

18th European Health Forum GASTEIN

30th September to 2nd October 2015

SECURING HEALTH IN EUROPE

Balancing priorities, sharing responsibilities

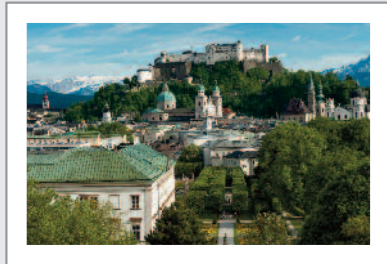
Public health security remains high on the agenda,
but effective health systems also need to engage
with issues that lie beyond the health sector.

EUROPEAN HEALTH FORUM GASTEIN

Bad Hofgastein

The Gastein valley lies at the heart of the 'Hohe Tauern' nature reserve, the largest of its kind in Central Europe. World famous for its thermal springs it is a year round tourist resort offering a large range of high-quality accommodation. Most conference hotels are within walking distance of the conference venue which is located in the centre of this typical Austrian village.

In addition to the official programme, the event provides a vast array of opportunities for informal meetings, discussion and networking, and a comprehensive social programme.



Salzburg

Explore Mozart's hometown and the seat of the archbishops. Take a guided tour through the historic streets of the beautiful city of Salzburg. Choose whether to visit the Fortress Castle and enjoy the stunning views over the Salzach river and the valley. Or stroll through the magical old town and the famous Getreidegasse – a scenic medieval alley in which Mozart was born.



Krimml Waterfalls

Enjoy the refreshing spray from the waterfalls and the impressive power of the water amidst the gorgeous scenery of the Hohe Tauern national park. With their impressive drop of 380m, the Krimml Waterfalls are the fifth highest in the world and the highest in Europe. With over 350,000 visitors each year they are one of the most visited tourist attractions in Austria.



Sunrise Walk to an alp pasture with a traditional breakfast

Start your day early, put on your hiking boots and join us for a guided walk in the hills of the wonderful Alps! You will arrive at an alp pasture which sits above the valley at an altitude of approximately 1,700m above sea level. Enjoy a delicious traditional alpine breakfast with homemade products and a fantastic view over the Gastein Valley.



Gasteiner Heilstollen (Healing Caves)

Experience the unique healing atmosphere two kilometres deep inside the Radhausberg Mountain on one of our special taster visits! The healing can be attributed to the combination of high temperature, air humidity and naturally elevated radon levels. These help stimulate and strengthen the body's immune system, activating the body's defence and repair mechanisms.

For more details about the social programme visit our website (www.ehfg.org/social.html).

Conference language The conference language is English.

Accessibility Our facilities are easily accessible to guests with disabilities. For further enquiries or to advise us of your access needs, please contact our team at +43 6432 3393 270 or email to office@ehfg.org.

EUROPEAN HEALTH FORUM GASTEIN

The European Health Forum Gastein (EHFG) is the leading health policy conference in Europe. The main objective is to facilitate the establishment of a framework for advising and developing European health policy while recognising the principle of subsidiarity.

Target group

Those participating in the event include senior policy- and decision-makers representing politics and government at EU, national and regional levels; business and industry; healthcare funders and service providers; civil society representatives and experts and researchers in healthcare and public health.



Helmut Brand
President

The EHFG anticipates, mirrors and reworks what moves policy- and decision-makers involved in public health. This year, we will address the very core of EU health politics: How can we secure the health of the Europeans in turbulent times? A short question with a multitude of different dimensions to it. Under the main theme of “Securing health in Europe. Balancing priorities, sharing responsibilities” Gastein welcomes high-level decision-makers and experts from a wide range of sectors to meet and discuss, exchange views and experiences.

The Forum provides a unique opportunity to communicate across national borders, independent of political orientation and professional background, thereby enabling us to offer a comprehensive picture of European solutions with regard to individual health and health systems strengthening.

I hope you will join us from 30th September to 2nd October at the EHFG 2015!

H. Brand

Programme Overview



F – Parallel Forum Session

W – Workshop

L – Lunch Workshop

When looking to address this year's main theme "Securing health in Europe. Balancing priorities, sharing responsibilities", it is impossible to ignore the additional intricacy posed to the capacities of European health systems by those fleeing their conflict-torn home countries.

With the increasing number of migrants from Africa and the Middle East seeking refuge in Europe by embarking on a desperate and perilous journey across the Mediterranean Sea, Europe is challenged to respond with concerted efforts and solutions. The governments of Mediterranean countries have called upon Europe and other Member States for help in sharing the responsibility and devising joint plans – from Mare Nostrum to Mare Europaeum.

As well known demographic trends begin to take effect, it is vital that Europe's approach to health policy is able to both enhance health promotion and prevention of illness as well as ensure a high level of health security and the delivery of high quality universal care.

There is scarcely a single area of public policy that is not somehow affected by health and vice versa.

Not only is the good health of European citizens a value in itself, but it is also essential for social cohesion.

A healthy workforce is the cornerstone of a productive economy, and the health sector can be an important driver for growth and innovation.

Health is also an important aspect of foreign and development policies.

