

Electing Health – The Europe We Want!

Public health leadership

Building EU health policy

Care coordination and patient choice

Personalised Medicine 2020

Deploying eHealth

Health system performance

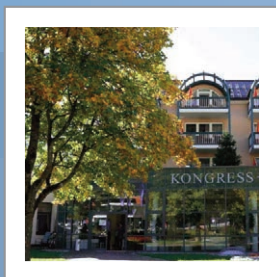
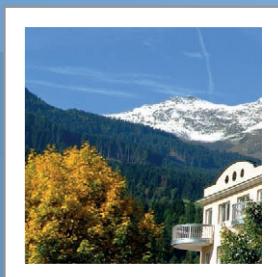
From MDGs to the post-2015 agenda

Moving for health and well-being

17th European Health Forum

GASTEIN

PROGRAMME



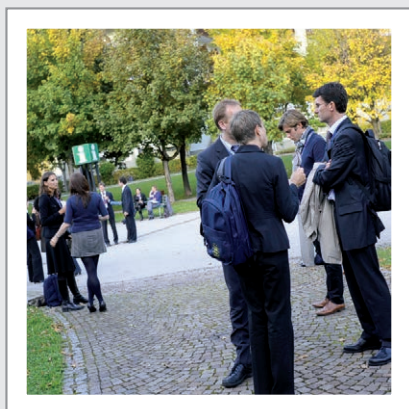
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the Health Programme
of the European Union



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FÜR GESUNDHEIT



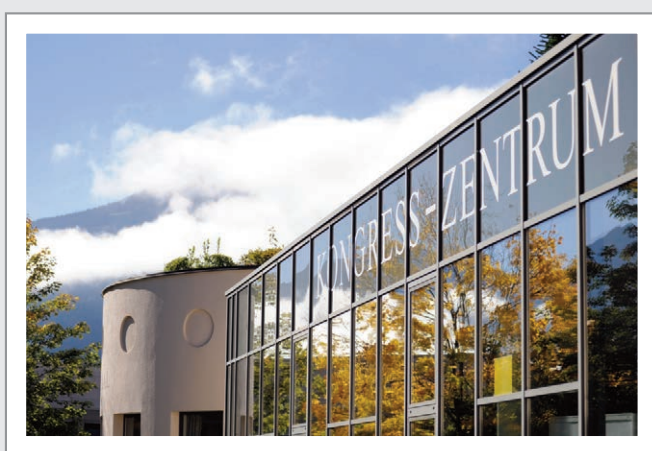
European Health Forum Gastein



The EHFG is the leading health policy conference in Europe. The main objective is to facilitate the establishment of a framework for advising and developing European health policy while recognising the principle of subsidiarity.

Target group

Those participating in the event include senior policy and decision-makers representing politics and government at EU, national and regional levels; business and industry; health care funders and service providers; civil society; as well as experts and researchers in health care and public health.



Bad Hofgastein

The Gastein valley lies at the heart of the 'Hohe Tauern' nature reserve, the largest of its kind in Central Europe. World famous for its thermal springs it is a year round tourist resort offering a large range of high-quality accommodation. Most conference hotels are within walking distance of the conference venue which is located in the centre of this typical Austrian village.

In addition to the official programme, the event provides a vast array of opportunities for informal meetings, discussion and networking.

Programme Overview



F – Parallel Forum Session W – Workshop L – Lunch Workshop



Plenary Sessions

Helmut Brand
President
International Forum Gastein

This year's European Health Forum Gastein conference will reflect on the opportunities and risks for health in light of the outcomes of the recent European elections and will discuss during the course of two high-level plenary debates how to maintain and improve the health of European citizens in a newly structured political scene.

During the course of the conference and especially in the plenary sessions we would like to address the following questions:

1. What are the possible developments of the European social model and its core values?
2. After the first 20 years of an EU health mandate what should be the EU's role in health and health systems in the next 20 years?
3. In preparation for the next legislative period and the implementation of its Europe 2020 Growth Strategy, how will the current policy frameworks and instruments have to be used or reviewed in order for the EU to fulfil its role in promoting, protecting and restoring the health of its citizens?
4. As European citizens demand more value for money in health care, what can the EU contribute to improving the performance and efficiency of Member States' health systems?

We are looking forward to lively discussions in Gastein!

H. Brand

12:00–14:00 • Wednesday • 1 October 2014

Opening plenary session

Keynote speech

M Schulz, President of the European Parliament (invited, tbc)

High-level debate with:

A Stöger, Minister of Health, Austria

Members of the European Parliament

Z Jakab, Regional Director, World Health Organization Regional Office for Europe

P Testori Coggi, Director-General, DG for Health and Consumers, European Commission

H Brand, President of the International Forum Gastein

Twitter wrap-up

M Davies, Executive Director, HAPI and a member of the Young Forum Gastein Network

Moderated by J Figueras, Director, European Observatory on Health Systems and Policies

13:00–15:00 • Friday • 3 October 2014

Closing plenary session

Round-up of the conference

H Brand, President of the International Forum Gastein

Video reflection

T Rose, Director, Progress Works and members of the Young Forum Gastein Network

Keynote speech

T Borg, EU Commissioner for Health, European Commission

High-level debate with:

T Borg, EU Commissioner for Health, European Commission

EU Trio-Presidency Ministers of Health of Italy, Latvia and Luxembourg (tbc)

H Brand, President of the International Forum Gastein

Moderated by A Fidler, Lead Advisor, Policy and Strategy, World Bank

European Health Award Ceremony

Public health leadership I

The question of health leadership, the kind of leaders that we require and the values and skills that they possess, are central to the theme of this year's EHFG which considers the prospects for health in light of the 2014 European elections.

