



ASSOCIATION EUROPÉENNE DES MÉDECINS DES HÔPITAUX
EUROPEAN ASSOCIATION OF SENIOR HOSPITAL PHYSICIANS
EUROPÄISCHE VEREINIGUNG DER LEITENDEN KRANKENHAUSÄRZTE
EUROPESE VERENIGING VAN STAFARTSEN
DEN EUROPÆISKE OVERLÆGEFORENING
ΕΥΡΩΠΑΪΚΟΣ ΣΥΛΛΟΓΟΣ ΝΟΣΟΚΟΜΕΙΑΚΩΝ ΙΔΤΡΩΝ ΔΙΕΥΘΥΝΤΩΝ
ASSOCIAZIONE EUROPEA DEI MEDICI OSPEDALIERI
DEN EUROPEISKE OVERLEGEFORENING
ASSOCIAÇÃO EUROPEIA DOS MÉDICOS HOSPITALARES
ASOCIACIÓN EUROPEA DE MÉDICOS DE HOSPITALES
EUROPEISKA ÖVERLÄKARFÖRENINGEN
EVROPSKO ZDRŽENJE BOLNIŠNIČNIH ZDRAVINIKOV
EUROPSKA ASOCIACIA NEMOCNICNÝCH LEKAROV
EUROPSKA UDRUGA BOLNIČKIH LIJEČNIKA
ΕΒΡΟΠΕΪΣΚΑ ΑΣΟCΙΑCΙΑ ΝΑ ΣΤΑΡΣΗΤΕ ΒΟΛΝΗCΗΝΗ ΛΕΚΑΡΗ
ASOCIATIA EUROPEANA A MEDICILOR DIN SPITALE

Document :	AEMH 12-023
Title:	IDC's first Pan-European Health Executive Summit 2013 Three forces of Healthcare change: Personalization, Integration and Industrialization
Author :	 Press Release
Purpose :	Information
Distribution :	AEMH Member Delegations
Date :	21 April 2013

Three forces of Healthcare change: Personalization, Integration and Industrialization, will lead discussions at IDC's first Pan-European Health Executive Summit 2013

UK, March 15, 2013 – IDC Health Insights' recent research highlights that achieving economically sustainable, patient-centred care services will require an integrated, seamless approach to care delivery - A service model that starts with wellness and incorporates healthcare, social care and community care that is focused on reducing the need for services must flow across the entire spectrum of care. Exploring and debating this new paradigm for European healthcare landscape, IDC's first **Pan-European Healthcare Executive Summit 2013** will take place on 10 and 11 September in London, UK.

The summit will gather Medical directors, CEOs and IT executives from leading European healthcare providers, to discuss an agenda that has been developed in consultation with a core team of **industry Advisory Panellists** including:

- Joao de Deus, President, Association Europeenne des medecins des Hopitaux (AEMH)
- Jan Duffy, Chair, IDC Healthcare Advisory Board
- Giovanni Hoz, CIO, Gemelli Hospital, Rome
- Cliff Morgan, Chief Radiologist and Head of the Digital Hospital Project, Royal Brompton Hospital
- Karel van Lambalgen, Director, ICT/CIO, Leiden University Medical Centre
- Padhraig Ryan, HRB PhD Scholars Programme in Health Services Research, Trinity College Dublin and Harvard Medical School

During this one and a half day summit, IDC Health Insights analyst team, along with industry representatives, will explore and debate some of the key questions on current and emerging challenges of the European healthcare sector such as:

- The Changing Healthcare Delivery Ecosystem
- The Value of Electronic Patient Health Records and Health Information Exchanges
- Big Package or Best of Breed
- Overcoming the Healthcare Technology Convergence Challenge
- How the Role of ICT in Healthcare Will Differ in 2020 and Beyond

Jan Duffy, Chair, IDC Healthcare Advisory Board highlights, "Achieving economically sustainable, patient-centered care services will require an integrated, seamless approach to care delivery. A service model that starts with wellness and that incorporates healthcare, social care and community care that is focused on reducing the need for services must flow across the entire spectrum of care. And this summit is the first step towards an on-going collaboration platform around this theme that we are aiming to establish with European Healthcare providers".

