

## MEDIA ADVISORY – 11 February 2011



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## HEALTH MINISTERS, LEADERS FROM EUROPE AND GLOBE TO CONVENE IN BRUSSELS FOR 7<sup>th</sup> 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](http://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 7<sup>th</sup> 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](http://www.worldcongress.com/europe).