

**FOR IMMEDIATE RELEASE – 7 February, 2012**

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## **8th Annual World Health Care Congress Europe to convene global leaders in Amsterdam, 23-24 May, 2012**

**Amsterdam - 7 February, 2012** – The [8<sup>th</sup> Annual World Health Care Congress Europe](#) will convene in Amsterdam, 23-24 May, 2012, gathering more than 200 health care leaders from Europe and the globe to share top insights and best practices for health care business innovation and develop actionable strategies to improve care delivery and outcomes.

While the health systems of Europe are diverse, they face many common challenges. These challenges are also faced by health systems the world over, many of which are pioneering innovative solutions. The WHCC Europe has been designed to present these global innovations, from Europe and beyond, in a convenient format and location. Presenting the best and latest ideas in modern healthcare and featuring leading providers, payers, policy makers and health businesses.

The 2012 WHCC Europe will feature more than [60 presenters](#) from government, hospitals and health care systems, insurers and payer organizations and academia who will share best practices on:

- How to make tough decisions in the face of rising demand and decreasing resources
- Achieving productivity and efficiency in healthcare to reduce the cost of delivery and innovating payment systems to deliver best value
- Shifting health systems to a prevention and wellness focus
- Delivering transformation through large scale implementation of telehealth, mHealth and remote monitoring
- Developing effective integrated care - learning from high-performing global Integrated Care Organisations

### **Key presenters include:**

**Robert L. Jesse, MD**, Principal Deputy Under Secretary for Health, Veterans Health Administration (USA)

**Martin Seychell**, Deputy Director General- DG Health and Consumers, European Commission, (Malta)

**Devi Shetty, MD**, Chairman, Narayana Hrudayalaya Hospitals, (India)

**Victor Dzau MD**, CEO, Duke University Health System, (USA)

**Sir Michael Marmot**, Professor of Epidemiology and Public Health, University College London, (UK)

**Thomas Ballast**, CEO, Association of Health Insurance Association (VDEK) (Germany)

**WHAT:** The World Health Care Congress Europe

**WHEN:** 23-24 May, 2012

**WHERE:** Amsterdam, Netherlands

**PROGRAM AGENDA:** [www.worldcongress.com/europe](http://www.worldcongress.com/europe)

### **About the World Health Care Congress Europe**

As the leading European event on health care business innovation, The 8th Annual World Health Care Congress-Europe is the only major international forum that convenes leaders from all sectors of health care to discuss and develop actionable strategies to improve care delivery and outcomes. The congress ensures that delegates will leave with a key action plan to meet the many challenges facing health care across Europe. The event will feature the top industry influencers including hospital directors, IT innovators, decision makers from public and private insurance funds, pharmaceutical and medical device companies, health care industry suppliers, health ministers, and leading government officials.