



**FOR IMMEDIATE RELEASE – 23 April 2010**

Contact: Patrick Golden  
Director of Communications  
[Patrick.golden@worldcongress.com](mailto:Patrick.golden@worldcongress.com)  
1+781-939-2511

## eHealth Implementation, mHealth Advances and Public-Private Partnerships lead agenda at 6<sup>th</sup> Annual World Health Care Congress Europe, 19-20 May, Brussels, Belgium

**BRUSSELS – 23 April 2010** - The 6<sup>th</sup> Annual World Health Care Congress Europe will convene 19-20 May in Brussels, Belgium, gathering health care leaders from throughout Europe and the globe for top-level discussion of key issues affecting health care, including the delivery of sustainable health care, public private investment partnerships, successful eHealth implementation and mHealth advances.

The 2010 Congress will feature the top industry influencers including health ministers, leading government officials, hospital directors, IT innovators, and decision makers from public and private insurance funds, pharmaceutical and medical device companies, and health care industry suppliers.

**WHAT: The 6<sup>th</sup> Annual World Health Care Congress Europe**

**WHEN: May 19-20, 2010**

**WHERE: Brussels, Belgium**

**PROGRAM AGENDA:**

<http://www.worldcongress.com/events/HR10015/index.cfm?confCode=HR10015>

**PRESS REGISTRATION:**

<http://www.worldcongress.com/news/media.cfm?confCode=HR10015&categoryID=media>

**Key topics and speakers:**

**TOPIC:**

**Delivering Sustainable Health Care—Improving Cost and Quality Through Policy and Market Forces**

**Featured Presenter:**

**Dr. Konstanty Radziwill** President Standing Committee of European Doctors (CPME) Poland

**TOPIC:**

**Public Private *Investment* Partnerships – Lessons from Partnerships that Work**

**Featured presenter:**

**Manuel Marin Ferrer**, Chief Executive Officer, Health **Department la Ribera, Valencia, Spain**

- Replicable alternative management models to finance hospitals through private investment: The Alzira Model
- Identifying the risk and opportunity with new public-private hybrids that go beyond traditional public-service privatisation
- Strategies to address cost and investment challenges, deliver improvements in efficiency and enhance service quality in health care

**TOPIC:**

**Successful eHealth Implementation—Improving Privacy, Quality, Access and Cost**

**Featured presenter:**

**Morten Elbæk Petersen**, Direktør, **Den fælles offentlige sundhedsportal - sundhed.dk** **Denmark**

**Zoran Stancic**, Deputy Director-General, Directorate-General for the Information Society and Media (DG INFSO) **European Commission** **Belgium**

**TOPIC:**

**Achieving Cost-Effective Care - High Quality, Low Cost Innovations**

**Featured presenter:**

**Tarmo Martikainen**, Chief Executive Office, **The Coxa Hospital for Joint Replacement**, **Finland**

- A comprehensive analysis of the strategies that will improve European health care and make it affordable
- High quality, low cost innovations that are revolutionizing the delivery of care

**TOPIC:**

**mHealth Advances—Emerging Mobile Health Platforms for Patients and Consumers**

**Featured presenters:**

**Joan Guanyabens i Calvet**, Chief Executive Officer, **Catalan Agency for Health Technology**

**Assessment and Research;**

Coordinator of Health IT, **Catalan Ministry of Health**, **Spain**

**Dr Ilias Iakovidis**, Acting Head of Unit - ICT for Health, DG Information Society and Media

**European Commission**, **Belgium**

**About the 6<sup>th</sup> Annual World Health Care Congress Europe**

As the leading European event on health care business innovation, The 6th Annual World Health Care Congress—Europe is the only major international forum that convenes over 400 leaders from all sectors of health care to share the best practices and successful initiatives for improved delivery and outcomes in Europe. The 6<sup>th</sup> Annual event is sponsored by Abbott, GE Healthcare, Health Dialog, Healthways, Marsh, Orange, Pfizer Health Solutions, PricewaterhouseCoopers, UnitedHealth International and Verisk Health.