Influence versus control, transformational leadership, collaborative decision-making and building leadership capacity throughout organisational hierarchies are becoming essential to improve health.

These sessions will aim to stir a debate around the kind of public health leadership needed today to reduce inequalities and improve health and well-being.

Across these sessions we will examine the following:

- Leadership theory and characteristics
- Latest leadership research
- Leadership challenges and solutions
- Continuing professional development for health leaders: what is available and is it adequately provided?
- Good practice examples from regions, countries, institutions and individuals
- Public health capacity and health leadership
- Prospects for doing things differently: what and how?

Moderated by H Rutter, London School of Hygiene and Tropical Medicine, UK



Organised by Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C.

Investigating leadership excellence to improve health and reduce inequalities

Video introduction: What is public health leadership?

Featuring a number of experts in the field of public health from Europe and Taiwan R.O.C.

Developing leaders fit to face challenges of public health in Europe

K Czabanowska, Associate Professor, Maastricht University, the Netherlands

Local-level health leadership in Taiwan

J Hu, Mayor, Taichung City, Taiwan R.O.C.

Patient leadership, empowerment and technological innovation

S Riggare, Doctoral Student, Karolinska Institutet, Sweden

Going out on a limb: The hurdles and challenges we face in leadership to tackle health inequalities

H Burns, Professor of Global Health, University of Strathclyde, UK

14:30–17:30 • Wednesday • 1 October 2014

Public health leadership II

Leading for health at national and international levels

Effective national leadership for improving health and reducing inequalities

ST Chiou, Director General, Health Promotion Administration, Taiwan R.O.C.

The challenge of leading for health at a European policy-making level

Member of the European Parliament speaker to be announced

Interactive debate and panel discussion involving speakers and representatives of the Young Forum Gastein initiative: What are EHFG delegates' experiences of the biggest leadership challenges/failures they have come across in their day to day work and the positive or negative ways these were dealt with?

The outlook for public health leadership in light of the European elections

I Kickbusch, Director, Global Health Programme, Graduate Institute of International and Development Studies, Switzerland

09:00–12:00 • Thursday • 2 October 2014

Building EU health policy for the future I

This session will focus on global health, analysing it with a European perspective, mindful of EU interests, values, expertise and instruments.

The topic will be approached from three different angles:

- global health governance, referring mainly to those institutions and processes of governance which are related to an explicit health mandate, such as the WHO;
- global governance for health, referring mainly to those institutions and policies of global governance which have an impact on health, such as international trade or development policies; and
- governance for global health, referring to the governance mechanisms established that contribute to global health.

In order to be effective, modern health policy needs to involve partners across society in policy development and implementation. This is all the more relevant at EU level. The second part of the session looks at stakeholder involvement and at the link between science, evidence and policy through the role of the independent Scientific Committees.



Co-funded by the Health Programme of the European Union

This forum is part of the 17th European Health Forum Gastein conference which has received funding from the European Union, in the framework of the Health Programme (2008–2013).

Organised by the DG for Health and Consumers, European Commission

EU role in global health

Global health governance: the EU working “with and at” WHO

This panel will assess the role played by the EU in WHO’s governing bodies at a time where the WHO is in the middle of its reform process. It will also consider the cooperation processes put in place by the European Commission and the WHO.

Global governance for health: EU trade and health policies

This panel will focus on global governance for health looking at how other global policy areas have direct and indirect effects on global health. International trade and regulatory cooperation will be taken as an illustration of that process in the particular context of the negotiation of the Transatlantic Trade and Investment partnership (TTIP).

Governance for global health: EU and national strategies for global health

This panel will look at the mechanisms and policies designed by health authorities, both at EU and Member States’ levels, to achieve coherence between internal and external policies through global health strategies. The 2010 Commission Communication on global health and some of the national strategies will be assessed and discussed and common goals and values will be highlighted.

Speakers include: European Commission and EU MS officials, WHO Secretariat representatives, global health NGOs and professional associations, independent experts and academics

14:30–17:30 • Wednesday • 1 October 2014



Building EU health policy for the future II

Health and society

Stakeholder involvement: not enough, just right or too much of a good thing?

This panel will discuss how to reach the balance between public health authorities on the one hand and civil society stakeholders on the other hand. The panel will assess the role that stakeholders could play in the formulation and/or implementation of public health policies. It will also consider what their potential contributions could be and where the limits are.

Policies based on science and evidence

This part of the session will shed light on the working of the EU Scientific Committees, as well as on the principles governing their functioning. On the basis of recently adopted opinions, the question to be addressed will be how to ensure the most appropriate involvement of stakeholders and citizens.

How are the non-food Scientific Committees making life safer?

This question will be approached highlighting the challenge of ensuring robust scientific evidence as a basis for EU policy making to ensure that innovation and technology are safe for citizens. Moreover, the three non-food Scientific Committees will be explained as well as the way they function.

What are the expectations, hopes and concerns of different stakeholders?

Debate with representatives from the European Commission, industry, civil society and the Scientific Committees. Case studies will be presented.

