

MIHealth **FORUM**

Health Management & Clinical Innovation

PROGRAMME



**INNOVATION AS A
DRIVER FOR CHANGE
IN THE HEALTH SYSTEM**

24 - 25 MAY 2012

PALAU DE CONGRESSOS DE BARCELONA
WWW.MIHEALTHFORUM.COM

UPDATE: 22nd May 2012



Fira Barcelona



MISSION

The first International Forum to explore clinical and health management innovation and its impact on health systems.

OBJECTIVES

Through the use of an innovative and participative format, the aim is for all delegates to gain first-hand knowledge of all the latest advances and trends and the different initiatives being developed in the field of Health Management and Clinical Innovation. MIHealth is the best place to gain the latest knowledge and network with different stakeholders from the healthcare sector.

STRUCTURE

MIHealth comprises four parts:

- 1 CONFERENCE**
Four tracks and four plenary sessions that will be of great interest to all delegates.
- 2 TRADE EXHIBITION**
Here leading companies in the healthcare sector will share new developments and experiences with health professionals.
- 3 SIDE EVENTS**
Parallel events run by the exhibitors.

- 4 SATELLITE EVENTS**
 - VII Healthcare Investment Forum Barcelona 2012 (organised by COMB, Barcelona Activa & IESE).
 - European Connected Health Leadership Summit 2012 (ECHAAlliance).
 - Challenges in the European Healthcare Market. Winning through Innovation (IESE, Hospital Clinic).
 - Internet social networks and private health: A chance today? (ACES)
 - HOSPITALtrack'12 – the technology and the innovation: more with less (IDtrack)

TRACKS

1 CLINICAL KNOWLEDGE AND INNOVATION MANAGEMENT: FROM IDEA TO MARKET

In order to stimulate innovation in the healthcare sector, we need to have organisations that promote it properly. The innovation process involves more than just coming up with an idea; transferring knowledge and technology to the market and access to funding are necessary to turn it into business.

2 TECHNOLOGIES FOR HEALTHCARE SYSTEM TRANSFORMATION

The process of innovation in technology is changing and new relationships are forming between industry and healthcare. Innovations go beyond specific techniques and procedures, creating a need to analyse the impact on healthcare processes and the healthcare system itself.

3 INNOVATION IN THE MANAGEMENT DEVELOPMENT IN HEALTHCARE

Innovations in organisation must be adapted to the new context and challenges faced by the healthcare system. Their effectiveness is backed up by experience with new organisational styles. The design of new organisational styles initially requires a conceptual approach that must then be successfully implemented in practice.

4 SUSTAINABILITY OF HEALTH SYSTEMS

Innovation is a fundamental element of the healthcare system's sustainability. Health policies and strategies must guarantee the system's long-term development and continuity. Aspects such as assessment and accreditation have become increasingly important.

HEALTH STAKEHOLDERS

- Public and private hospitals
- Insurance companies' medical facilities
- Primary care centres
- Public and R&D centres
- Public authorities
- Diagnostics and surgical centres
- Care homes for the elderly
- Foundations
- Medical social networks
- Insurance companies
- Patients' associations

WHO IS IT FOR?

- Medical Doctors
- Nurses
- Pharmacists
- Allied Health professionals
- Hospital administrators
- Directors of health organizations
- Directors of research centers
- Researchers
- Innovators
- Policy makers and government
- Health consultants
- Providers
- Insurance professionals



PROGRAMME

24 MAY 2012

9:30 - 10:00	Inauguration ceremony			
10:00 - 11:00	Plenary session: Innovation inspired positive change in health care			
11:00 - 11:30	Coffee Break & Speakers corner (exhibition area)			
11:30 - 12:45	The process of innovation	Technologies in personalized medicine	A success case: Kaiser Permanente	Sustainability through innovative partnerships - Global Perspectives
13:00 - 14:15	Speakers corner (exhibition area)			
14:15 - 15:15	Lunch			
15:30 - 17:00	Plenary session: The value based healthcare system			
17:15 - 18:30	Knowledge and technology transfer in the health institutions	Right to the point - ITCs in chronic care management	Innovative healthcare design	Chronic care management
18:30	Exhibition area			

