware and providing calibration data to validate the accuracy of data being used for decision making



Dr. Lodewijk Bos
President
ICMCC
(THE NETHERLANDS)

Ministers, Government and Policy Makers



Jim Easton
National Director of
Improvement
and Efficiency
Department of Health
(UNITED KINGDOM)



Ab Klink
Former Dutch Minister
of Health & Professor of
Healthcare Labour and Political
Direction
Vrije Universiteit
(THE NETHERLANDS)



Robert L. Jesse, MD
Principal Deputy Under
Secretary for Health
Veterans Health
Administration
(USA)



Martin Seychell
Deputy Director General,
Directorate General for Health
and Consumers
European Commission
(MALTA)



Stephen Johnson
Deputy Director & Head of Long
Term Conditions
Department of Health United
Kingdom
(UNITED KINGDOM)

Hospitals/Primary Care/Health Systems



Professor Ferdinand Breedveld
Chief Executive Officer
Leiden University Medical Centre
(THE NETHERLANDS)



Lesley Doherty
Chief Executive
Bolton Hospital NHS Foundation Trust
(UNITED KINGDOM)



Dr. Alexandre Barna
Head of Unit for Innovation and
Emerging Technology Awareness
Committee for the Evaluation and
Diffusion of Innovative Technologies
(FRANCE)



Dr. Agnelo Fernandez
Lead, **Croydon Healthcare Consortium**
and **RCGP Centre for Commissioning**
Clinical Commissioning Champion
(UNITED KINGDOM)



Dr. Joao de Deus
President
Association Europeenne des Medecins des
Hopiteaux (AEMH)
(PORTUGAL)



Dr. Sarper Tanli
Executive Director
Methodist International
(TURKEY)



Olof Suttrop
CEO, **Amphia Ziekenhuis**
Vice President, **Dutch Association**
of Hospitals
(THE NETHERLANDS)



Dr. Shane Gordon
GP Commissioning Lead, **NHS East of**
England; Chief Executive, **North East**
Essex Clinical Commissioning Group
(THE NETHERLANDS)



Alberto de Rosa
Director General
Ribera Salud Group
(SPAIN)



Victor Dzau, MD
Chief Executive Officer
Duke University Health System
(USA)



Dr. Gareth Goodier
Chief Executive
Cambridge University Hospital
NHS Foundation Trust
(UNITED KINGDOM)



David Chou
Senior Director - IT Operations
Cleveland Clinic Abu Dhabi
(UAE)



Jorge Juan Fernandez
Director eHealth y Salud 2.0
Hospital Sant Joan de Déu
(SPAIN)



Agneta Jansmyr
Landstingsdirektör
Jonkoping County Council
(SWEDEN)



Dr. Paul Garassus
Member of the Board, **UEHP**
President Scientific Council, **BAQIMEHP**
Vice President, **French Health Care**
Economic Society
(FRANCE)



Joris Mooleenaar
CEO
IPPZ
(THE NETHERLANDS)



Dr. Devi Shetty
Chairman
Narayana Hrudayalaya
(INDIA)



Dr. Wong Chun Por
Chairman of the Clinical Informatics
Programme, **Executive Group of the Hong**
Kong Hospital Authority; Chairman, **Hong**
Kong Society of Medical Informatics
(HONG KONG)



Dr. Jason Cheah
Chief Executive Officer
Agency for Integrated Care
(REPUBLIC OF SINGAPORE)

Insurers/Payer Organizations



Thomas Ballast
Chief Executive Officer
Association of Health
Insurance Association (VDEK)
(GERMANY)



Martin Duvivier
Chief Executive Officer
UVIT
(THE NETHERLANDS)



Dr. Dirk Göppfharth
Head of Risk Structure Compensation
German Federal Insurance Agency (BVA)
(GERMANY)



Frank Neumann
CEO
BIG Direkt
(GERMANY)



Dr. Pieter Hasekamp
Director General
Health Insurers Netherlands
(Zorgverzekeraars Nederland, ZN)
(THE NETHERLANDS)



Wim van der Meeren
Chief Executive Officer
CZ Health Insurance Company
(THE NETHERLANDS)



Roger van Bostel
Chairman
Menzis
(THE NETHERLANDS)



Dr. Dirk Gopfarth
Head of Risk Adjustment
German Federal Insurance Office
(GERMANY)

Academia



Dr. Caroline Baan
Director of Health Care Services Research
Team - Centre for Prevention and Health
Services Research
National Institute for Public Health and
the Environment
(THE NETHERLANDS)



Dr. Anne Kennedy
Senior Research Fellow - National Primary
Care Research and Development Centre
University of Manchester
(UNITED KINGDOM)



Professor Ruth McDonald
Professor of Healthcare Innovation
and Learning
Nottingham University Business School
(UNITED KINGDOM)



Gary Young, J.D., Ph.D.
Director, **Northeastern University Center**
for Health Policy and Healthcare
Research; Professor of Strategic
Management and Healthcare Systems
Northeastern University
(USA)



Dr. Neil Lunt
Senior Lecturer in Public Sector –
York Management School
University of York
(UNITED KINGDOM)



Sir Michael Marmot
Professor of Epidemiology and Public Health
University College London
(UNITED KINGDOM)



Dr. Eva Guinan
Associate Professor of Pediatrics, Associate
Director, Center for Clinical and Translational
Research
Harvard Medical School
(USA)

Industry



Paolo Giordano
Director General
European Union of Private Hospitals (ITALY)



Clive Needle
Director
Eurohealthnet
(UNITED KINGDOM)



Dr. Lodewijk Bos
President
ICMCC
(THE NETHERLANDS)



Professor Massimiliano Panella
President
European Pathway Association
(ITALY)



Dr. Manuel Serano Gil
Co-ordinator
Global Alliance for Self Management Support
(SPAIN)



Dr. Zakiuddin Ahmed
President
Healthcare Paradigm
(PAKISTAN)



Professor Dr Ulrich Laaser
President
World Federation of Public Health Associations
(GERMANY)



Brian de Francesca
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Mehmood Khan
Chief Executive Officer – Global Nutrition Group
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Nick Goodwin
Editor-in-Chief, **The International Journal**
of Integrated Care
Co-Founder, **International Foundation for**
Integrated Care
Programme Director - Integrated Care for
Older People
The King's Fund
(UNITED KINGDOM)



Dr. Rubin Minhas
Clinical Editor
BMJ
(UNITED KINGDOM)

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Victor Dzau, MD
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Mehmood Khan
Chief Executive Officer – Global Nutrition Group and Chief Scientific Officer
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(USA)