Securing solidarity in Europe. From Mare Nostrum to Mare Europaeum

The security and resilience of European health systems and the strong value of solidarity are put to the test in the light of this humanitarian crisis. How can we secure universal health coverage, how can we ensure equitable access for all to our well-functioning health systems? Following Amnesty International's pledge, Europe is urged to "put people before borders".

Keynote address by [Joanne Liu](#), International President, [Médicins Sans Frontières](#) (tbc)

Panel discussion with:

[Sabine Oberhauser](#), Federal Minister of Health, Austria

[Martin McKee](#), Professor, London School of Hygiene and Tropical Medicine

High level panellists from the European Commission, WHO and civil society

The full list of panellists will be announced shortly. Please visit our website for the latest updates.

Moderated by [Josep Figueras](#), Director, European Observatory on Health Systems and Policies

12:00–14:00 • Wednesday • 30 September 2015

NEW!

Health in All Policies

This session will explore how to achieve greater coherence in European health policy with senior European policy-makers.

Keynote address by [Hans Jörg Schelling](#), Federal Minister of Finance, Austria

The round-table discussion with senior representatives of the European Commission, the WHO and the healthcare industry will focus on the following questions:

- Are the EU institutions and national governments sufficiently taking into account the HiAP principle – is more cross-sectoral coordination needed?
- Is the European Semester process properly taking into account health policy goals?
- Health as cost vs. health as investment – where does European policy stand today in principle and practice?
- Should health policy objectives have a more central role in the impact assessment of EU and national policies?
- How can the WHO and the EU assist national governments in implementing health in all policies?

Moderated by [Ilona Kickbusch](#), Director, Global Health Programme, Graduate Institute of International and Development Studies, Switzerland

14:30–16:00 • Thursday • 1 October 2015

Current health systems need to safeguard past gains in health while responding to new threats and opportunities which call for a strengthened European public health response.

Though public health security remains high on the agenda, effective health systems go beyond that and are challenged to also engage with issues that lie outside the health sector. Functioning social systems and a resilient economy strongly contribute to a healthy Europe.

Securing health in Europe. Balancing priorities, sharing responsibilities

Building on the main discussions and first-hand outcomes of the conference, in this high-level debate we will address topics such as sustainable health systems and health economics with a focus on health system performance and health security.

Vytienis Andriukaitis, EU Commissioner for Health and Food Safety

Zsuzsanna Jakab, Regional Director, WHO Regional Office for Europe

Rudolf Hundstorfer, Federal Minister of Social Affairs, Austria

Lydia Mutsch, Minister of Health and Minister for Equal Opportunities, Luxembourg

The full list of panellists will be announced shortly. Please visit our website for the latest updates.

EUROPEAN HEALTH AWARD CEREMONY

Presentation of the short-listed projects and the winner of this year's European Health Award including prize money of € 10.000. Don't miss this opportunity to get to know the most innovative cross-border health initiatives in Europe.

The European Health Award (EHA) honours initiatives aiming to improve public health or healthcare in Europe. It was established in 2007 to promote cross-border cooperation, multi-country working and the development of sustainable, innovative and transferable initiatives which address current challenges such as disparities in health status, access to services and the provision of treatment within Europe.

The Call for Applications for the EHA 2015 has now closed. We would like to thank all those who have applied.

The European Health Award is kindly sponsored by the Austrian Federal Ministry of Health and the Forum of the Research-based Pharmaceutical Industry in Austria (FOPI).



13:00–15:00 • Friday • 2 October 2015

YOUNG FORUM GASTEIN

This European Commission supported initiative offers young European health professionals the opportunity to develop public health competencies, network with senior health experts, learn about current health developments, and join a unique enterprise that facilitates learning and networking both throughout the year and during a tailored programme in the margins of the annual EHFG conference.

For more details please visit the YFG website (www.ehfg.org/young-gastein.html).



The power of data

The revolution in information technology has generated many new sources of data that can be used to understand the determinants of health in populations. Most of us are continually generating data in real time from the vast computing power, movement sensors, and GPS technology in the smartphones in our pockets.

The data we generate from our credit and loyalty cards track our purchases and provide detailed profiles of our lifestyles. Our browsing history online is tracked, allowing others to see what we are thinking. These data sources have been used extensively by intelligence and law enforcement agencies, but also by ourselves in the form of information like real-time traffic reports.

The challenges and constraints in using them are less well understood than they might be by health researchers and policy-makers, but with sufficient safeguards they offer huge opportunities for analysis for health.

This parallel forum will take the audience to the cutting edge of technological advances being used to understand health and health behaviours.

The cutting edge of technological advances being used to understand health and health behaviours

Overview of new data sources and uses: Strengths, weaknesses, and challenges
[Martin McKee, Professor, London School of Hygiene and Tropical Medicine, UK](#)

Tracking epidemics: The contribution of PROMED

What are people talking about: Social media as a source of data for public health

Who is looking for what? The use of Google Trends in public health surveillance and research

Interactive session using Google Trends

Case study from Taiwan

Chaired by Shu-Ti Chiou, Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C.