25 MAY 2012

9:00 - 10:30	Plenary session: Trends in mobile health mHealth			
10:30 - 11:00	Coffee Break & Speakers corner (exhibition area)			
11:00 - 12:15	Making it happen	The PPP challenge: Public - Private Partnerships	Achieving value in healthcare	The accountable care organisations ACO: Early experiences
12:30 - 13:30	Innovation capsules 1	Innovation capsules 2	Innovation capsules 3	Innovation capsules 4
13:45 - 15:15	Lunch & Speakers corner (exhibition area)			
15:30 - 16:45	The industry's vision	Revolution in the surgical theater	And what about professional commitment	Quality of care and sustainability
17:00 - 18:00	Plenary session: Innovating in health systems in times of crisis			
18:00 - 18:30	MIHealth Innovation Awards & Closing ceremony			
18:30	Exhibition area			



PROGRAMME

PLENARY CONFERENCES

Thursday, 24th May 2012

9:30 - 10:00

Inauguration ceremony

Hble Mr. Boi Ruiz, Health Minister for Catalonia
Mr. Josep Maria Piqué, President of Forum MIHealth

10:00 - 11:00

Innovation inspired positive change in health care

The session is interdisciplinary, focused on the emerging science of complex networks and their applications. The presentation includes the mathematics of networks, their applications to biology, sociology, technology and other fields, and their use in the research of real complex systems in nature and in man made systems.

PL1
Speech

Moderator: **Prof. Álvaro Agustí**, Senior Consultant and Director, Institut del Tòrax, Hospital Clínic, Universitat de Barcelona and Scientific Director, Centro de Investigación Biomédica en Red de Enfermedades Respiratorias (CIBERES)
Albert-László Barabási, Center for Complex Network Research, Departments of Physics and Computer Science, University of Notre Dame

15:30 - 17:00

The value based healthcare system

New perspectives are needed to confront the challenges that healthcare systems are facing today. One approach to lead healthcare into a new direction is to reinforce the focus on value creation throughout the continuum of care. This plenary will share experiences that have developed and applied new approaches to improve outcomes and quality of care while decreasing the costs of care. We will learn how these concepts and methods have been put into practice and the results that have been achieved.

PL2
Roundtable

Moderator: **Iain Scott**, Senior Editor, Economist Intelligence Unit
John Bingham, Vice President and Chief Quality Officer, Office of Performance Improvement, MD Anderson
Matthew Jowett PhD, Head of Office, Health Systems Strengthening, WHO Regional Office for Europe
Núria Mas, Associate Professor of Economics, IESE Business School



PROGRAMME

Friday, 25th May 2012

9:00 - 10:30

PL3
Speech

Trends in mobile health mHealth

Barcelona is the mobile world capital selected for the Mobile World Congress. As part of this initiative, Barcelona will act as a development and pilot site for mobile applications, one line of which is mobile health, the use of mobile telecommunications in health services. Physicians, nurses and other professionals in health will learn about the global trends in mobile health. They will discuss examples of mHealth in action and in hospital settings and community settings.

Moderator: **D^a M^a Satur Torre**, Innovation Director Vodafone Foundation
Mary Mesaglio, Research Vice President, Gartner CIO & Executive Leadership
Chris Locke, Managing Director GSMA Development Fund
Chia Hwu, co-fundadora y CEO de Qubo

17:00 - 18:00

PL4
Roundtable

Innovating in health systems in times of crisis

This session focuses on innovation in the health sector from the point of view of health ministers, where they explain how innovation in health policy and planning can be the best way forward in times of crisis.

