

VISITOR GUIDE

21-22 MAY 2014

PALAU DE CONGRESSOS
DE BARCELONA
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MIHealth **FORUM**

Management & Clinical Innovation

SHARING LEADERSHIP & INNOVATION FOR HEALTHCARE IMPROVEMENT



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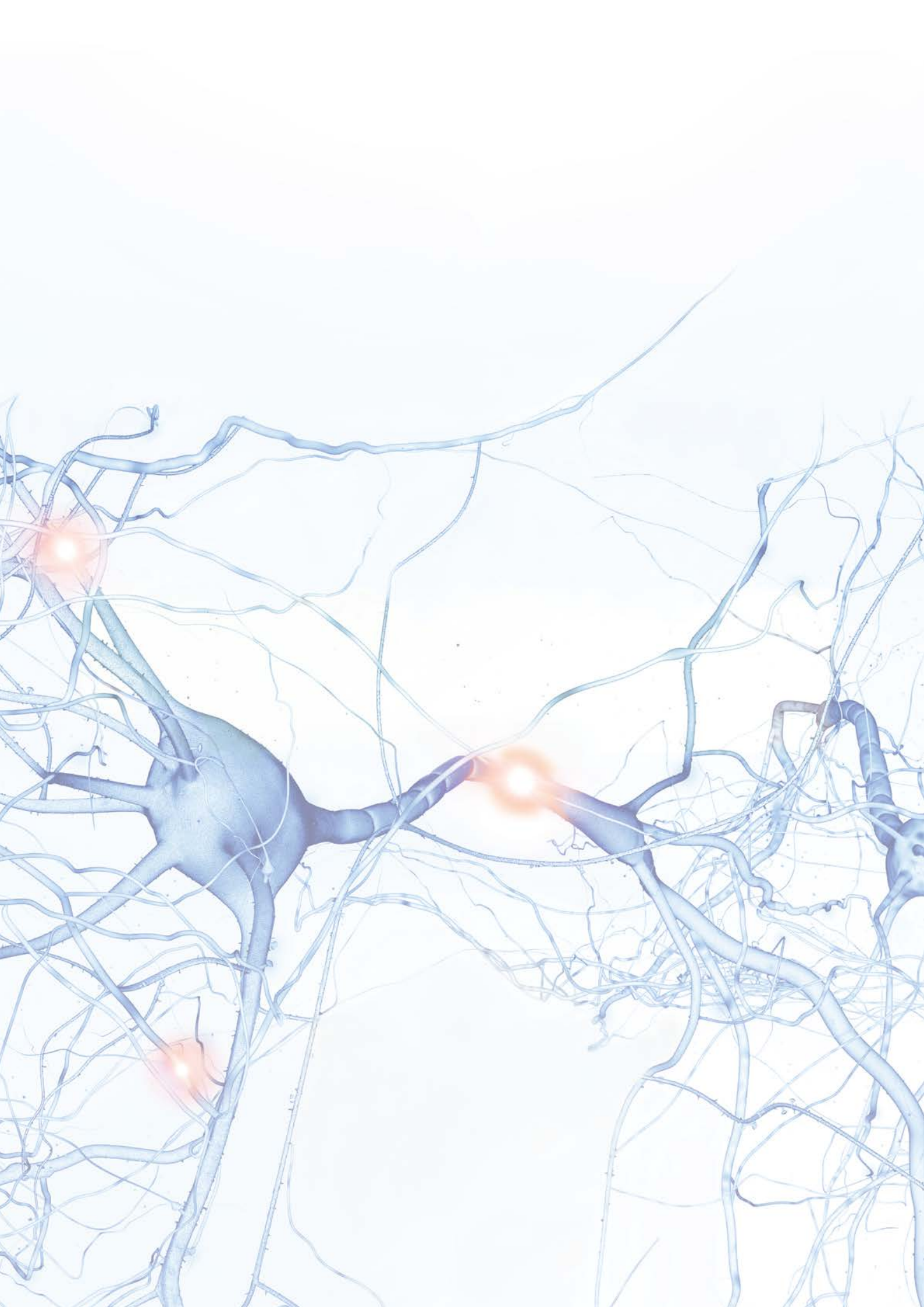
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WELCOME



The healthcare sector and everyone who works in and for it are facing a pivotal time. Healthcare systems have without doubt been some of the hardest hit by the austerity policies arising from the economic crisis that began in 2008. Healthcare budgets have been significantly cut in all areas and the system has had to adapt to this new situation as well as it can. Yet it is precisely this new situation that presents a unique opportunity to build a new and better healthcare system.

The cuts have not reached some of the greatest assets of our sector such as its talent and creativity. We need to use them to generate new tools and strategies and to rethink how our healthcare system works. To reform it with an open mind and a clear-cut objective: to preserve universal healthcare and quality as one of the pillars of the welfare state.

Sometimes recipes can be very simple. One of the key factors was highlighted by the European Commissioner for Health and Consumer Affairs, Tonio Borg, who pointed out only a few weeks ago that chronic diseases account for about 80% of healthcare spending in the EU and 97% of this goes on treatment while only 3% is spent on prevention. While it is true that now we have to do more with less, it is equally apparent that by doing things differently what we have might be enough.

