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7th Annual World Health Care Congress Europe to convene pan-European perspectives on best practices for health care delivery

Congress to feature 500 top industry influencers including health ministers, leading government officials, hospital directors, IT innovators, decision-makers from public and private insurance funds, pharmaceutical and medical device companies, and health care industry suppliers

BRUSSELS – 5 October 2010 – As the European health care market works to adapt to the financial crisis that has swept the continent, the 7th Annual World Health Care Congress Europe will convene in Brussels April 2011 for an industry-wide summit on the best practices and emerging trends to improve care and reduce costs.

Gathering 500 senior leaders from all sectors of health care, the specially-tailored program is designed to address key issues affecting the European market, including Quality and Care Delivery Re-Design, Chronic Disease Management and Care Continuum, Strategies for Health Financing and Funding, and Health IT Innovations. Insights from leaders outside Europe will also be included.

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.

As the leading European event on health care business innovation, the Congress is the only major international forum that convenes over 500 leaders from all sectors of health care to share the best practices and successful initiatives for improved delivery and outcomes in Europe.

WHAT: The 7th Annual World Health Care Congress Europe

WHEN: April 13-14, 2011

WHERE: Brussels, Belgium

PROGRAM AGENDA: www.worldcongress.com/europe

Featured speakers include:

Mary Harney, Minister of Health and Children, **Department of Health and Children, Ireland**

Aart de Geus, Deputy Secretary General, **OECD** (France)

Niall Dickson, Chief Executive and Registrar, **General Medical Council**; former Chief Executive, **King's Fund** (United Kingdom)

Dr Philipp Vetter, Head of Strategy, **Health Authority in Abu Dhabi** (UAE)

Prof Dr Peter Zweifel, Professor, Department of Economics, **University of Zurich**; Former President, European Group of Risk and Insurance Economists (ERGIE) and **International Health Economics Association (iHEA)** Switzerland

Paul Bartels, MD, President, **European Society for Quality in Healthcare (ESQH)**

Dr. Christian Schneider, Chief Operating Officer and Chief Strategist (Head of Corporate Functions), **Munich Health Germany**

Philipp Vedder, PhD, Head of Strategy, Health Authority in Abu Dhabi, **UAE**.

Tricia Kennerley, Healthcare Public Affairs Director, Alliance Boots, **United Kingdom**

Prof Neil O'Hare, NIMIS (National Integrated Medical Imaging System) Project Lead, **Health Service Executive (HSE), Ireland**

Dr Jan van Emelen, Innovation Director, **Independent Health Insurance Funds (MLOZ)**, President, Disease Management Working Group, **Association Internationale de la Mutualité (AIM)**, Belgium

Tony McNamara, Chief Executive Officer, **Cork University Hospital** (Ireland)

Torben Stentoft, Hospital Director, **Copenhagen University Hospital** (Denmark)

Jan van Lente, Managing Director Care Management, **AOK-Bundesverband** (Germany)

Morten Petersen, CEO, **Sundek.dk** (Denmark's eHealth Portal) (Denmark)

About the 7th Annual World Health Care Congress Europe

The 7th Annual World Health Care Congress—Europe (WHCC-E) is the leading European event gathering 500 leaders from all sectors of health care to share innovations, best practices and successful initiatives to improve European health. It offers two pre-conference Workshops, twenty Executive Summits, four Emerging Trend Forums, and a newly developed Innovative Solutions Series specifically designed for the various functions and challenges within health related organizations. WHCC-E provides unparalleled access to quality educational sessions and networking opportunities.