Moderator: **Milagros Pérez Oliva**, El País
Mr. Javier Fernández-Lasquetty, Regional Health Minister - Madrid Autonomous Region
Mr. Rafael Bengoa Rentería, Minister for Health and Consumer Affairs of the Basque Government
Hble Sr Boi Ruiz, Health Minister for Catalonia

Presentation of MIHealth Innovation Awards



18:00 - 18:30

Closing ceremony



PROGRAMME

- TRACK 1** *Clinical Knowledge and Innovation Management: From Idea to Market*
- TRACK 2** *Technologies for Health System Transformation*
- TRACK 3** *Innovation in the Management of Healthcare Organizations*
- TRACK 4** *Sustainability of Health Systems*



PROGRAMME

TRACK 1

Clinical Knowledge and Innovation Management: From Idea to Market

In order to stimulate innovation in the healthcare sector, we need to have organisations that promote it properly. The innovation process involves more than just coming up with an idea; transferring knowledge and technology to the market and access to funding are necessary to turn it into business.

Thursday, 24th May 2012

11:30 - 12:45

S1.1 Speech

The process of innovation

Moderator: **Montserrat Vendrell**, Managing Director, Biocat
Lluís Pareras, Head of Innovation and Technology of the Official Medical College of Barcelona (COMB)
Merce Balcells, Research Scientist, Massachusetts Institute of Technology

17:15 - 18:30

S1.2 Roundtable

Knowledge and technology transfer in the health institutions

Moderator: **Manuel Desco**, Head of Department, University General Hospital Gregorio Marañón
Ignasi Costas, Partner at Rousaud Costas Duran SLP
Jaume Pérez Payarols, Research and Innovation Director, Sant Joan de Déu Hospital, Esplugues de Llobregat
Josep Monterde, Vice President, Academy of Medical Sciences and Health of Catalonia and the Balearic Islands and Pharmacy Section Manager, Vall d'Hebron University Hospital, Catalan Institute of Health
Sonia Cañizares, Healthcare Director, Indra

Friday, 25th May 2012

11:00 - 12:15

S1.3 Speech

Making it happen

Moderator: **Marta Aymerich**, Research Director, Health Department of the Regional Government of Catalonia
Lluís Blanch, Research and Innovation Director, Health Corporation Parc Taulí
Ophir Shahaf, Managing Director, Hadasit Bio-Holdings Ltd

12:30 - 13:30

IC1

Innovation Capsules

Exhibition area/Area de exposició
 Short presentations (5 min) of 10 knowledge based projects (hospital groups, SME s...)

15:30 - 16:45

S1.4 Roundtable

The industry's vision

Moderator: **Javier Colás**, President of the Fundación Tecnología y Salud - FENIN and Vice President of Medtronic
Nicole Denjoy, Secretary General, Cocir
Mikel Álvarez Yeregi, Managing Director, Mondragon Health
Miguel González Díaz, Managing Director, Draeger Spain and Portugal



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TRACK 2

Technologies for Health System Transformation

The process of innovation in technology is changing and new relationships are forming between industry and healthcare. Innovations go beyond specific techniques and procedures, creating a need to analyse the impact on healthcare processes and the healthcare system itself.

Thursday, 24th May 2012

11:30 - 12:45

**S2.1
Speech**

Technologies in personalized medicine

Moderator: **Luis Donoso**, Director, Diagnostic Imaging Centre, Hospital Clinic of Barcelona
Luis C. Campo, President GE Healthcare Spain & Portugal
Gabriel P. Krestin, Professor of Radiology and Chairman of the Department of Radiology at Erasmus MC Hospital Rotterdam

17:15 - 18:30

**S2.2
Rountable**

Right to the point- ICTs in chronic care management

Moderator: **Joan Guanyabens**, General ICT Coordinator of the Health Department and Managing Director of the Catalan Agency for Health Information, Assessment and Quality
Kip Webb, MD, MPH Executive Director of Clinical Solutions, Accenture
Rafael Sánchez Bernal, Director, Osarean
Carlos Royo Sanchez, Healthcare Business Director, GMV