View the full conference programme [here](#)

Event dates and location: 10 – 11 September, 2013, UK

Event website: http://www.idc.com/Health_Summit2013

For media enquiries and interview requests and more information , please contact:Elissa Simpson, Conference Director, esimposon@idc.com ; 44.208.987.7100

REQUEST A DELEGATE PASS

September 10, 2013

2:00 PM - 2:45 PM	Registration Opens – Networking
2:45 PM - 3:00 PM	Greetings and Welcoming Remarks From the Chair
3:00 PM - 3:30 PM	<p>Keynote Presentation - Ongoing Policy Changes Continue to Affect Healthcare Delivery in Europe</p> <p>Healthcare policy implications in Europe and the US – What are the big differences and will they help or hinder the digital healthcare agenda?</p> <p>Scott Lundstrom, Global Group Vice President, IDC Health Insights Massimiliano Claps, Regional Head, Europe, Middle East and Africa, IDC Health Insights</p> <p>It is sometimes difficult to be objective about regional comparisons because of the political and emotional rhetoric that surrounds them. In this keynote session, IDC's senior healthcare analysts from Europe and the US will share their views on the implications of healthcare policy on the ICT industry. This forward looking discussion will present the facts based on IDC Health Insights research. Setting the scene for this exciting two-day leadership event, the audience will be polled for their opinions on key questions. The results of the poll will support the workshops and other sessions, in some cases providing point and counterpoint</p>
3:30 PM - 4:30 PM	<p>Convergence of Third-Generation Platforms</p> <p>Mobile, Social, Cloud, and Big Data — Are Leading Healthcare Delivery Innovations and Elevating ICT's Status From an Enabler to a Driver of Change?</p>
4:30 PM - 4:45 PM	Coffee (with networking opportunities)
4:45 PM - 5:30 PM	<p>Executive Workshop - ICT and the Changing Healthcare Delivery Ecosystem</p> <p>What elements of ICT are critical to reforming healthcare delivery and business models, thus supporting the changing healthcare delivery ecosystem and promoting cost-effective, high quality care?</p> <p>Facilitators: Karel Van Lambalgen, Director, ICT/CIO, Leiden University Medical Centre Scott Lundstrom, Global Group Vice President, IDC Health Insights</p>
5:15 PM - 6:00 PM	<p>Executive Workshop - The Value of Electronic Patient Health Records and Health Information Exchanges</p> <p>Would increased use of electronic patient health records and health information exchanges provide clinicians and patients with a comprehensive picture of current medications, diagnoses, changes, risks, etc.; help to save lives; improve patient care and outcomes; and reduce costs at the same time?</p> <p>Facilitator: Silvia Piai, Research Manager, Europe, Middle East and Africa, IDC Health Insights</p>
5:20 PM - 6:00 PM	<p>Executive Workshop - Big Package or Best of Breed?</p> <p>Big package or Best of Breed? What is the best option when choosing the ICT systems that are at the heart of implementing many of the required improvements? How do you decide what will actually work for your organization?</p> <p>Facilitators: Cliff Morgan, Chief Radiologist and Head of the Digital Hospital Project, Royal Brompton Hospital Massimiliano Claps, Regional Head, Europe, Middle East and Africa, IDC Health Insights</p>
6:00 PM - 6:30 PM	Summary and Conclusion
6:30 PM - 7:15 PM	Pre-Dinner Cocktail and Networking Reception
7:15 PM - 10:00 PM	Gala Dinner and Opening Keynote Address