09:00–12:00 • Thursday • 2 October 2014



Balancing care coordination and patient choice

Strengthening Primary Health Care (PHC), particularly in 'social insurance countries' with a maximum freedom of choice, is nowadays seen as an instrument to raise the quality of care and possibly reduce costs. However, in its most restrictive form, the patient can only use one provider as a single entry point to the system. Such restrictions conflict with the idea of patients' freedom of choice concerning providers and point of entry. Different countries cope with the trade-off between these conflicting goals in different ways. A specific focus on the patients' perspective will complete the big picture.

Organised by the Federal Ministry of Health, Austria and the Main Association of Austrian Social Security Institutions

Solving the conundrum

Addressing choice in Austrian primary healthcare reform: Policy options
CM Auer, Director General, Ministry of Health, Austria

Let's ask! What happens, if...?

S Campbell, Professor, University of Manchester, UK (tbc)

P Groenewegen, Director, NIVEL, the Netherlands

J Probst, Director General, Main Association of Austrian Social Security Institutions, Austria

Balancing choice and continuity of care: Addressing the conundrum

E Nolte, Director, Health and Healthcare, RAND Europe, Cambridge, UK

Interactive panel discussion: Freedom of choice – a value in itself?

JM Martin-Moreno, Professor, University of Valencia, Spain

S Palkonen, European Patients' Forum

D Polton, Economist, CNAMTS, France

P Wilson, CEO, International Diabetes Federation (tbc)

Chaired by J Figueras, Director, European Observatory on Health Systems and Policies

14:30–17:30 • Wednesday • 1 October 2014



Personalised Medicine 2020

Personalised Medicine (PM) is one of the most innovative areas in the future of health research. Its high potential, for patients, citizens and the economy is not being fully realised due to fragmented activities, insufficient communication and lack of generic solutions. The implementation of PM is therefore a key challenge in Europe and beyond.

The EU-funded Coordination & Support Action PerMed was initiated to step up stakeholder coordination to allow synergies and avoid duplication or competition, and ensure maximum transparency to equip Europe to lead the world. Its aim is to develop recommendations to foster the implementation of PM in transnational research and health systems.

Organised by Coordinating & Supporting Action PerMed, Seventh Framework Project (EU Grant No. 602139)

Establishing an EU dialogue platform on Personalised Medicine

PerMed recommendations

A Brand, Professor, Maastricht University, the Netherlands

E Hakenitz, The Netherlands Organisation for Health Research and Development (ZonMw)

L Leyens, Maastricht University, the Netherlands

Early dialogue and regulatory aspects F Ehmann, European Medicines Agency (EMA), UK

Legal and ethical aspects E Vayena, University of Zurich, Switzerland

Citizens' perspective and needs K Immonen-Charalambous, European Patients' Forum (EPF)

A hospital's perspective AL Andreu Periz, Instituto de Salud Carlos III, Spain

The General Practitioner's perspective F Hajnal, European Union of General Practitioners (UJMEO), Hungary

Best practice example – Rare Diseases C Klein, University Munich, Germany

Best practice example – Nutrition A Boorsma, Netherlands Organisation for Applied Scientific Research (TNO), the Netherlands

Moderated by C Cookson, Journalist, Financial Times



Co-funded by the Health Programme of the European Union

09:00–12:00 • Thursday • 2 October 2014



Deploying eHealth. The time to hesitate is over! I

eHealth should become part of mainstream healthcare and our sessions will highlight the urgency of making changes to the system.

The parallel forum will focus on two aspects of eHealth – telemedicine and interoperability. The session will present the results and approaches of the projects “Renewing Health”, “United4Health” and “Mastermind” to demonstrate the effectiveness of telemedicine. Moreover, the view of opinion leaders from academia, industry and authorities who are active in the area of telemedicine and interoperability will be shared.

Today, with the increasing prevalence of chronic diseases and with services becoming continually more expensive, demand for health and social services is increasing while the available resources for meeting the demand and the expectations are shrinking. Therefore, telemedicine would be helpful not only because of its effectiveness for prevention, diagnosis, treatment and rehabilitation but also because of its cost-effectiveness.

Moderated by a representative from DG CONNECT, European Commission

Telemedicine

In this session we will demonstrate the effectiveness of eHealth based on the results and approaches of EU research and innovation projects, and share the experience of member states who have been successful in implementing telemedicine/mHealth.

Speakers will include:

C Duedal Pedersen, Chief Innovation Officer, Odense University Hospital, Denmark

Project United4Health representative (tba)

Project MasterMind representative (tba)

P Ross, Senior research scientist, eMedicine Lab, Technomedicum, Tallinn University of Technology, Estonia

E Hafen, Professor, ETH Zurich, Switzerland

14:30–17:30 • Thursday • 2 October 2014

Deploying eHealth. The time to hesitate is over! II

Interoperability

In this session we will address the issues of interoperability, because eHealth will only deliver the best results when systems are interoperable at every level – local, regional, member state and EU.

We already have the political agreement (Cross-border Healthcare Directive), now it is time to make it a reality!

Speakers will include:

M Melgara, Health Information System and International Health Projects, Regione Lombardia, Regional Government Health Ministry, Italy

M Rosenmöller, Associate professor, IESE Business School, Barcelona, Spain

DG Health and Consumers, European Commission representative (tba)

L Witkamp, Director, KSYOS TeleMedisch Centrum, the Netherlands

C Nielson, International Business Development Manager, Health and Care Technologies, Delta, Denmark

09:00–12:00 • Friday • 3 October 2014



Sponsored and organised by the DG for Communications Networks, Content and Technology (DG CONNECT), European Commission

Health system performance I

Our forum is driven by two main questions:

- What are the key areas that enable high performing health systems?
- What is the EU contribution to boost health system performance?