Friday, 25th May 2012

11:00 - 12:15

**S2.3
Roundtable**

The PPP challenge: Public - Private - Partnerships

Moderator: **Pablo Rivero**, Executive Director IDEAS (international development e health Spain), AMETIC Spain
Luis LaSalvia, M.D., Head of integrated diagnostics and market development, Siemens Healthcare Dianostics
Carlos Plata, Scientific Director, Esteve
Raimon Bagó i Mons, General Director GrupoSerhs
Maria Luisa Castaño Marín, Deputy Director of Strategy Public - Private Partnership, Ministry of Science and Innovation

12:30 - 13:30

IC2

Innovation Capsules

Exhibition area/Area de exposició
 Short presentations (5 min) of 10 new technologies based projects

15:30 - 16:45

**S2.4
Roundtable**

Revolution in the surgical theater

Moderator: **Miguel Angel Aragón**, Managing Director, Olympus Europe
Heinz U. Lemke, Chairman, Computer Assisted Radiology and Surgery, CARS
Antonio DeLacy, Head of the Gastrointestinal Surgery Department, Hospital Clinic of Barcelona
Ron Kikinis, Founding Director of the Surgical Planning Laboratory, Harvard Medical School



PROGRAMME

TRACK 3

Innovation in the Management of Healthcare Organizations

Innovations in organisation must be adapted to the new context and challenges faced by the healthcare system. Their effectiveness is backed up by experience with new organisational styles. The design of new organisational styles initially requires a conceptual approach that must then be successfully implemented in practice.

Thursday, 24th May 2012

11:30 - 12:45

S3.1 Speech

A success case: Kaiser Permanente

Moderator: **Jose Antonio Martin**, McKinsey Health Systems Institute
Scott S. Young, Senior Medical Director and Co-Executive Director, Care Management Institute, Kaiser Permanente

17:15 - 18:30

S3.2 Roundtable

Innovative healthcare design

Moderator: **Pablo Borrás**, Senior Executive, Accenture
Alberto de Rosa Torner, Managing Director, Ribera Health
Nick Goodwin, Senior Fellow, Health Policy, The Kings Fund
Anna Rasmuson, Director Strategic Development, Karolinska University Hospital
Helena Ris, General Director, The Catalan Union of Hospitals

Friday, 25th May 2012

11:00 - 12:15

S3.3 Speech

Achieving value in healthcare

Moderator: **Jaume Ribera**, Professor of Operations Management, IESE Business School, Spain
Richard Bohmer, Author of *Designing Care*, Trained Physician on the Faculty, Harvard Business School

12:30 - 13:30

IC3

Innovation Capsules

Exhibition area/Area de exposición
 Experiences from the front line.
 Short presentations (5 min) of 10 practices

15:30 - 16:45

S3.4 Roundtable

And what about professional commitment?

Moderator: **Nataliane Toulon**, VP Strategy Global Health Care, Sodexo
Esteban de Manuel, Director, Kronikgune
Manel del Castillo, Director, Sant Joan de Deu Hospital
Margaret L. McClure, Professor, New York University School of Nursing
Jorge Arqués, Partner at Quatrecasas, Gonçalves Pereira



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TRACK 4

Sustainability of Health Systems

Innovation is a fundamental element of the healthcare system's sustainability. Health policies and strategies must guarantee the system's long-term development and continuity. Aspects such as assessment and accreditation have become increasingly important.