14:30–17:30 • Wednesday • 30 September 2015

The power of data

The cutting edge of technological advances being used to understand health and health behaviours

Introduction

[Shu-Ti Chiou, Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C.](#)

Health from above: Innovative uses of satellite imaging

Looking inside your shopping bag: The use of retail data to capture health lifestyles

Health and the built environment: Google Street View

Interactive session using Google Street View

Chaired by Harry Rutter, Senior Clinical Research Fellow, London School of Hygiene and Tropical Medicine, UK

09:00–12:00 • Thursday • 1 October 2015



Organised by Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C. in cooperation with London School of Hygiene and Tropical Medicine, UK

Facing the challenge of multimorbidity

The objective of this forum is to present and discuss the latest research on how our health systems can address the challenge of multimorbidity, in particular looking at improved patient centeredness and improved health outcomes.

The challenge posed by the rise in prevalence of chronic disease is made even greater by the fact that patients are and will increasingly be suffering from not just one, but several chronic diseases. With the ageing of our population, co-morbidities are expected to further rise.

Caring for patients with multi-morbidities is particularly resource intensive and is made more difficult as health services usually deal separately with chronic diseases like arthritis, asthma, cancer, COPD, diabetes, mental conditions (Alzheimer, depression) and viral diseases such as Hepatitis C and HIV/AIDS. As a result, this patient group absorbs a considerable part of public budgets for healthcare, social care, long-term care and various community services.

We will discuss: concrete examples and case studies from countries; the epidemiology and economics of multimorbidity; measuring health system performance vis-a-vis multimorbidity; implementing self-management; poly-pharmacy; and optimised care pathways.

This is the third installment of a series of EHFG sessions on health system performance.



Organised by International Forum Gastein supported by an unrestricted educational grant from MSD

Part 1 | Multimorbidity: What do we know? What do we do?

In this session we will start with front-loading essential facts and key trends of co-morbidity across Europe. What are the major co-morbidities? Who is affected? How many patients are affected and at what age? Are there differences between European countries? How are countries reacting? Is the challenge proportional to the ageing of the European population? Are our health data fit for purpose in order to assess and eventually address this situation?

This review of essential facts and trends will be preceded by a keynote on the role of the European Union in its support for Member States improving health system performance. This is high on the agenda of the EU and one of the priorities of DG Health and Food Safety, but is the challenge of co-morbidities factored in?

Part 2 | Many diseases, one care?

In this session we will discuss with leading experts what is our performance in adapting our health and social systems to the challenge of multimorbid patients. Are some countries ahead and are there good models health authorities can adapt to their needs?

Co-moderated by Boris Azais, Director Public Policy Europe and Canada, MSD and Matthias Wismar, Senior Health Policy Analyst, European Observatory on Health Systems and Policies

14:30–17:30 • Wednesday • 30 September 2015

Facing the challenge of multimorbidity

Part 3 | Addressing multimorbidity to improve sustainability

Multimorbidity raises many questions, both ethical and economical. Addressing multimorbidity effectively may require additional investment in health and social systems. In this session we will discuss the case for greater investment to address multimorbidity. Is care targeting multimorbidity necessarily more expensive? Have simple co-morbidities other cost implications than complex co-morbidities? What is the role of prevention for older citizens?

Part 4 | ... and how do we make it work for the patient?

There are many perfect models and best practices to refer to, yet future healthcare will be defined around the patient experience, which is unique and not defined by the number of diseases. In this last session we will broaden our discussion to look at the patient experience across Europe. Can we measure gaps and barriers to patient access? What is the current level of satisfaction among European patients with their healthcare? Is multimorbidity a compounding factor in existing challenges? Are there innovative solutions that can improve the patient experience and reduce inequities in access to quality healthcare in the EU?

Co-moderated by Boris Azais, Director Public Policy Europe and Canada, MSD and Matthias Wismar, Senior Health Policy Analyst, European Observatory on Health Systems and Policies

09:00–12:00 • Thursday • 1 October 2015

Implementing comprehensive Primary Care

Across Europe many countries aim at increasing the role of Primary Health Care (PHC) as the basis for delivering a comprehensive set of cost-effective public health and healthcare services as well as ensuring coordination across levels of care. However, while there is ample evidence on best performing PHC, much less is known about its effective implementation.

This session will be a highly interactive debate between panellists and the audience on best practices in Europe. In addition, the audience will be asked to vote to express its views on alternative strategies.

Organised by Austrian Federal Ministry of Health and Main Association of Austrian Social Security Institutions in cooperation with the European Observatory on Health Systems and Policies

Success stories: From model to practice

What are the obstacles? A reflection from the decision-maker's desk
[Clemens Martin Auer](#), Director General, Federal Ministry of Health, Austria

Implementing comprehensive Primary Care: Assessing the experience
[Ellen Nolte](#), London School of Economics and Political Science

Reforming Primary Care: Learning from success (and failure)

• What does the panel of experts say?

[Yann Bourgueil](#), Institute for Research and Information in Health Economics (IRDES), France

[Bernhard Gibis](#), National Association of Statutory Health Insurance Physicians, Germany

[Hans Kluge](#), Director, WHO Regional Office for Europe

[Dionne Kringos](#), Academic Medical Centre, University of Amsterdam, The Netherlands

[Stephen Peckham](#), London School of Hygiene and Tropical Medicine, UK (tbc)

• The participants decide: Let's vote!