We need thoroughgoing organisational changes, but technology brings us new opportunities to do our work better and achieve better health outcomes for people and attain enhanced quality of life for all. This technology is available to professionals and the public and patients, which should facilitate joint responsibility for their health. This is the spirit with which MIHealth Forum was founded and over recent years it has sought to partner the search for imaginative opportunities and solutions.

And it is with this objective that, once again, we are bringing together in Barcelona nearly 70 speakers from different healthcare systems around the world to propose ideas and discuss with attendees the roadmap to the future of healthcare. We are eager to learn from good experiences and committed to planning for the challenges ahead, with an optimistic attitude to reinvent ourselves.

Welcome to MIHealth Forum 2014.

Josep M. Piqué

President of MIHealth Forum

A handwritten signature in black ink, appearing to read "Josep M. Piqué", written over a horizontal line.

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SUMMARY PROGRAMME

KNOWLEDGE

TECHNOLOGY

ORGANIZATION

WEDNESDAY - MAY 21ST

9:30 - 10:00	INAUGURATION CEREMONY			EXHIBITION AREA
10:00 - 11:00	OPENING KEY NOTE PLENARY			
11:15 - 12:00	COFFEE BREAK - INNOVATION CAPSULES (POSTERS)			
12:00 - 13:30	HOW TO, THE PATH TO FOLLOW	DISRUPTING HEALTHCARE THROUGH TECHNOLOGIES	GOVERNANCE & TRANSFORMATIONAL LEADERSHIP IN HEALTH BUSINESS	
13:30 - 15:00	NETWORKING LUNCH			
15:15 - 16:45	THE BUILDING BLOCKS FOR SUCCESSFUL INNOVATION	MEETING NEEDS IN CLINICAL PRACTICE	MEASURING AND MANAGING PERFORMANCE IN HEALTH	
16:45 - 18:15	INNOVATION CAPSULES 1	INNOVATION CAPSULES 2	INNOVATION CAPSULES 3	
18:30 - 20:00	CLOSING CONGRESS			

THURSDAY - MAY 22ND

9:00 - 10:30	CLOSE CONNECTIONS			EXHIBITION AREA
10:30 - 11:00	COFFEE BREAK - INNOVATION CAPSULES (POSTERS)			
11:00 - 12:30	INNOVATORS THAT HAVE SUCCEEDED. BE ONE OF THEM	INNOVATIVE BUSINESS MODELS	PATIENT PARTICIPATION & VIRTUAL HEALTH PRACTICE	
12:30 - 14:00	INDUSTRY SESSIONS Accenture - Disruptive companies and technologies that can change healthcare Abbvie - Moving forward clinical management. Thoughts of manager and physicians Mobile World Capital Barcelona - MIHealth Competence Center			
14:00 - 15:00	NETWORKING LUNCH			
15:15 - 16:45	TRENDS AND BREAKTHROUGHS: FINANCING, PHILANTHROPY AND RETAIL HEALTHCARE	ASSESSING THE VALUE OF TECHNOLOGY INNOVATIONS	OPERATIONS MANAGEMENT- LEARNING FROM BEST PRACTICE	
17:00 - 18:00	CLOSING KEY NOTE PLENARY			
18:00 - 18:30	AWARDS AND CLOSING CEREMONY			
18:30 - 19:30	CLOSING COCKTAIL			

WEDNESDAY - MAY 21ST

9:30-10:00

Round table

PL1

Room 7

INAUGURATION CEREMONY

MODERATOR: Josep M. Piqué - DIRECTOR GENERAL HOSPITAL CLÍNIC DE BARCELONA - PRESIDENT OF MIHEALTH FORUM

SPEAKERS: Josep Figueras - EUROPEAN OBSERVATORY ON HEALTH SYSTEMS AND POLICIES - DIRECTOR

Cristina Iniesta - AJUNTAMENT DE BARCELONA - DELEGADA DE SALUT

Maria Iglesia-Gomez - DG SANCO, EUROPEAN COMMISSION - HEAD OF UNIT - STRATEGY AND INTERNATIONAL -DG HEALTH AND CONSUMER, MEMBER OF THE STEERING GROUP OF THE HEALTHY AGEING INNOVATION PARTNERSHIP. INNOVATION FOR HEALTH AND CONSUMERS

Joaquim Casanovas - GERENT DE LA REGIÓ SANITARIA DE BARCELONA

10:00-11:00

Key Note

PL2

Room 7

KEY NOTE PLENARY - APPLYING SOCIAL SCIENCE AND BEHAVIORAL ECONOMICS TO HEALTHCARE

MODERATOR: Dipak Patel - ACCENTURE - MANAGING DIRECTOR

SPEAKER: Ron S. Dembo - ZEROFOOTPRINT SOFTWARE INC - FOUNDER AND CEO

We have finally arrived at a point in healthcare where we can—and must—engineer a new world where medicine is combined with social science and behavioral economics to encourage prevention rather than cure. Medical science has made and continues to make enormous progress in treating disease. However, our medical system is geared almost entirely toward managing illnesses and not avoiding them. This talk is about how we must disrupt the current model of medicine delivery in order to ensure its survival.