We will cover a large number of topics from the latest insights in measuring health system performance, to key building blocks for better outcome and efficiency gains, the evolving role of patients and finally the discussion of financing mechanisms and horizontal policy frameworks conducive to improved health system performance.

These key building blocks include a strong health workforce, better organisational design, access to adequate health technologies, and functioning pharmaceutical markets. The health system reform agenda has finally identified the patient as both a contributor to and a beneficiary of efficiency gains (in addition to quality). Are we seeing such efficiency gains yet? How can we ensure that patients get the full benefit of increased quality and efficiency? Finally, we need to ask whether the financing is organised in a way that allows efficiency gains across these areas.

The EU contribution to efficiency and health system performance will be addressed across three horizontal themes in the forum:

- How well is the EU agenda supporting health system performance?
- What tools and strategies have been identified to boost performance?
- What remains to be done by the EU to support performance-driven health systems?

Keynote – Health system efficiency: Does the EU care? Does it dare?
M Seychell, Deputy Director-General, DG Health and Consumers, EC (tbc)

Keynote – Cutting through the silos: Health system efficiency across EU policies
PC Smith, Imperial College, UK

The critical path for better performance measurement: Are we measuring the right thing? Does it improve performance?

F Colombo, Organisation for Economic Co-operation and Development (OECD)
LM Voipio Pulkki, Ministry of Social Affairs and Health, Finland

Variations in Health Technology Assessment: Unity in diversity?

R Busse, Berlin University of Technology, Germany (tbc)
F Boerlum Kristensen, EUnetHTA (tbc)

European pharmaceutical market: One market, access for all?

S Vogler, National Public Health Institute (Öbig), Austria
D Glynn, Senior Policy Analyst, Europe Economics (tbc)

Facilitated by W Palm, European Observatory on Health Systems and Policies and Boris Azais, Director Public Policy Europe and Canada, MSD

14:30–17:30 • Thursday • 2 October 2014

Health system performance II

Keynote – EU health policy: More than meets the eye
SL Greer, University of Michigan, USA

Summarising day one and resuming the discussion
M Wismar, European Observatory on Health Systems and Policies

The European workforce: Right numbers? Best allocation? Optimal skill mix?

M Van Hoegaarden, Joint Action on Workforce Forecasting and Planning (tbc)
J Campbell, World Health Organization Geneva Office (tbc)

The European patient: Can you verstehen lo qué je dicho?

E Fiedler, Patient group representative from ÖMCCV
V Andriukaitis, Minister of Health, Lithuania (tbc)

Sustainable financing: Who holds the purse? Who sets the limits?

N Chaze, Head of Healthcare Systems Unit, DG Health and Consumers, EC (tbc)
D Polton, Caisse Nationale d'Assurance Maladie des Travailleurs Salariés (tbc)

Summing up and final discussion

Facilitated by Boris Azais, Director Public Policy Europe and Canada, MSD,
W Palm and M Wismar, European Observatory on Health Systems and Policies

09:00–12:00 • Friday • 3 October 2014



From MDGs to the post-2015 agenda

Collective efforts are needed to sustain the health gains made so far, and to ensure the highest attainable standard of health, as one of the fundamental rights of every human. An overarching goal for the post-2015 agenda should recognise health as a critical contributor to, and outcome of sustainable development. The unfinished agenda of the MDGs, universal health coverage, NCDs and sexual and reproductive health and rights should be addressed in the future development framework. Health2020: the European policy for health and well-being provides a framework for action across government and society and calls for a combination of governance approaches that promote health, equity and well-being.

Organised by the WHO Regional Office for Europe

Reviewing the progress in health-related MDGs and building the foundations for the new post-2015 health development agenda

Opening speech

[Z Jakab, Regional Director, WHO Regional Office for Europe](#)

Keynote speech

[Sweden – Lead Member State on Global Thematic Consultation on Health](#)

The panels will address the following themes:

- The progress made, the need for accelerated efforts and lessons learnt from the health-related MDGs
- European challenges in advancing health and well-being and addressing inequalities
- The framework for post-2015 health goal(s)
- The role of universal health coverage as a means to achieve better health outcomes
- National and regional ownership, capacity and accountability for implementing the new development agenda

Panel discussions with WHO, the European Commission, Country and NGO representatives

14:30–17:30 • Thursday • 2 October 2014



Moving your body for health and well-being – challenges and benefits

In the spirit of shifting focus from treating lifestyle-related diseases to preventing them, our session discusses effective ways to promote physical activity and reduce sedentary behaviour to improve overall health and wellbeing. The goal is to identify best practices and recommendations from research to inform prevention-oriented public health policies for a healthy Europe.