Take home messages

[Herwig Ostermann](#), Department of Health Economics, Austrian Health Institute

Chaired by [Josep Figueras](#), Director, European Observatory on Health Systems and Policies

14:30–17:30 • Wednesday • 30 September 2015



Global health and health systems strengthening

2015 is a special year for development as the first ever European Year to focus on the European Union's external action and Europe's role in the world.

This year is a landmark year for international aid and development cooperation as the UN Millennium Development Goals come to their conclusion. Based on these, the world will come together to agree on a new course of action and the post-2015 development agenda.

The EU actively works to strengthen countries' overall healthcare systems and promote research and development in healthcare.

Organised by DG International Cooperation and Development (DG DEVCO), European Commission

Global health and health systems strengthening. Europe and developing countries

Health is a right for all. It is the foundation for inclusive economic growth and development and is intrinsically linked to a wide range of development issues.

EU assistance provides comprehensive health sector support and helps countries achieve universal health coverage, focusing on reducing child mortality, improving maternal health and combating HIV/AIDS, malaria and other diseases. The EU aims to strengthen national health systems – a crucial element as illustrated by the Ebola outbreak – in developing countries, in a coordinated, comprehensive way so that basic health services are available to those in need, including the most vulnerable and marginalised groups of the population.

In 2011, the EU confirmed its commitment to health, announcing that at least 20% of its 2014–2020 aid budget would be allocated to support human development and social inclusion, including health.

This session is an opportunity to build awareness of the benefits of the EU's development cooperation in the health field and take a look at the issues and challenges at hand.

Speakers and panellists will include representatives from European Commission, academia, civil society organisations and representatives from the developing countries.

09:00–12:00 • Thursday • 1 October 2015



Health information

Creating evidence for European Union health policies

To fulfil this remit the European Commission is looking to establish a comprehensive and sustainable framework on health information and evidence. Building on past EU-level projects and activities, its key aim will be to improve European Union and international cooperation on the availability of health information for policy- and decision-making.

This session will provide an opportunity to learn more about the initiative and also provide the Commission with valuable feedback on how to improve European Union health information from the perspective of stakeholders.

Representatives from DG SANTE, EU Member States, OECD, industry and the public health community will review today's requirements for improving the availability of health information. The subsequent round-table debate with experts and the audience will discuss examples and explore possible solutions, focusing on the following issues:

- What should the EU do more of re health information for the benefit of EU countries?
- What should the EU do less of (or stop) concerning health information because it is counterproductive or ineffective?
- What elements should be included in a future EU health information system?

Moderated by Stefan Schreck, Head of Unit, Health Information and Scientific Committees, DG Health and Food Safety (DG SANTE), European Commission



16:30–19:30 • Thursday • 1 October 2015

President Juncker stated in the mission letter to Commissioner Andriukaitis that one of the key health objectives of this Commission should be "developing expertise on performance assessments of health systems, drawing lessons from recent experience and from EU-funded research projects to build up country-specific and cross-country knowledge that can inform policies".

To meet these objectives and help target scarce resources effectively, policy-makers need access to scientifically sound, comparable and high-quality health information.

Organised by DG Health and Food Safety (DG SANTE), European Commission

Access to new medicines in Europe

High-priced medicines. Affordability and sustainable access

Principles for the appropriate use of medicines and current challenges
[Hans Kluge, Director, WHO Regional Office for Europe](#)

Medicine prioritisation and new cancer drugs in Europe
[Representative from European Society for Medical Oncology \(EMSO\) \(tbc\)](#)

Cancer medicine as a challenge for public pricing and reimbursement.
[Sabine Vogler, Gesundheit Österreich GmbH, WHO Collaborating Centre for Pharmaceutical Pricing and Reimbursement Policies](#)

Understanding patient-side demand for medicines
[Durhane Wong-Rieger, Chair of the Board, International Alliance of Patients' Organizations \(tbc\)](#)

Panel discussion with:

[Jo De Cock, CEO, National Institute for Health and Disability Insurance \(NIHDI\), Belgium](#)
[Josef Probst, Director General, Main Association of Austrian Social Security Institutions](#)
[Maria Iglesia, Head of Unit for Healthcare Systems, DG Health and Food Safety \(DG SANTE\), European Commission](#)

[Representatives from Lithuania and Norway \(tbc\)](#)

The number of new medicines introduced into Europe is increasing, in particular for chronic diseases. National and cross-national medicines policies and strategies are needed to balance demand and expectation for access to high-priced medicines against fiscal responsibility for constrained health budgets.

This forum aims to start the discussion on how to prioritise the introduction of new high-priced medicines, using the area of cancer drugs as an illustrative case study. The forum will also review options for fair pricing to allow availability to all European citizens and affordability for public healthcare systems.

Organised by WHO Regional Office for Europe, National Institute for Health and Disability Insurance (NIHDI), Belgium and Main Association of Austrian Social Security Institutions



16:30–19:30 • Thursday • 1 October 2015

Modern healthcare

The importance of the solidarity principle in our healthcare systems is unique to Europe and we should not change it. However, we can modernise it, i.e. digitise processes in our healthcare systems which can make them more efficient and bring them closer to citizens.

