

# 2nd ANNUAL HOSPITAL MANAGEMENT CONFERENCE 2011

## Creating Excellence in the Healthcare Sector



20th & 21st October, 2011  
Prague, Czech Republic



Hospitals dominate healthcare in most parts of the world and for variety of reasons are likely to continue being a key factor in the overall performance of the health care system. Any effort to improve this performance must therefore give greater hospital efficiency the highest priority. Today's healthcare challenges require sharper thinking, and a bolder approach to improving both costs and quality of care.

Therefore, efficient Hospital Management remains one of the crucial and essential factors for achieving excellence and staying on top of the game. Following the success of last year event, this year aim is to increase the quality and volume of the event, by bringing together a unique group of experts and practitioners to help gain a firm understanding of the current management concepts and to analyze, compare and contrast different healthcare systems.

Come and join us at this premium event, share your experiences and questions with the most influential executives and learn how to stay ahead of your competition!

### BENEFITS OF ATTENDING:

- Hear the real case studies and successful stories from hospitals around the world
- Hear the different strategies and approaches to managing a hospital
- Learn the best practices for financial controlling and cost reduction that can save real money
- Learn how to successfully manage your workforce, increase employee satisfaction and initiate HR development
- Find the balance between quality of services, patient safety and cost reduction
- Learn the best practices in measuring performance & quality
- Realize the importance of the eHealth & mHealth for increased productivity and promoting change
- Hear the newest developments in the technology and state-of-art equipment

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### WITH CONTRIBUTION FROM:

- Dr Hans Feenstra  
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**Martini Hospital, The Netherlands**
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The Netherlands**
- Dr. Barbara Tausova  
CEO, **Canadian Medical Care, Czech Republic**
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- Dr. Jan Vos Van Marken  
Managing Director, **UNOVATE, Netherlands**
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CEO, **AMEOS Hospital Group, Switzerland**
- Dr. Markus Funk  
CEO, **Elbland Kliniken, Germany**
- Mr. Tony McNamara  
CEO, **Cork University Hospital, Ireland**
- MMag. Ingo Dietrich  
CEO  
**Humanomed International Healthcare, Austria**
- Dr. Zlatko Fras  
President - **UEMS**  
Medical Director  
**University Medical Center Ljubljana, Slovenia**

Day 1 | October 20th, 2011 | Prague

08:30 Registration &amp; Morning Coffee

08:50 Welcome &amp; Opening remarks from the Chair

## 1. EFFICIENT HOSPITAL MANAGEMENT: TRENDS, PERSPECTIVES & APPROACHES

### 09:00 Difficult Times Require Concrete Measures Case Study: UMC Utrecht 3.0: Managing a New Strategy in Trying Times

- Strategic Management & Effective Leadership are the key
- Finding the best practices for managing the hospital
- Organization inside the hospital: Put the responsibility on the right people

**Dr. Jan Kimpen**, President  
UMC Utrecht (University Medical Center),  
The Netherlands

### 09:40 Case Study-Martini Hospital: Managing a Hospital in a Changing World

- Day-to-day management of the hospital: dealing successfully with specific problems & issues on a daily basis
- Focus on performance & productivity
- Managing the workforce & initiating HR development

**Dr. Hans Feenstra**  
CEO, Martini Hospital, The Netherlands

10:20 Refreshments &amp; Networking Break

## 2. FINANCIAL CHALLENGES: IDENTIFY THE BEST COST REDUCTION STRATEGIES

### 10:40 Effective Financial Controlling

- Learn how to save real money on a daily basis
- Find the right medical suppliers for your hospital
- Learn to control the financial issues related to personnel costs

**Dr. Ake Strandberg**  
Head of Business Area, Capio Specialist Clinics  
Capio Group, Sweden

### 11:20 Hospital Management Through Measurements

- Analysis of the finances in the hospital
- DRG based hospital payment system: effective payment
- Implementation of DRG and its advantages

**Tarmo Martikainen**  
CEO, Coxa Oy, Finland

### 12:00 Efficient Room and Functional Planning - The Added Value of New Concepts

- The influence of room functions clinical pathways
- Cost reduction with frequency calculations
- Project management for new concepts

**MMag. Ingo Dietrich**  
CEO  
Humanomed International Healthcare, Austria

## 12:40 NETWORKING LUNCH

A great opportunity to interact with market leaders in relaxing environment, exchange ideas, discuss innovations in insurance distribution arena and build up new business relations.

## 3. HOSPITAL BENCHMARKING FOR INCREASED EFFICIENCY & PRODUCTIVITY

### 14:00 Improve Your Quality & Performance with Benchmarking

- Effective measurements for general hospital performance
- Business process management for healthcare providers
- Embracing change in a continuing programme of improving process

**Steven Lugard**  
Managing Director  
TRAG Performance Intelligence, Netherlands

## 4. ADVANCED TECHNOLOGY & EQUIPMENT: GET PREPARED TO STAY AHEAD OF THE COMPETITION

### 14:40 eHealth and mHealth Initiatives

- Advancements in the eHealth systems
- Holistic integrated models for hospitals: sharing specific data with different departments
- Systems for facilitating the management processes
- Identifying the potential of mHealth