Moderated by B Kerstiëns, Head of Public Health Sector, DG Research and Innovation, EC; P Roux, Head of Health Determinants Unit, DG Health and Consumers, EC; S Hollmann, Deputy Head of Sport Unit, DG Education and Culture, EC

Sponsored and organised by the DG for Research and Innovation, European Commission

Short presentation of EU FP-7 funded research projects

A credits-based and people-centric approach for the adoption of healthy life-styles and a balanced Mediterranean diet – Credits4Health Project

[ML Brandi, Professor of Endocrinology, University of Florence, Italy](#)

The power of elite football clubs to promote health amongst their fans – EuroFIT Project

[S Wyke, Professor, Institute of Health and Well-being, University of Glasgow, UK](#)

Empowering Coaching(™) training programme in the case of European grassroots football coaches: Optimising young people's engagement in youth sport – PAPA Project

[J Duda, Professor of Sport and Exercise Psychology, School of Sport, Exercise and Rehabilitation Sciences, University of Birmingham, UK](#)

An interdisciplinary approach to assess effects of active mobility on health conditions of European citizens – first experiences from the PASTA Project

[C Schweizer, World Health Organization](#)

Interactive discussions will address barriers and facilitators in enhancing physical activity, in three break-out sessions on:

- Intersectoral, interdepartmental collaboration
- Multi-sector collaboration (private entities, NGOs, etc.)
- Environmental settings enabling empowerment

09:00–12:00 • Friday • 3 October 2014



Workshops

W1

Our health in 2040

Four scenarios on future public health

In the coming years, life expectancy will continue to rise, with large differences between population groups. More people will live with a chronic disease and healthcare costs will increase. What does this mean for the future of public health? Which of these trends do we want to tackle first? People differ in what they think is most important. To make Europe healthier, we need to use these differences to develop a strong strategy.

In this session, the Dutch National Institute for Public Health and the Environment (RIVM) will discuss four future scenarios based on different normative perspectives on public health, each with its own challenge:

- In tip-top health: Keep everyone healthy and cure diseases
- Everyone participates: Support the 'less able' in society and promote participation
- Taking personal control: Stimulate autonomy and freedom of choice
- Healthy prosperity: Keep healthcare affordable

The participants of this workshop will learn about these different normative perspectives on health. In the discussions that follow, we will look at the impact the choice of a certain perspective can have on others – either reinforcing them or leading to a dilemma.

9:00–11:00 • Wednesday • 1 October 2014



Organised by the National Institute for Public Health and the Environment (RIVM), the Netherlands

W2

Avoidable blindness

Opening Europe's eyes to a growing challenge

The European Forum Against Blindness (EFAB) is organising this workshop to discuss how eye diseases and preventable blindness have a huge impact on society and can be avoided through timely diagnosis and prevention.

Join us for an in-depth overview of the cost of blindness throughout Europe.

The first ever Pan-European data on the direct and indirect costs of preventable blindness will be presented, showcasing unique evidence on how screening and early diagnosis and treatment of vision loss is possible and cost effective, and therefore should be a healthcare priority.

EFAB will bring together relevant stakeholders of the eye health sector to engage with them in a high-level debate on the importance of addressing preventable blindness in the EU.

Member of the European Parliament (tba)
European Commission representative (tba)

I Banks, Chair of European Forum Against Blindness (EFAB)

O Saka, Deloitte Access Economics

Physician expert (tba)

9:00–11:00 • Wednesday • 1 October 2014



Organised by the European Forum Against Blindness (EFAB), supported by Novartis and Alcon as a service to medicine and patients

W3

Real World Patient Data

Enabling technologies for better patient outcomes

This session will bring together industry, policy-makers and international experts on emerging technologies that harness the use of real world data to improve patient outcomes and accelerate clinical development.

The workshop will feature many leading technologies operating today that can fundamentally improve the way we treat patients, and a presentation of the TEMPEST Technology Model which benchmarks health system preparedness in Europe.

The session will be webstreamed, and include moderated discussions on the policy implications of real world data and the technologies presented.

N Kroes, Vice President, EC (tbc)

P Timmers, Director, DG CONNECT, EC (tbc)

B Rothman, Medical Director Informatics, Vanderbilt University Medical Center

W Currie, Editor, Health Policy and Technology

J Bowman, CEO, Handle My Health

T Williams, Head of Research Services, Clinical Research Practice Datalink, MHRA

A Kent, Executive Director, Genetic Alliance UK (tbc)

R Torbett, Chief Economist, EFPIA

Moderated by D Schulthess, Managing Director, Vital Transformation

9:00–11:00 • Wednesday • 1 October 2014



Sponsored by EFPIA with the support of the Fellowship of Post Graduate Medicine and organised by Vital Transformation

Workshops

W4

Healthcare partnerships

Healthcare partnerships in Austria

A modern and successful healthcare system needs from time to time a step-change in its structure and performance level.

The demand of any population accessing healthcare services rises under normal circumstances, but public budgets and existing healthcare structures are often a barrier for reforms.

The know-how and experience of main stakeholders and their will to improve the healthcare system further is a key success factor for any reform. A "fit for purpose" approach combined with openness for innovative ideas might be the right mix.

The workshop organiser – Association of the Austrian Pharmaceutical Industry (PHARMIG) – shares the common concern to deliver better health for all of us.

Our session underlines the relevance of partnerships in the healthcare sector introducing two role models initiated by PHARMIG in cooperation with the Austrian Ministry of Health on the one hand and the Main Association of Austrian Social Security Institutions on the other hand.

Representative of the Ministry of Health, Austria (tba)

A Hagenauer, Deputy Director General, Main Association of Austrian Social Insurance Institutions, Austria

Chaired by R Rumler, President, PHARMIG

Co-chaired by JO Huber, Secretary General, PHARMIG

18:00–19:30 • Wednesday • 1 October 2014



Organised by Association of the Austrian Pharmaceutical Industry (PHARMIG)

W5

Hearing loss

The neglected European public health challenge

Hearing loss is the number one isolation factor for EU citizens. During our session we aim to increase awareness about the reality of hearing loss in the EU (all ages, and especially vulnerable patient groups, such as children and older populations) and about the consequences for EU citizens and families.