September 11, 2013

7:30 AM - 9:00 AM	Networking Breakfast
9:00 AM - 9:15 AM	Opening Remarks From the Chair
9:15 AM - 9:45 AM	<p>Panel Discussion</p> <p>Healthcare Economics. Evidence-Based Medicine, Pay for Performance, Reducing Adverse Drug Risk - Do Data Analytics Hold the Key?</p> <p>Moderator: Professor Volker Amelung, Professor for International Health Systems Research, Hannover Medical School</p> <p>Panelists: Padhraig Ryan, HRB PhD Scholars Programme in Health Services Research, Trinity College Dublin</p>
9:45 AM - 10:30 AM	<p>Executive Workshop - The Changing Healthcare Delivery Ecosystem</p> <p>What elements of ICT are critical to reforming healthcare delivery and business models, thus supporting the changing healthcare delivery ecosystem and promoting cost-effective, high-quality care?</p> <p>Facilitators: Karel van Lambalgen, Director, CIT/CIO, Leiden University Medical Centre Massimiliano Claps, Regional Head, Europe, Middle East and Africa, IDC Health Insights</p>
10:15 AM - 11:00 AM	<p>Executive Workshop - Overcoming the Healthcare Technology Convergence Challenge</p> <p>How important is it to move toward digital healthcare, i.e., a holistic management platform for a growing number of applications and devices —workstations, mobile phones, medical devices, patient and staffing information, communication between patient and provider?</p> <p>Facilitators: Dr Claudio Saccavini, CIO, Arsenal.IT - Veneto's Research Centre for e-Health Innovation Silvia Piai, Research Manager, Health Insights, IDC</p>
10:20 AM - 11:00 AM	<p>Executive Workshop - How Will the Role of ICT in Healthcare Differ in 2020 and Beyond?</p> <p>How will the role of ICT in healthcare differ in 2020 and beyond?</p> <p>Facilitators: Dr. Björn Bergh, CIO of University of Heidelberg Medical Centre, Germany Nino Giguashvili, Senior Research Analyst, Health Insights, IDC</p>
11:00 AM - 11:30 AM	Networking Coffee Break
11:30 AM - 12:30 PM	<p>Panel Discussion</p> <p>Eliminating the White Space — Integration Across the Entire Healthcare Delivery System — Is it Possible?</p> <p>The health systems of Europe are diverse, but they face many common challenges. Patient safety and quality of healthcare where health professionals and patients can move freely across borders within the EU is a policy priority. IT is critical to the information infrastructure needed to support a good, cost-effective, sustainable healthcare system. What can healthcare providers do to prepare for participation in an integrated healthcare delivery system?</p> <p>Moderator: Dr Joao de Deus, President, Association Europeene des Medecins des Hopitaux (AEMH)</p> <p>Panelists: Arve-Olaf Solumsmo, Digital Healthcare Planning and Implementation Specialist, Solumsmo Consulting</p>
12:30 PM - 2:00 PM	Lunch
2:00 PM - 3:00 PM	<p>Panel Discussion</p> <p>Industrialization and Patient-centred Care— Can They Really Happen at the Same Time?</p> <p>Much has been said about the industrialization of healthcare, but at the same time patient-centred care is cited as a top priority. The need for improvement is widely recognized, but is it possible to balance the conflicts that could arise from streamlining processes at the same time as improving the patient experience.</p> <p>Moderator: Robert Bell, CEO, Royal Brompton & Harefield Hospitals, Royal Brompton & Harefield NHS Foundation Trust Dr. Neil Bacon, Founder, Doctors.net.uk and iWantGreatCare</p>
3:00 PM - 3:45 PM	Coffee (with networking opportunities)

3:45 PM - 4:30 PM

The Future of Healthcare – Forewarned is Forearmed

This illuminating and inspiring presentation will prepare you for what lies ahead. Our closing speaker is a visionary who is sometimes provocative but who will provide food for thought in anticipation of healthcare's challenging future.

4:30 PM - 5:00 PM

Summary and Closing Remarks