The objectives of this forum are two-fold:

- first of all to raise awareness among citizens of what they can and should do in managing their own health and disease and
- secondly to show how eHealth can contribute to fortifying a patient-centric approach, which also needs understanding and support from the healthcare workforce.

Furthermore, we will demonstrate the role of modern technologies in making the balance right – how mobile health can support patients, informal carers and healthcare professionals in their responsibilities and how concerns about trust, security and safety need to be addressed.

The forum will share experience gained in different Member States where the use of digital tools has helped bring healthcare closer also to those people who may often be difficult to reach – young people or people living in remote areas and people with certain medical conditions that may give rise to stigmatisation.

My health, my responsibility

During this session the importance of access to health information for patient empowerment will be discussed. Practical examples from different Member States will illustrate the discussion – for example how the internet can be effectively used for creating a social network for people with rare diseases, how to overcome difficulties in making health information accessible to citizens and how people with chronic diseases can benefit from eHealth tools.

Benny Eklund, County Council of Uppsala, Sweden

Ana Maria Carriazo Pérez de Guzmán, Senior Advisor, Regional Ministry of Equality, Health and Social Policies of Andalusia (Junta de Andalucía), Spain

J Beun, AdrenaNET, The Netherlands

Angela Brand, Professor, Maastricht University, The Netherlands

Presentations will be followed by an interactive discussion between speakers and the audience.

Chaired by a European Commission representative

16:30–19:30 • Thursday • 1 October 2015

Modern healthcare

mHealth is a solution (not a problem)

In this session we will discuss recent developments in the area of mHealth following the public consultation on the Green Paper on mHealth: data protection, quality and safety of health and wellbeing applications, how mHealth supports patient empowerment and the possibilities of the effective use of mHealth in everyday practice.

Michał Boni, Member of the European Parliament (EPP, Poland) (tbc)

Simon Hamilton, Minister for Health, Social Services and Public Safety, Northern Ireland

Jeremy Wyatt, Professor, Adviser on New Information and Communication Technologies, Royal College of Physicians, UK

Industry representative from the Code of Conduct Working Group

Representative from the European Patients' Forum

Presentations will be followed by an interactive discussion between speakers and the audience.

Chaired by a European Commission representative

09:00–12:00 • Friday • 2 October 2015



Securing health. Importance of the implementation of the IHR

In today's connected world, we must all protect ourselves, and each other, from threats like infectious diseases, and chemical and radiological events. This requires using the International Health Regulations (IHR) on a day-to-day basis in an operational way, and building capacity to assess, prepare and respond to public health risks.

This forum will cover:

- lessons learned from major outbreaks;
- the current state of implementation of IHR in Europe;
- how to achieve intersectoral coordination and action beyond the health sector for the successful use and implementation of IHR.

Organised by World Health Organization Regional Office for Europe

Part 1 | Current state of IHR implementation and lessons learned

The final report of the WHO Ebola Interim Assessment Panel
[Ilona Kickbusch](#), Member of the WHO Ebola Interim Assessment Panel

IHR in the European Region and report from the 68th World Health Assembly
[Guénaél Rodier](#), Director, Division of Communicable Diseases, WHO Europe

Presentation by Médecins Sans Frontières (tbc)

Part 2 | Advancing the European IHR agenda

The work on the Decision on Cross Border Health Threats
[John F Ryan](#), Acting Director, DG Health and Food Safety (DG SANTE), European Commission

The Global Health Security Agenda (GHSA)
[Outi Kuivasniemi](#), Deputy to Director of International Affairs, Ministry of Social Affairs and Health, Finland

Presentation by a representative from Germany (tbc)

The Pandemic Emergency Financing Facility
[Enis Baris](#), Sector Manager for Health, Nutrition and Population, Middle East and North Africa, World Bank (tbc)

09:00-12:00 • Friday • 2 October 2015



Access to high-quality healthcare and innovative treatment

EU patients should be able to rely on accessible healthcare systems and access to innovative, safe and affordable treatments. Despite its limited competence, the EU can have an added value.

Part 1: How can EU initiatives improve access to high-quality care for citizens? Can access be facilitated by better workforce planning and increased patient mobility?

Part 2: Which patient needs should frame the future medicines market landscape and what is the role of the pharmaceutical industry? What are the benefits of a long-term EU-level cooperation and how can innovative initiatives from Member States' cooperation be successfully applied?

Organised by DG Health and Food Safety (DG SANTE), European Commission

Opening speech by [Vytenis Andriukaitis](#), EU Commissioner for Health and Food Safety

Part 1 | EU agenda for accessible health systems

[Siniša Varga](#), Minister of Health, Croatia (tbc)

[Andrey Kovatchev](#), Member of European Parliament (EPP, Bulgaria) (tbc)

[Luís Mendão](#), Vice-chair, European AIDS Treatment Group

[Walter Sermeus](#), Professor, Public Health, KU Leuven, The Netherlands (tbc)

[Dorjan Marušič](#), Former Minister of Health and Member of the Expert Panel, Slovenia

Part 2 | Access to innovative and safe medicines for the benefit of patients

Introduction by [Maria Iglesia](#), Head of Unit for Healthcare Systems, DG SANTE, EC

[Stanimir Hasurdjiev](#), Board Member, European Patients' Forum (tbc)

[Marcel van Raaij](#), Director, Ministry of Health, Welfare and Sports, The Netherlands (tbc)

[Hans Kluge](#), Director, Health Systems and Public Health, WHO Regional Office for Europe

[Richard Bergström](#), Director General, EFPIA

Moderated by [Peter O'Donnell](#), Associate Editor, POLITICO

09:00-12:00 • Friday • 2 October 2015



WORKSHOPS

W1

Healthy ageing of workers

Health, safety and well-being throughout the working life cycle

The new EU Strategic Framework for Safety and Health at Work 2014–2020 has identified demographic change as a main challenge.

