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<td>Title:</td>
<td>AEMH at the World Health Care Congress 2012</td>
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<td>AEMH Member Delegations</td>
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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

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)

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

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

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

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

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

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

Agneta Jansmyr
Landstingsdirektör
Jonkoping County Council
(SWEDEN)

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

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

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

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

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

Agneta Jansmyr
Landstingsdirektör
Jonkoping County Council
(SWEDEN)

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

Alberto de Rosa
Director General
Ribera Salud Group
(SPAIn)

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

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Educational Underwriter:

vodafone

Lead Exhibitor:

Smith & Nephew
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

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.

Interested in Sponsoring? Contact
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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.
**Innovative approaches to strengthening global health**

- Facing up to the global challenge of developing 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

**Shifting the balance from treatment of illness to the promotion of health and wellness - building strategies and partnerships to improve prevention**

- 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 to target preventative interventions more effectively
- Enabling active healthy aging

**Exploring successful approaches to delivering productivity and efficiency in health care delivery**

- 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 healthcare
- International lessons from successful approaches to increasing productivity in healthcare

**Developing managed competition in health care markets**

- 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
THURSDAY, 24TH MAY, 2012 — KEYNOTE PRESENTATIONS

8:30 – 10:00
How to make integration work – Lessons from international integrated care systems
- Exploring where global health systems are in the transition to integrated care
- Delivering seamless integrated health care which links effectively with social and long term care
- How can new technologies support the development of integrated care models?
- Global examples of successfully integrated care:
  - The Valencian Alzira Model
  - The US Veterans Administration
  - Integrated care in Singapore

Moderator: 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)

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
(REPUBLIC OF SINGAPORE)

10:00 – 10:30
Refreshment Break in the Executive Networking Lounge

10:30 – 11:20
Evolving Models of Health Care Delivery
- Improving the quality and outcomes of health care
- Developing cooperative partnerships to improve the management of long term conditions

Concurrent Executive Summits – Choose From:

INTEGRATED CHRONIC DISEASE MANAGEMENT STRATEGIES
- Developing innovative care delivery models
- Using telehealth and m-health to better enable the self-management of long term conditions

INNOVATION IN HEALTH CARE FUNDING AND FINANCING
- Developing incentives and payment systems for clinicians based on performance
- Delivering mobile and connected health in developing economies

INNOVATIONS IN HEALTH IT, E HEALTH & M HEALTH
- Implementing and using electronic patient records
- Developing a gold standard for data accuracy in ehealth and mhealth

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

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

Lunch in the Executive Networking Lounge

14:15 – 15:15
Testing innovative health care payment, pricing and reimbursement models
- Developing resilient funding models that will be sustainable in future
- Moving from systems of fee for service to payments based on the quality of care
- Establishing the links between price and outcomes
- Measuring doctor’s performance and developing incentives and payment systems for doctors based on performance
- Exploring the global results of payment bundling in health care
- Examining how payers around the world are increasing the incentives to manage chronic disease more effectively
- Reforming the funding of long term care

Moderator: Paulo Moreira
Editor in Chief
International Journal of Healthcare Management
(UNITED KINGDOM)

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

Martin Duvivier
Chief Executive Officer
UVIT
(THE NETHERLANDS)

Agneta Jansmyr
Landstingsdirektör
Jonkoping County Council
(SWEDEN)

15:15 – 16:00
Exploring the development of a cross border market for health care in Europe
- Understanding the timescale for the implementation of the EU Directive on Cross Border Healthcare
- Defining a framework to provide information to citizens about health care in Europe
- Establishing national contact points
- Clarifying the care basket available to cross border patients
- Managing the risks to health care providers
- Developing provider mobility – what are the opportunities for international provider groups?
- Examining the costs of implementing the Directive – can Europe still afford cross border healthcare?
- What can be learned about the development of global medical tourism?

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

Martin Seychell
Deputy Director General - DG Health and Consumers
European Commission
(MALTA)

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

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

16:00 – 17:00
Predicting the future – Exploring how science and business will change health care
- 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?

Moderator: Dr. Rubin Minhas
Clinical Editor
BMJ
(UNITED KINGDOM)

Dr. Mauro Ferrari
President and CEO
The Methodist Hospital Research Institute
President, Alliance for NanoHealth
(USA)

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

Dr. Rubin Minhas
Clinical Editor
BMJ
(UNITED KINGDOM)

17:00
Close of Congress

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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 that 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 state
- 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)

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## Evolving Models of Health Care Delivery

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.

### Wednesday, 23rd May, 2012

#### 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)

#### 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)

#### 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

#### 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)

#### 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)

#### 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 Tani**
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 to 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
- 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 a 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
Menis
(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 Déu 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 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)
Venue
Dorint Hotel Amsterdam-Airport (NL)
Stationsplein ZW 951
1117 CE Amsterdam Schiphol-Oost
Phone: +31 20 5400-777
Fax: +31 20 5400-700
Email: info.amsterdam@dorint.com
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Through Vodafone mHealth Solutions we recognise the value of using mobile phones and devices as the basis for innovative, yet practical solutions that create a gateway to the cost effective provision of modern healthcare services.

Our solutions are enabling customers to drive business model innovations, supporting a shift in focus from treatment to prevention and from payment for services to payment for performance-based care. These directly support the improvement of both health and health economic outcomes.

For more information please visit mhealth.vodafone.com.

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For more information please contact:
Ron Trznadel
Executive Vice President, Business Development
World Congress
Phone: 781-939-2432
Email: Ron.Trznadel@worldcongress.com
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- **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.
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- **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.

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<th>13/April/2012</th>
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