**Dr. Leon Luyten**  
Chief Medical Information Officer  
Antwerp University Hospital, Belgium

15:20 Afternoon Coffee &amp; Networking Break

### 15:40 Investing in Cutting-Edge Design Technology Does it Result in Increased Quality & Safety?

- Process innovation: the driver of healthcare's sustainability?
- How does the new equipment influence your hospital quality & profitability
- Advantages of the advanced technology
- Stay ahead of the competition by providing the high-quality treatments

**Dr. Jan Vos Van Marken**, Managing Director  
UNOVATE, Netherlands

### 16:20 Health Technology Assessment

- HTA Implementation as a mean of informing the health policy
- Implications of the use of technology in health care
- HTA as a contribution method for safer and more effective health care

17:00 Chairman's Summary &amp; Closing Remarks

08:30 Registration & Morning Coffee

08:50 Welcome & Opening remarks from the Chair

## 5. QUALITY MANAGEMENT: IMPROVE THE QUALITY OF SERVICES DESPITE TOUGH CONDITIONS

### 09:00 Comprehensive Approach to measuring Quality & Performance in a Hospital

- Techniques and tools for effective measurement of the quality in a hospital
- Introducing excellence: Quality Management Systems: ISO, EFQM, Six Sigma as a integrative part of effective Hospital Management
- Ensure best services delivery to the patients despite the difficult times: Real challenge for the Hospitals Managers

### 09:40 Quality, Safety and Productivity: A National Approach to Patient Safety Acute Hospitals in Scotland

- Learn about the implementation of a national patient safety programme
- Face the increased consumer demands for quality & safety while containing costs
- Learn how it could increase your capacity to manage demand

**Dr. Frances Elliot**, CEO

Healthcare Improvement Scotland, UK

10:20 Morning Coffee & Networking Break

## 6. CREATING STRATEGIC ALIANCES FOR SUSTAINABLE DEVELOPMENT & GROWTH

### 10:40 Public-Private Partnership for Initiating Growth

- Best practices in public-private partnerships that ensure access, quality and financial sustainability of health systems
- Integrated health care: Steps to a succesful partnership
- Management involvement in the PPP developmentprocesses

**Dr. Markus Funk**, CEO

Elbland Kliniken, Germany

### 11:20 The Role of Insurers in Ensuring Safety and Quality of Hospitals

- Create a successful working model
- Analyzing innovative partnership
- Payment models: out-of-pocket, health insurance or assistance companies

**Dr. Sneh Khemke**, Medical Director

BUPA International, UK

## 12:00 STRATEGIC INTERACTIVE LUNCH

An interactive lunch, where participants will be discussing pre-selected topics in small groups. Discussions will be led by table moderators to make the session more energetic.

## 7. TRENDS AND CHALLENGES FOR PRIVATE HOSPITALS

### 13:30 Case Study: AMEOS Hospital Group: Private Hospitals Management & Development

- Ensuring competent private hospital management
- Treatment protocols for private clients
- Changes in private healthcare delivery

**Dr. Axel Paeger**

CEO, AMEOS Hospital Group, Switzerland

### 14:10 Creating Private Hospital Network, EMC Experience: Case Study

- EMC strategy in incorporating private hospitals
- Succesful management of private hospital and private hospital network
- Managing the workforce & initiating HR development

**Dr. Piotr Gerber**

CEO & General Manager, EuroMediCare, Poland

14.50 Afternoon Coffee

## 8. EU REGULATIONS AND THEIR IMPACT ON HEALTH CARE IN EUROPE

### 15:10 Stand Prepared In Time of Changes and Reforms

- Direct and Indirect Impact of the EU laws on the health care system
- Regulations and restriction: adapt your hospital to the changing environment
- Facing political challenges during the transition to aligned incentives

**Dr. Zlatko Fras**, President - UEMS

Medical Director

University Medical Center Ljubljana, Slovenia

### 15:50 Migration Health Policy: Facilitating Patient Mobility

- Issues in providing health care for expatriates
- Challenges and opportunities for Cross-Boarder health services
- Medical tourism: A growing Influence of the medical tourism revealed

**Dr. Barbara Tausova**, CEO

Canadian Medical Care, Czech Republic

16.30 Closing Remarks & Chairman's Summary

Registration Form | 20th & 21st of October 2011 | Prague

**REGISTRATION DETAILS**

PLEASE COMPLETE THE FORM USING BLOCK CAPITALS AND FAX BACK TO +420 224 210 242

Please complete a separate Registration Form for each delegate. You can make photocopies of this form if necessary.

**DELEGATE DETAILS**

Full Name: .....

Job Title: .....

Company: .....

Direct Tel.: .....

Mobile: .....

Fax: .....

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Once a conference space has been allocated to you, we will write to confirm the date and receipt of your payment.

**PAYMENT** Standard delegate fee 1400 + 20% VAT EUR = 1680 Euro

Fee includes forum materials, luncheons and refreshments during the 2-day event and all service charges

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**SPONSORSHIP**

A limited amount of exhibition space and other packages are available for leading solution providers to attend the conference. For further information, please contact: **Laurent Casano**  
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**WITH THANKS**

I would like to thank everyone who assisted with the research and organisation of this conference, particularly the speakers for their support and commitment.  
**Ana Elimova**, Conference Producer  
+420 234 250 225 | ana@uni-global.eu

Accommodation  
Hotel accommodation and travel expenses are not included in the registration fee.

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