With such awareness, and its consequence of increased support from policy makers, scientists, and clinicians, we can improve clinical practices, rehabilitation tools and education systems for hearing-impaired people to be better engaged in society and achieve a higher level of quality of life.

We will discuss the following topics:

- The need for epidemiologic data: early detection at all ages, identification of problems associated with hearing loss
- Results of a French study conducted in schools and discussion about the lessons learned from US cohort studies
- The need for more coordinated research (genetic origin of presbycusis)
- The importance of having a new economic approach to hearing rehabilitation technology

D Baskent, University Medical Center Groningen, Rijksuniversiteit Groningen, the Netherlands

J Kofoed, General Manager William Demant Holding, France

P Anhoury, CEO, Agir Pour l'Audition

Chaired by B Frachet, Hôpital Rothschild, France

18:00–19:30 • Wednesday • 1 October 2014



Organised by Agir Pour l'Audition

L1

Human resource mobility

On the lookout for new approaches between planning, managing and free choice in Europe

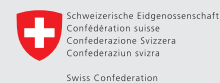
The increasing mobility of health professionals worldwide – but in particular in Europe under the free movement of workers – influences the ability of national policy-makers to match the growing healthcare needs of their populations with an appropriate supply of human resources for health.

The purpose of this workshop session is to discuss the positive and negative impacts of this mobility for health systems and explore different policy choices in order to possibly improve their cost/benefit ratio.

The workshop will address questions such as the following:

- What can policy-makers learn from the most recent research on the topic of health professional mobility?
- To what extent can the mobility of health personnel be influenced by different policy instruments on a national or transnational level and how desirable are the different policy options at our disposal?
- What are the ethical dimensions of this issue and how can we ensure an effective implementation of the WHO – Global Code of Practice on Health personnel recruitment?

12:30–14:00 • Thursday • 2 October 2014



Federal Department of Home Affairs FDHA
Federal Office of Public Health FOPH



Sponsored by the Swiss Federal Office of Public Health and organised in collaboration with the European Observatory on Health Systems and Policy

Workshops

L2

Patient empowerment

Equity and access: key drivers for patient empowerment

Recent austerity measures have impacted on patient access to screening, diagnosis, treatment, care and rehabilitation.

This decreasing and, in many cases, unequal access to healthcare has intensified the debate on health inequalities and health outcomes across the EU. Concepts such as equity and patient empowerment are increasingly part of these discussions.

The workshop will present an opportunity to:

- hear about and discuss equity and empowerment in and access to healthcare;
- be informed about the Stakeholder Partnership on Equity of Access to Healthcare;
- discuss how health stakeholders can align priorities and cooperate to ensure that empowerment and equity in health become a EU reality.

I Kickbusch, Director, Global Health Programme, Graduate Institute of International and Development Studies, Switzerland

S Hasardzhiev, Board Member, European Patients' Forum

I Banks, President, European Men's Health Forum

C Duguay, Vice President European Public Affairs, Sanofi

N Chaze, Head of Healthcare Systems Unit, DG Health and Consumers, EC (tbc)

Chaired by T Rose, Progress Works

12:30–14:00 • Thursday • 2 October 2014

L3

Health literacy

Health literacy is a strategy to empower people making choices in terms of health. Health literacy will be instrumental in the context of the Cross-Border Healthcare Directive and general mobility of people.

This session will look at a future Europe becoming more 'mobile' in terms of health and health care; it addresses the following questions:

- What can European citizens expect from a EU single health market?
- How far does a single health market contribute to reducing health inequalities between regions but also between social groups such as migrants?
- What steps are to be taken concerning EU citizens' health literacy for them to benefit from cross-border healthcare?

The Cross-Border Healthcare Directive which is currently in its implementation phase allows for the possibility to receive treatment outside the home country and promises better access to health care abroad. It bears the potential to reduce health inequalities between regions and populations. Despite the benefits and opportunities there lie also a few challenges ahead – language, culture, diversity of health systems.

Providing clear rules and reliable information to patients regarding access to, quality of and reimbursement for healthcare received in another EU country will be key to enable people to make healthy choices.

12:30–14:00 • Thursday • 2 October 2014

L4

Person-centred care

Towards a safer and smarter future: making healthcare person-centred

All countries are facing major challenges in the delivery of high quality care. Together we have to make choices about the healthcare we want and the best way to deliver it.

Adopting person-centred care (PCC) approaches is core to transforming mindsets, cultures, structures and processes in the pursuit of quality care for all. PCC is both a rallying cry to change and a first step to transforming healthcare.

This session will provide a forum for Young Forum Gastein Scholars and subject experts to discuss the challenges we face and to set out policy and practice priorities for creating person-centred care that is sustainable.

This workshop will present an opportunity to:

- set out a vision for person-centred healthcare in Europe;
- identify policy priorities for co-creating person-centred healthcare for all;
- explore practical steps to delivering safer, smarter, person-centred healthcare that is sustainable.

A complementary copy of a new guide to person-centred care will be available for all participants.

12:30–14:00 • Thursday • 2 October 2014



Organised by the European Patients' Forum in cooperation with Sanofi



Organised by Maastricht University and MSD Europe, Inc.