While the total working age population will decrease in the future, the proportion of older workers will increase making up almost 1/4 of the workforce by 2030. However, this potential will be lost if workers continue to leave the labour market before reaching the official retirement age, often because of work-related health problems.

The Strategic Framework proposes actions to address this issue, including raising awareness, sharing good practice and promoting rehabilitation measures. It also encourages synergies with other policy areas. In this respect, the pilot project on occupational safety and health (OSH) of older workers is examining policies, programmes and practices at the EU, national, intermediary and company level to identify success factors and obstacles. The ageing population is a cross-cutting issue involving many different actors.

This workshop will bring together different stakeholders including OSH authorities, social partners, civil society, representatives of policy areas such as public health, rehabilitation, research, employment and life long learning, to explore ways to make collaboration of all players involved more efficient.

[Speakers and panellists to be announced.](#)

Moderated by Teresa M Moitinho de Almeida, Head of Unit, DG EMPL, European Commission

09:00–11:00 • Wednesday • 30 September 2015



Organised by DG Employment, Social Affairs and Inclusion (DG EMPL), European Commission

W2

Financing of NCDs

Non-communicable diseases: financing costs by public and private actors

The European region is the most affected by non-communicable diseases (NCDs) and their growth is startling. The impact of the major NCDs is alarming: taken together, these conditions account for an estimated 86% of deaths and 77% of the disease burden in the region.

The private sector needs to be part of effective multi-sectoral action on NCDs through various types of engagement. A balance of public and private contributions to prevention and control is one of the key components of a successful national NCD response. Governments can also make use of NGOs and academia in several important roles, including acting as a 'bridge' between government and the private sector.

This session will explore lessons learned from successful and unsuccessful examples of private sector engagement to date; and discuss its role in the effective multi-sectoral action on NCDs, including options ensuring due regard to real, perceived and potential conflicts of interest.

We will also focus on domestic, bilateral and multilateral, and innovative financing of NCD prevention and control. Delegates will have the opportunity to explore how to use existing and new resources effectively to achieve maximum health impact from NCD prevention and control.

Co-chaired by Oleg Chestnov, Assistant Director-General, NCD and Mental Health, World Health Organization

09:00–11:00 • Wednesday • 30 September 2015



Organised by the World Health Organization

W3

Mental health

Innovative solutions for preventing and treating mental illness

Mental disorders place a heavy burden on Europe, both on the individual and at societal level. However, many new ideas and models of prevention and care are being developed and tested, including various e-tools.

In this workshop we will focus on and discuss how we can best take advantage of the social innovation and technological progress available to us in preventing and treating mental illness.

Engaged in a round-table debate with the audience, experts in the field – researchers, policy-makers, NGO and patients' representatives – will share their experience in making healthcare more effective and efficient through medical, technical and societal progress. Discuss patients' views on the new tools. Examine how the new tools are integrated into existing health and care systems, how to guarantee the best quality and how insurers view the innovations.

The outcome of this debate should provide ideas for policy and research to facilitate and further extend successful innovative models and tools to prevent and treat mental illness.

[Helen Christensen, Black Dog Institute, Australia](#)

[Heleen Riper, VU University Amsterdam, The Netherlands](#)

[Ing-Marie Wieselgren, Swedish Association of Local Authorities and Regions, Sweden](#)

[Patient representative \(tbc\)](#)

18:00–19:30 • Wednesday • 30 September 2015



Organised by DG Research and Innovation (DG RTD), European Commission

WORKSHOPS

W4

MAPPs

New paths to personalised medicine: How Medicine's Adaptive Pathways to Patients (MAPPs) and breakthrough designation will impact patients

Healthcare is being driven relentlessly forward through an accelerating process of furious technological innovation. The powerful mix of genomics, proteomics, Big Data and Moore's law are creating a tidal wave of new targeted 'personalised' therapies that address the particular needs of patients with increasing accuracy. But while the long-awaited promise of personalised medicine is finally arriving, the regulatory structures required for their evaluation and reimbursement are still based around the blockbuster models of the last century.

This live webcasted session will focus on MAPPs in Europe and breakthrough designation in the US – two new approaches to regulatory evaluation that are being implemented and investigated.

In a moderated discussion with experts, the audience and live participation from the public via Twitter, we will investigate what the potential long-term implications of these new models for personalised medicines are, and what their adoption means for regulators, payers, patients and society as a whole.

David Byrne, Co-Chair, European Alliance for Personalised Medicine (EAPM)

Ruud Dobber, Executive VP, AstraZeneca

Amy M Miller, Executive VP, Personalized Medicine Coalition

Further speakers to be announced.