Thursday, 24th May 2012

11:30 - 12:45

S4.1
Speech

Sustainability through Innovative Partnerships - Global perspectives

Moderator: **Brian O'Connor**, President, European Connected Health Alliance
Peteris Zilgalvis, Head of Unit, ICT for Health, Information Society and Media Directorate-General, European Commission
Andrew McCormick, Permanent Secretary, Department of Health, Social Services, Northern Ireland, UK
Joseph L. Ternullo, Associate director of Partners Healthcare's Center for Connected Health and on the Northeastern University Health Informatics Faculty

17:15 - 18:30

S4.2
Roundtable

Chronic care management

Moderator: **Olga Rivera**, Deputy Minister of Health Quality, Research and Innovation, Health Department of the Basque Government
Joaquim Casanovas, Managing Director, Catalan Institute of Health
Bernardo Valdivieso Martínez, Planning & Quality Director, Polytechnic University and Hospital La Fe
Isabelle M. Missala, Research Physician, Charité – University Clinic Berlin

Friday, 25th May 2012

11:00 - 12:15

S4.3
Speech

The accountable care organizations ACO: Early experiences

Moderator: **J.M Pique**, Managing Director, Hospital Clinic of Barcelona
Scott A. Berkowitz, Assistant Professor of Medicine, Cardiology Division and Medical Director for Accountable Care at Johns Hopkins Hospital, Baltimore, MD.

12:30 - 13:30

IC4

Innovation Capsules

Exhibition area/Area de exposición
 Short presentations (5 min) of 10 best practices in chronic care

15:30 - 16:45

S4.4
Roundtable

Quality of care and sustainability

Moderator: **Laura Sampietro**, Head of Innovation Assessment and New Medical Technologies and Deputy Director of Innovation, Hospital Clinic of Barcelona
Andrew Dillon, Chief Executive, NICE UK National Institute for Health and Clinical Excellence.
Roser Fernández, Secretary General, Health Department of the Regional Government of Catalonia
Hung Chi-tim, Chairman of the Hospital Governing Committee, Queen Elizabeth Hospital, Hong Kong
Simon Samaha, Healthcare Partner, PwC, New York



SATELLITE EVENTS

4th European Connected Health Leadership Summit 2012

Organizer: European Connected Health Alliance (ECHAlliance)

Date: 23rd May 2012



MIHealth is pleased to announce another collaboration! The newly formed European Connected Health Alliance (merged European Connected Health Campus and European mHealth Alliance) is the latest institutional partner to join their expertise with MIHealth. The Alliance will host a satellite event on the day before MIHealth, the 23rd of May 2012, the 4th European Connected Health Leadership Summit.

This event will focus on providing leadership in developing and implementing permanent MHealth Ecosystems- with real input from a number of active Ecosystems players from Hospitals, GP Groups, Universities, Patient Groups, Industry- large and SMEs.

Further information:
<http://www.echalliance.com>

Challenges in the European Healthcare Market (IESE) Winning through Innovation

Organizer: IESE and Hospital Clínic

Date: 21st-23rd May 2012



The program Challenges in the European Healthcare Market: Winning Through Innovation is designed to provide ideas and tools to better respond to the opportunities arising in this sector and to build on the sector's innovative strengths. You will review frameworks that improve how you manage the interface between the industry and the health sector, learn from best practices and identify opportunities for learning between different health-related technologies: pharma, biotech, medical devices and IT. The program will provide keys for understanding the altered innovation paradigm: how to fit promising bottom-up ideas into well-defined company strategies, and how to navigate in the increasingly diverse research community of public and private players. The program will explore recent examples of successful joint ventures and collaboration with end users such as physicians and patients.

Further information:
<http://www.iese.edu>



SATELLITE EVENTS

VII Healthcare Investment Forum Barcelona 2012

Organizer: The Official Medical College of Barcelona (COMB), Barcelona Activa and IESE Business School, University of Navarra.



Date: 24th May 2012

The VII Barcelona Healthcare Investment Forum is established as a meeting point for companies with biotechnology projects, medical devices, healthcare services and healthcare related Information Technology, as well as investors interested in the industry.

Further information:

<http://www.comb.cat>

<http://www.iese.edu>

<http://www.barcelonactiva.cat>

Internet social networks and private health: A chance today?