Organised by DNV-GL, Strategic Research and Innovation, Healthcare Programme with members of the Young Forum Gastein Network



Workshops

W6

Social health insurance

European integration and social health insurance: impact, responses and future priorities

European economic integration and statutory social protection have both developed and matured side by side after World War II, with only minimal interaction between each other. Indeed, healthcare provision and funding were considered a prime area of subsidiarity, and therefore were core and exclusive competencies of the member states. Even if this is still the case today, the dividing wall is becoming more permeable. The mutual impact – even if mostly being indirect – is ever more clear and acknowledged.

This session will be an opportunity to learn how statutory health insurers look at the EU project and what their expectations and concerns are. What are the future priorities for social health insurance and to what extent are they reflected in EU policies? How can the payers contribute to the EU call for improving efficiency and strengthening health systems' financial sustainability?

Key trends in European statutory health insurance systems

[E van Ginneken, WHO Collaborating Centre for Health Systems Research and Management, TU Berlin, Germany](#)

The EU policy agenda for social (health) insurance

[F Terwey, Director, European Social Insurance Partners \(ESIP\)](#)

Panel discussion with statutory health insurance leaders

Facilitated by [W Palm, European Observatory on Health Systems and Policies](#)

18:00–19:30 • Thursday • 2 October 2014

Organised jointly by the *European Observatory on Health Systems and Policies* and *International Forum Gastein*; Austria (HVB), Belgium (NIHDI); France (CNAMTS) and Germany (GKV); and the *Dutch Celsus Academy for Sustainable Healthcare*

W7

SEE 2020 Growth Strategy

This workshop offers a presentation and discussion of the SEE 2020 Growth Strategy as a key policy commitment of the South-eastern Europe Health Network (SEEHN), the main contributor to and promoter of the health dimension in the SEE 2020 Strategy.

The objectives of the session are to:

- present and discuss the health vision in the SEE 2020 Strategy in relation to inclusive growth from a European perspective;
- generate lessons on how to utilise the health sector to boost the economy, employment and prosperity whilst striving towards improved health and wellbeing, and to gather feedback from the audience on implementing the health dimension of SEE 2020.

Keynote speech

[Z Jakab, Regional Director, WHO Regional Office for Europe \(tbc\)](#)

Speakers include:

[N Todorov, Minister of Health, Republic of Macedonia, President of the SEE Health Network \(tbc\)](#)

[N Shani, Expert on Economic and Social Development, Regional Cooperation Council \(RCC\)](#)

[D Hunter, Durham University \(tbc\)](#)

[N Milevska, CRPRC Studiorum](#)

[C Costongs, EuroHealthNet](#)

Chaired by [G Cerkez, Assistant Minister and SEE Health Network Executive Committee Chairperson](#)

Moderated by [C Brown, WHO Europe Venice Office](#)

18:00–19:30 • Thursday • 2 October 2014



Organised by *South-eastern Europe Health Network* in conjunction with *WHO Europe* and supported by *EuroHealthNet*, *CRPRC Studiorum* and *International Forum Gastein*

W8

Active & healthy ageing

Spreading active and healthy ageing innovations in Europe. The European Innovation Partnership on Active and Healthy Ageing stories (EIP on AHA)

Health and care services in Europe are undergoing changes to adapt systems to growing demand caused by ageing and the expansion of chronic diseases. This restructuring involves developing and testing of innovative solutions and eventually implementation of the most successful pilots.

A multitude of such good examples have already been developed throughout the EU suggesting that a comprehensive scaling-up strategy in the area of active and healthy ageing is needed at European level.

The EIP on AHA, which brings together more than 3,000 key stakeholders in this policy area, has developed a collection of good practices of what needs to be done for ageing people to stay active, independent and healthy for as long as possible. These examples look at how to better innovate in health and social care systems so that they cater to citizens' needs in a more effective and efficient way. These examples also provide evidence for scaling-up.

In the spirit of the EIP on AHA, many partners have already scaled up some of their good practices both within their country and in tandem with other member states' local/regional authorities.

This session will introduce a *European Scaling Up Strategy*, developed within the framework of the EIP on AHA, followed by a presentation of successful scaling up stories from EIP partners.

18:00–19:00 • Thursday • 2 October 2014



Co-funded by the *Health Programme of the European Union* and organised by the *DG for Health and Consumers, European Commission*

Workshops

W9

Health Programme 2014-20

EU Health Programme 2014-2020 Information workshop

The purpose of this workshop is to inform participants about the Third EU Health Programme, its main goals, objectives and funding instruments, as well as its implementation.

The Third multi-annual programme of EU action in the field of health is part of the EU's Multi-Annual Financial Framework for 2014-2020 with a budget of 446 million Euro over seven years.

It identifies four priority areas:

- contribute to innovative and sustainable health systems;
- increased access to better and safer healthcare for EU citizens;
- prevent disease and promote good health;
- protect citizens from cross-border health threats.

M Hübel, Head of Unit, Health Programme and Diseases, DG Health and Consumers, European Commission

J Remacle, Executive Agency for Health and Consumers, European Commission

The workshops on Active and Healthy Ageing and on the Health Programme 2014-20 are part of the 17th European Health Forum Gastein conference which has received funding from the European Union, in the framework of the Health Programme (2008-2013).

19:00-20:00 • Thursday • 2 October 2014

W10

NCDs and the private sector

Breaking the Impasse

The world's Heads of State, gathered at the United Nations in 2011, adopted the 'Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of NCDs'.

In doing so, they set an agenda for action by the private sector that is as yet unfulfilled.

The designers of the Declaration recognised that there is no solution to the epidemic of NCDs without some interaction with the private sector. This recognition is not without precedent and it has been a recurring theme in the debate on the implementation of the NCD Global Action Plan.