Moderated by Duane Schulthess, Director, Vital Transformation

18:00–19:30 • Wednesday • 30 September 2015



Organised by AstraZeneca, European Alliance for Personalised Medicine, EFPIA, Personalized Medicine Coalition and Vital Transformation

L1

Health threats response

In light of the recent Ebola and MERS CoV outbreaks, how do we ensure that the EU is fully prepared to effectively respond to any public health emergency?

During this workshop, measures taken under the existing policy framework by the EU and its Member States during the Ebola outbreak in West Africa will be presented. We will share lessons learned and identify gaps from past and current health threats, such as on the influenza A/H1N1 pandemic in 2009, the recent Ebola and MERS CoV outbreaks.

We will also discuss roles and possible collaboration across sectors at national and EU level to further strengthen health emergency preparedness across Europe.

- What are the preparedness mechanisms in place in the EU to protect citizens against infectious diseases and other threats to health?
- In order to strengthen public health emergency preparedness in Europe, who needs to collaborate on what issues and how?
- What can your organisation bring to the table?

Herta Adam, Deputy Head of Health Threats Unit, DG SANTE, EC

Massimo Ciotti, ECDC

Fernando Simon, Health Security Committee, Ministry of Health, Spain (tbc)

Raed Arafat, Ministry of Administration and Interior, Romania (tbc)

Guénaél Rodier, Director, Division of Communicable Diseases, WHO Europe (tbc)

Moderated by Karl Ekdahl, Head of Unit, ECDC

12.30–14:00 • Thursday • 1 October 2015



Organised by the European Centre for Disease Prevention and Control (ECDC) with DG Health and Food Safety (DG SANTE), Health Threats Unit, European Commission

L2

Measuring 'value'

Scoping the 'value of innovation': starting to measure the unmeasurable

In a world where medical innovations are increasingly prevalent but healthcare budgets are constrained, it is important to find ways to optimise equitable access to healthcare systems and treatments.

In the oncology setting, the EU Joint Action for Cancer Control aims to reduce the burden of cancer and decrease inequalities between Member States. To do so, a broad definition of 'value' must be applied to facilitate universal access to cancer treatments, a key component in cancer control.

New models of value are needed to take into account broader societal considerations, which are transposable and scalable across chronic conditions.

Leveraging the policy-driven PlayDecide methodology, participants will co-create the criteria needed to define 'the value of innovation' in definition and scope.

Participants will explore which (non-) financial benefits to society, inside and beyond the healthcare system, should be considered as part of the scope of value. Including: economic productivity, effect of non-access to innovation on patients' families and general well-being.

Discussion leaders:

Wendy Yared, Director, ECL

Jeni Bremner, Director, EHMA

Irina Odnoletkova, Head of HTA Taskforce, AIM

Kaisa Immonen-Charalambous, Senior Policy Advisor, European Patients' Forum

Moderated by Jacqueline Bowman-Busato, Head of EU Public Affairs, Porter Novelli

12.30–14:00 • Thursday • 1 October 2015



Organised by European Cancer Leagues (ECL), European Health Management Association (EHMA) and Roche

WORKSHOPS

L3

Workforce skill-mix

Improving the skill-mix for chronic care

The health workforce makes a huge contribution to the performance of health systems. There are, however, in Europe-wide variations in how countries configure their workforce (general practitioners, specialists, nurses, dentists, pharmacists and the plethora of allied health professions). This makes Europe an ideal test bed for comparing skill-mix reforms for improving health system performance. Skill-mix reforms seem particularly relevant in light of demographic development and reforms of coordinated/integrated care.

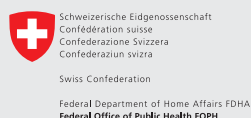
This workshop will discuss the health workforce contribution needed to further improve chronic care performance, in terms of both quality and efficiency, through innovations in the skill-mix. We will attempt to identify optimal skill-mix compositions as well as cooperative arrangements between healthcare professions in different chronic care settings by looking at various country experiences.

We will in particular focus on:

- enabling and supporting – the service user and their carers;
- coordination of services – overcoming fragmentation;
- harnessing community resources – lay and community support skills;
- strengthening primary care – increasing medical capacity and capabilities – nurses, pharmacists and allied health professionals.

[Speakers and panellists to be announced.](#)

12.30–14:00 • Thursday • 1 October 2015



Organised by Swiss Federal Office of Public Health in collaboration with the European Observatory on Health Systems and Policies

L4

Empowerment in practice

Patients living with chronic conditions become experts in the management of their condition. They are able to identify unmet service needs and point out waste and inefficiencies in the healthcare system.

Research has shown that patient-centred care models are cost-effective and lead to better outcomes and patient satisfaction.

Thus, patient empowerment can be a vital element of high-quality, sustainable, equitable and cost-effective health systems.

Engaged patients contribute to lowering costs and higher quality of healthcare.

This workshop is one of the milestones of a major European Patients' Forum-led campaign on patient empowerment entitled 'Patients Prescribe'.