Organizer: ACES (Associació Catalana d'Entitats de Salut)



Date: 23rd May 2012

The Day aims to show what the current situation of social networks in private health and growth strategies targeting the health sector.

Day program includes presentation of the study "Internet presence of private health providers in Catalonia" by ACES and ITACA-Polytechnic University of Valencia (UPV).

The event is aimed at managers and directors of the health sector.

Further information:

Day Program and www.aces.es

Hospitaltrack'12 The technology and the innovation: more with less

Organizer: IDtrack



Date: 23rd May 2012

IDtrack, organize the IV Edition of HOSPITALtrack'12, a free seminar for Hospitals and clinics.

If you want to know how the hospitals, can be more productive, more profitable, more ecological, with less human and economic resources, etc. you must register to HOSPITALtrack.

TRACKS: innovation, lean, identification technology, handhelds and software solutions.



Further information:

<http://www.hospitaltrack.info>

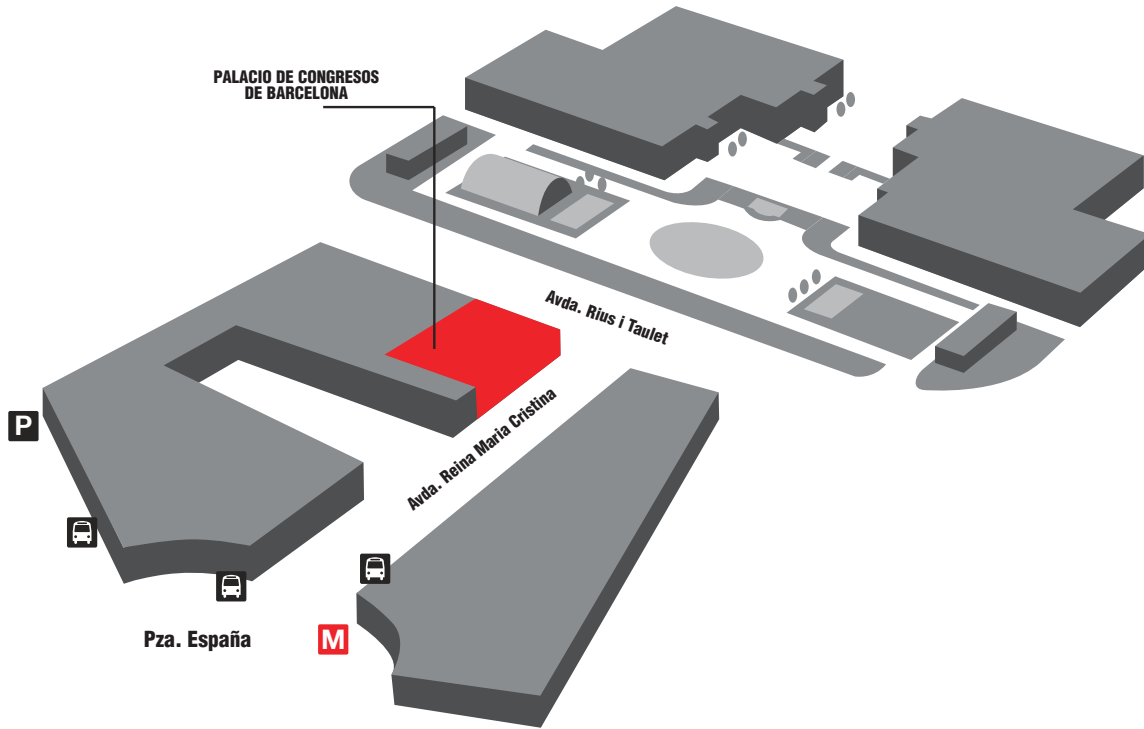


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MIHealth FORUM

Health Management & Clinical Innovation



**BE A PART OF THE CHANGE.
THE FUTURE IS AT MIHEALTH.**



Fira Barcelona

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