The recognition is universal that the private sector has a role in both the causation of NCDs as well as in the solution; the Political Declaration has achieved a consensus in defining some elements of the solution. Yet remarkably little progress has been made.

This session will not seek to further analyse the barriers to action. Rather, it will ask:

"What are the first steps that we can take to activate the private sector in a collaboration for NCD prevention and control that is evidence-based, credible, and scalable?"

15:30-17:30 • Friday • 3 October 2014

W11

Undocumented migrants

Walk the public health talk: access to healthcare for undocumented migrants

In the recent elections a number of Members of the European Parliament have been elected who espouse negative rhetoric about migrants, particularly if they are undocumented. In this context, restrictive moves to limit access to health services for migrants despite the impacts on individual, community and public health may gain ground. It is essential at this time that we recall the evidence for universal health services and work together to promote them in this challenging political climate.

The objectives of the session are to:

- update participants on the state of play for access to healthcare for undocumented migrants in Europe, including good practices and evidence of need for universal health services;
- support participants to generate ideas for improving health services in their countries.

The workshop will cover:

- Overview of access to healthcare for undocumented migrants in Europe
- Key examples of inclusive health services
- Evidence for universal services
- Identifying concrete steps for action

H Ascher, Academic and paediatrician (tbc)

R Sanahuja I Velez, Barcelona City Council, Spain (tbc)

F Vanbiervliet, Medecins du Monde International (Doctors of the World) (tbc)

Moderated by L Keith, PICUM

15:30-17:30 • Friday • 3 October 2014



Co-funded by the Health Programme of the European Union and organised by the DG for Health and Consumers, European Commission



Organised by the World Health Organization Regional Office for Europe



Organised by the Platform for International Cooperation on Undocumented Migrants (PICUM)

Social programme



Salzburg

Explore Mozart's hometown and the seat of the archbishops. Take a guided tour through the historic streets and enchanted alleys of the beautiful city of Salzburg. Choose whether to visit the Hohensalzburg Fortress or take the opportunity to enjoy wandering through the fascinating small streets around the old town, such as the famous Getreidegasse, where Mozart's birthplace can be visited.



Krimml Waterfalls

With their impressive drop of 380m, the Krimml Waterfalls are the fifth highest waterfalls in the world and the highest in Europe. With over 350,000 visitors each year they are one of the most visited tourist attractions in Austria. Enjoy the refreshing spray from the falls and the impressive power of the water amidst the gorgeous scenery of the Hohe Tauern National Park.



Hiking Tour from Bad Gastein to Bad Hofgastein

A guide will accompany you along the wonderful Alpine path known as the "Gasteiner Höhenweg" from Bad Gastein to Bad Hofgastein. Enjoy the amazing views of the peaks surrounding the Gastein valley during your walk. A coffee break is included in this half-day hiking tour.

Young Forum Gastein

This European Commission supported initiative offers young European health professionals the opportunity to develop public health competencies, network with senior health experts, learn about current health developments, and join a unique enterprise that facilitates learning and networking both throughout the year and during a tailored programme in the margins of the annual EHFG conference.

For more details please visit the YFG website (www.ehfg.org/young-gastein.html).



European Health Award



The European Health Award (EHA) honours initiatives aiming to improve public health or healthcare in Europe. It was established in 2007 to promote cross-border cooperation, multi-country working and the development of sustainable, innovative and transferable initiatives which address current challenges such as disparities in health status, access to services and the provision of treatment within Europe.

The European Health Award includes prize money of €10,000.

The Call for Applications for the EHA 2014 has now closed. We like to thank all those who applied. We will be in touch during the summer if we require further information on your project or to inform you of whether your project has reached our shortlist.

The EHA 2014 winner will be presented during the Closing Plenary session.

The European Health Award is kindly sponsored by the Austrian Federal Ministry of Health and the Forum of the Research-based Pharmaceutical Industry (FOPI).



Accessibility Our facilities are easily accessible to guests with disabilities. For further enquiries or to advise us of your access needs, please contact our team on +43 6432 3393 270 or email to office@ehfg.org.

Conference language The conference language is English.

Booking Information

We provide a variety of services to make your conference stay as comfortable as possible.

- Booking your accommodation
- Booking your shuttle service
- Participation in social programme events

Lunches and the social programme events are included in the conference fee. Evening events are not included in the conference fee – they are part of the hotel package.

For detailed information please visit our homepage www.ehfg.org

Information about our social programme is available at www.ehfg.org/social.html

ONLINE REGISTRATION: to register and to book your hotel please go to www.ehfg.org/mycongress

All information in this announcement is subject to change.

CONFERENCE FEES includes 10% VAT	Early booking until 30 July 2014	Late booking until 26 September 2014
Standard fee	EUR 1550	EUR 1800
Government fee for employees of ministries, local governments, European Parliament	EUR 600	EUR 700
NGO/University fee for representatives of NGOs and full-time university staff	EUR 500	EUR 600

The cancellation fee is 10% of the total amount due until 5 September 2014, 50% until 26 September 2014, 100% thereafter. Your cancellation must be submitted in writing.

Contact us: T: +43 (6432) 3393 270; F: +43 (6432) 3393 271; E: office@ehfg.org
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Co-organiser:	Federal Ministry of Health, Austria (Bundesministerium für Gesundheit, Österreich)
With the support of and in collaboration with:	European Commission, DG Health and Consumers European Commission, DG Communications Networks, Content and Technology Federal State Land Salzburg

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