Keynote: concept of empowerment
[Representative from EMPATHIE consortium](#)

Empowerment in practice:

- patient information and health literacy
- self-management of healthcare
- patient and health professional relationships

[Speakers to be announced.](#)

The European Patients' Forum campaign
[Anders Olauson, President, European Patients' Forum \(EPF\)](#)

Audience discussion

Chaired by Tamsin Rose, Director, Progress Works

12.30–14:00 • Thursday • 1 October 2015



Organised by the European Patients' Forum (EPF) in cooperation with Sanofi

W5

Equity and solidarity

Equity and solidarity in EU healthcare systems. Facts and myths. What are the potential hurdles in accessibility to innovative cancer care in Central Eastern European (CEE) countries?

Cancer care has raised many discussions so far, mainly due to accessibility to innovative therapies. This workshop will explore the foundations for action in terms of solidarity and equity of accessibility to innovative cancer care in CEE region. We aim to trigger the discussion and review different points of view on the ageing population, schemes of financing, health inequalities and the social determinants of health.

In order to provide a holistic and efficient approach, responsibility should be shared across various levels of stakeholders. Starting from this, this session will explore:

- crucial factors related to the economy of CEE countries that may affect accessibility to innovative cancer care;
- health inequalities, an ageing population and the social factors of health, which play a significant role in challenging healthcare systems to go beyond medical problems;
- solidarity and equity of access – challenging questions regarding: comprehensiveness, financing, and inclusion of the social solidarity principle.

[Speakers and panellists to be announced.](#)

15:30–17:30 • Friday • 2 October 2015



Organised by Institute for Eastern Studies Foundation in cooperation with Janssen

W6

From citizen to citizen

How to empower the European patient through digital solutions and structured programmes

Important challenges in European health are demographic change and the long-term consequences of the financial crises. How can we secure access to and affordability of healthcare, especially in light of the recent European discussion on upstream social convergence and a minimum healthcare basket?

Technological and social innovations are needed to empower the health system, the citizen and patient. It is not only about having digital solutions in place which make it possible for the citizen to access healthcare but also about ensuring a level of eHealth literacy that makes it possible to navigate the system successfully. Thus, the "citizen" turns into the "citoyen" – actively involved, with control over his data and consequently able to shape the system.

This process has to be accompanied by legal measures guaranteeing (data) security.

Marta Nagy-Rothengass, DG CONNECT, European Commission (tbc)

Angela Brand, European Alliance for Personalised Medicine (EAPM)

Christian Franken, Apollon University of Applied Sciences, Germany

Max Müller, DocMorris, The Netherlands

Tobias Gantner, HealthCare Futurists

Moderated by Hédinn Svarfdal Björnsson, Directorate of Health, Iceland

15:30–17:30 • Friday • 2 October 2015

 Maastricht University


Meine neue Apotheke

Organised by Maastricht University in cooperation with DocMorris

S1

Universal health coverage

Innovating for universal coverage

Universal health coverage is an integral part of a healthy society. That is why it is at the heart of Goal 3 within the UN Sustainable Development Goals: "Ensure healthy lives and promote well-being for all at all ages".

But how can this be achieved in practice, in a time of resource constraints and increasing patient expectations?

Does innovation in health systems and technology hold the answer for coverage to be sustainable and scalable for the patients of tomorrow?

This satellite event will share experience and best practice on how to design and manage health systems and how to create and nurture innovative ecosystems for health.

It will feature a line-up of leading thinkers and experts in the field of health, including policy-makers, health professionals, and representatives from academia and the private sector.

[Speakers and panellists to be announced.](#)

Afternoon • Tuesday • 29 September 2015

Organised by KPMG, European Federation of Pharmaceutical Industries and Associations (EFPIA), Confederation of Indian Industry (CII) and Organisation of Pharmaceutical Producers of India (OPPI)

Reinhardt Sampl Exhibition

We are pleased to introduce the EHFG 2015 artist, Reinhardt Sampl, one of the most established artists in the federal state of Salzburg.



BOOKING INFORMATION

To make your conference experience as comfortable as possible we provide the following services:

- Booking your accommodation
- Booking your shuttle service

Please note that your hotel booking via our registration system includes conference dinners and the shuttle service to and from Salzburg airport. Lunches and social programme events are included in the conference fee.

ONLINE REGISTRATION: to register and to book your hotel please go to www.ehfg.org/mycongress

All information in this announcement is subject to change.

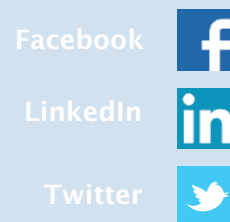
CONFERENCE FEES inc. 10% VAT	Early booking until 24 July 2015	Late booking until 23 September 2015
Standard fee	EUR 1550	EUR 1800
Government fee for employees of ministries, local governments, European Parliament	EUR 700	EUR 800
NGO/University fee for representatives of NGOs and full-time university and research institute staff	EUR 500	EUR 600

The cancellation fee is 10% of the total amount due until 4 September 2015, 50% until 23 September 2015, 100% thereafter. Your cancellation must be submitted in writing.

Contact us: T: +43 (6432) 3393 270; F: +43 (6432) 3393 271; E: office@ehfg.org
International Forum Gastein, Tauernplatz 1, 5630 Bad Hofgastein, Austria

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