

Healthcare in Europe

Transforming policy,
systems and funding

March 17th 2011
Hotel Le Richemond, Geneva



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What price health?

Europe's healthcare systems are at a critical juncture. With healthcare budgets being slashed, an increasingly ageing population and new technologies disrupting the landscape, the challenge is how to innovate whilst reducing costs.

Bringing together the key public and private sector players—from senior policymakers to providers, suppliers, financiers and regulators, our summit will debate the key issues facing healthcare systems in Europe.

Together, we will ask:

- Are current healthcare reforms missing opportunities to improve quality while reducing cost?
- What will European healthcare systems look like in 2030?
- Will personalised medicine and prevention strategies deliver efficiency—or divert resources better spent on traditional frontline services?

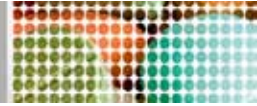
Engage in far-reaching and thought-provoking debate






- ✓ Gain fresh perspectives on the future of healthcare systems in Europe—going beyond cost-cutting to discuss next steps, potential models and options for action
- ✓ Hear from inspiring speakers including **Paula Rissiko, Zsuzsanna Jakab, Aart de Geus, Thomas Lönngren, Jaak Peeters** and many more
- ✓ Be the first to hear new Economist Intelligence Unit research on trends in healthcare spending
- ✓ Participate in brainstorm sessions covering specific areas of healthcare reform, looking in detail at **top down reform, ageing** and **financing**.

Don't miss this opportunity to have your say at this unique gathering of influential healthcare stakeholders.

Register before January 24th 2011 and save €200

Visit: www.economistconferences.com/healthcare



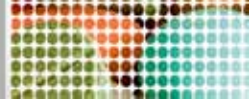
<p>8.00am</p>	<p>Registration and welcome coffee</p>
<p>9.00am</p> 	<p>Chairman’s welcome and scene setter: Healthcare by numbers</p> <p>New research by the Economist Intelligence Unit takes a fresh look at current trends and possible futures in healthcare spending, putting Europe into a global perspective.</p> <p>Iain Scott, Senior Editor, Economist Intelligence Unit</p>
<hr style="border-top: 1px dotted red;"/>	
<p>9.15am</p> 	<p>Keynote address: The future of healthcare in Europe</p> <p>Demographics, technological breakthroughs, social trends and new fiscal realities will transform healthcare systems over the next two decades—but how exactly?</p> <p>Zsuzsanna Jakab, Regional Director, Europe, World Health Organization</p>
<hr style="border-top: 1px dotted red;"/>	
<p>9.45am</p>   	<p>More for less: vision or illusion?</p> <p>Rising indebtedness has refocused the European healthcare reform debate around drastic cost-cutting. Will these reforms enable Europe’s healthcare systems to tackle the challenges of demographic change and rising quality demands? Or will they mean lower quality and more rationing? How could the urgency on costs encourage a new vision of health?</p> <p><i>Panelists representing major stakeholders across the industry discuss reforms, budgetary constraints and the future of Europe’s healthcare sector.</i></p> <p>Paula Risikko, Minister for Health and Social Services, Government of Finland Thomas Lönngren, Executive Director, European Medicines Agency Aart de Geus, Deputy Secretary General, Organisation for Economic Cooperation and Development</p>
<p>10.45am</p>	<p>Networking break</p>
<p>11.15am</p> 	<p>Case study: Learning from the frugal innovators</p> <p>Interview with Vishal Bali, CEO of one of India’s leading private hospital chains, which has managed to introduce state-of-the art technology, re-engineer processes and cut costs significantly –while offering high quality standards. He will discuss what has driven change in India’s tough, cost-conscious environment and focus on the lessons for European healthcare systems.</p> <p>Vishal Bali, Chief Executive Officer, Fortis Hospitals</p>

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11.45am

The impact of new technologies



From e-health to telemedicine, how can healthcare systems best incorporate innovations, despite the financial squeeze—are new technologies part of the long-term solution for ensuring sustainable healthcare systems?



Martin Denz, *President, European Health Telematics Association* and *President, Swiss Association for Telemedicine and Health*



Otto Larsen, *Managing Director, National Health Board*



Bob Gann, *Head of Strategy and Engagement, NHS Choices, UK Department of Health*

Axel Nemetz, *Head of Mobile Healthcare, Vodafone*

Axel Wehmeier, *Senior Vice-president, Strategic Market Health Care, Deutsche Telekom AG*

12.30pm

Lunch

1.30pm

 **Brainstorming sessions: Visions for 2030**



Panelists and delegates will discuss the elements of sustainable, high-quality and fair models for European healthcare systems in 2030 in brainstorming sessions introduced and facilitated by thought-provoking experts.



A.: Top-down reform

Is there a best structure for healthcare systems? Can different stakeholders agree on common goals? What needs to change now to move towards an improved system?



Pascal Garel, *Chief Executive, European Hospital and Healthcare Foundation (HOPE)*



Jaak Peeters, *Chairman, EMEA, Janssen*

Joanna Groves, *Chief Executive Officer, International Alliance of Patients' Organizations*

Birgit Beger, *Secretary General, Standing Committee of European Doctors*

2.20pm

 **Brainstorming sessions continued**



B: Financing: who pays?

Should the private sector bear more of the cost of healthcare and be more involved with the modernisation of the public sector? Should the individual be prepared to shoulder a higher cost of healthcare?



Chaired by: Guillem López Casanovas, *President, International Health Economics Association; Member of the Board, Central Bank of Spain* and *Professor of Applied Economics and Dean, Universidad Pompeu Fabra*



Paul Garassus, *Vice-president, French Health Economic Society* and *Member of the Board, European Union of Private Hospitals (UEHP)*

Josep Figueras, *Director, European Observatory on Health Systems and Policies* and *Head, WHO European Centre on Health Policy*



3.10pm	Networking break
<p data-bbox="95 215 173 247">3.40pm</p>   	<p data-bbox="229 215 610 247"> Brainstorming sessions <i>continued</i></p> <p data-bbox="229 279 453 303">C: The ageing challenge</p> <p data-bbox="229 311 1024 391">Does an ageing population necessarily mean higher healthcare costs? Are there ways to approach healthcare for the ageing that would benefit the healthcare system for the whole population?</p> <p data-bbox="229 414 1030 502">Chaired by: John Beard, <i>Director of Ageing and Life Course, World Health Organisation</i> Jill Watts, <i>Chief Executive Officer, Ramsay Health Care UK</i> Stefanie Bluth, <i>Population Unit, United Nations Economic Commission for Europe</i></p>
4.30pm	<p data-bbox="229 542 470 566">Closing keynote speaker</p> <p data-bbox="229 574 963 622">A global executive will discuss their vision of the global healthcare sector and Europe’s place in it.</p>
5.00pm	<p data-bbox="229 651 369 675">The way ahead</p> <p data-bbox="229 683 985 730">The chairman reviews key findings from the event and outlines the next steps for further debate and research.</p> <p data-bbox="229 758 739 782">Iain Scott, <i>Senior Editor, Economist Intelligence Unit</i></p>
5.15pm	Refreshments and networking

“ Healthcare accounts for 17% of government spending in the major EU countries; education for just 11%. ”

WHO

“ Salaries make up over 60% of all public spending on health in some European countries. ”

WHO

Register today to guarantee your participation

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