

MEDIA ADVISORY – 11 February 2011



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HEALTH MINISTERS, LEADERS FROM EUROPE AND GLOBE TO CONVENE IN BRUSSELS FOR 7th ANNUAL WORLD HEALTH CARE CONGRESS EUROPE, 13-14 April 2011

Two-day congress to focus on latest best practices and initiatives to best manage budgetary constraints while maintaining the quality of care.

BRUSSELS – 11 February 2011 - More than 500 senior health care leaders from across Europe and the globe will convene in Brussels, 13-14 April 2011 to share insights on leading innovations and best practices to improve European health care, from hospital and IT management to quality, safety and advances in telemedicine, diagnostics and prevention. Leading European experts will present successful health IT innovations, emerging health financing and funding models, and invigorating solutions to redesign care delivery towards optimal outcomes in an age of budgetary constraints.

The event will build upon the successes of the six previous congresses in developing global health care perspectives as shared by health ministers, government officials, hospital directors, IT innovators, academics and executives from regulatory bodies, associations, public and private insurance funds, pharmaceutical and medical device companies.

WHAT: The World Health Care Congress Europe

WHEN: April 13-14 2011

WHERE: Brussels, Belgium

PROGRAM AGENDA: www.worldcongress.com/europe

Key emerging topics for 2011 will include:

- Models for Cross-Border Services: Developments in Patient Mobility, Financing, and Interoperability of IT Systems
- National eHealth Initiatives to Improve the Sustainability and Quality of Health Systems
- Innovations in Health Care Financing and Health Insurance
- Privatization of Health Care in Europe: Strategies for Delivering Patient-Centred Care
- Building Strategic Public-Private Partnerships Towards Sustainable Health

Featured speakers include:

Health Ministers

Leoš Heger, Minister of Health, Czech Republic

Dr Joe Cassar, Minister for Health, the Elderly and Community Care, Malta

Ministerial and Governing Executives

Dr Zoran Stancic, Deputy Director General Project Coordinator DG INFSO - Information Society and Media, European Commission, Belgium

Erwin Bartels, Senior Officer for eHealth in Europe, Federal Ministry of Health, Germany

Industry Leaders

Dr Roch Doliveux, CEO and Chairman of the Executive Committee, UCB, Belgium

Elmar Schnee, Member of the Executive Board and General Partner, Merck KGaA; President, Merck Serono, Switzerland

Belén Garijo, Member of the Management Committee; SVP, Pharmaceutical Operations Region Europe, Sanofi-Aventis, France

Health Care Providers

Bård Lilleeng, CEO, Stavanger University Hospital, Norway

Tim Smart, CEO, King's College Hospital NHS Foundation Trust, United Kingdom

Johnny Van der Straeten, CEO, Antwerp University Hospital; Secretary-General, Belgian Assoc. of Hospitals, Belgium

Hulda Gunnlaugsdottir, CEO, Akershus University Hospital; Former Chief Executive Officer, Landspítali University Hospital-Iceland; Former, Managing Director, Aker University Hospital Trust, Norway

Claus Duedal Pedersen, Head of Centre for Clinical Innovation, Odense University Hospital, Denmark

Dr Christian Lovis, Head, Unit of Clinical Informatics, University Hospitals of Geneva (HUG); Board Member, European Federation for Medical Informatics (EFMI); Chair, Health Information Systems Working Group, International Medical Informatics Association (IMIA), Switzerland

Tommaso Piazza, Chief Information Officer, ISMETT/UPMC, Italy

About World Health Care Congress Europe

Presented by World Congress, the leading global producer of health care conferences for senior-level executives from private industry and government, the 7th Annual World Health Care Congress Europe convenes 500 health care leaders from more than 50 countries around Europe and the world. For more information, visit: www.worldcongress.com/europe.