THURSDAY - MAY 22ND

17:00-18:00

Key Note
PL3
Room 7

PATIENT-CENTRED VALUE CREATION

MODERATOR: Josep Brugada - HOSPITAL CLÍNIC DE BARCELONA - MEDICAL DIRECTOR

SPEAKER: Stephen J. Swensen - M.D, MEDICAL DIRECTOR, OFFICE OF LEADERSHIP AND ORGANIZATION DEVELOPMENT, MAYO CLINIC, PROFESSOR, MAYO CLINIC COLLEGE OF MEDICINE

Evidence shows that there is no need for a trade-off between improving quality and decreasing cost. Mayo Clinic is recognized as a leader in innovative approaches to create value in health. This session will present the Mayo Clinic's Value Creation System, a coherent systems engineering approach to delivering a single high-value practice.

18:00-18:30

Round table
PL4
Room 7

CLOSING CEREMONY: MEMORIAL SERVICE FOR ALBERT JOVELL AND INNOVATION AWARDS

MODERATOR: Josep M. Piqué - PRESIDENT OF MIHEALTH, MANAGING DIRECTOR OF HOSPITAL CLINIC

SPEAKERS: Joan Escarrabill - HOSPITAL CLÍNIC-PDMAR-MINISTRY OF HEALTH - DIRECTOR OF CHRONIC CARE PROGRAM AND MASTER PLAN FOR RESPIRATORY DISEASES. **Gisele Roeseems** - EUROPEAN COMMISSION - DIRECTORATE GENERAL FOR COMMUNICATION NETWORKS, CONTENT AND TECHNOLOGY (DG CNECT) - DEPUTISING HEAD OF UNIT FOR HEALTH AND WELL-BEING

Presentation of MIHealth Innovation Awards.



Making it happen

Learn every step to take an innovative idea all the way to the market place. From an overview of the process to the tools and structures that allow health entrepreneurs to thrive. Listen to success stories from those who made it and explore the latest trends and breakthroughs with international leading experts.

WEDNESDAY - MAY 21ST

12:00-13:30

Round table

S1.1

Room 5

HOW TO, THE PATH TO FOLLOW

MODERATOR: Julio Arrizabalaga - BIODONOSTIA HEALTH RESEARCH INSTITUTE - SCIENTIFIC DIRECTOR

SPEAKERS: Manuel Desco - HOSPITAL GENERAL GREGORIO MARAÑÓN - HEAD OF SERVICES

Doron Schory - NIMROD AMERICA CORPORATION - SENIOR PARTNER

Julien Venne - STRATEGIC ADVISOR - EUROPEAN CONNECTED HEALTH ALLIANCE

This session will explore the differences and similarities between innovations depending on the environment in which they're originated. The panel will analyze three examples, from an academic background, from a hospital and from a private company.

15:15-16:45

Round table

S1.2

Room 5

THE BUILDING BLOCKS FOR SUCCESSFUL INNOVATION

MODERATOR: John Collins - CIMIT - VICE PRESIDENT AND CHIEF QUALITY OFFICER FOR OFFICE OF PERFORMANCE IMPROVEMENT

SPEAKERS: Gisele Roesems-Kerremans - EUROPEAN COMMISSION - DIRECTORATE GENERAL FOR COMMUNICATION NETWORKS, CONTENT AND TECHNOLOGY (DG CNECT) - DEPUTISING HEAD OF UNIT FOR HEALTH AND WELL-BEING

Christian Tidona - BIORN CLUSTER MANAGEMENT GMBH - MANAGING DIRECTOR

Xavier Luria - DRUG DEVELOPMENT AND REGULATION (DDR) - SENIOR CONSULTANT

This session will analyze different hands-on experiences from an entrepreneur's perspective on how to get the funding for a good idea and how to navigate through the regulatory pathway.

16:45 - 18:15

IC1

Room 5

INNOVATION CAPSULES

Short presentations (5 min.) of the best knowledge based initiatives.

MODERATOR: Clara Campàs - CATALONIA BIO - VICE PRESIDENT

SPEAKERS: John Griffiths - CARE SYSTEMS INTEGRATION LTD CEO - *Bath-UK* / **Cristian Pascual Forcada** - TECKEL MEDICAL S.L. CFO - *Barcelona-Spain* / **Elisabeth Engel** - INSTITUTE FOR BIOENGINEERING OF CATALONIA (IBEC) - GROUP LEADER - *Barcelona-Spain* / **Pablo Villoslada** - INSTITUT D'INVESTIGACIONS BIOMÈDIQUES AUGUST PI I SUNYER - INVESTIGADOR PRINCIPAL - *Barcelona-Spain* / **Andrea Salinero** - BIODONOSTIA HEALTH RESEARCH INSTITUTE - TÉCNICO DE UNIDAD DE INNOVACIÓN - *Donostia-Spain* / **Eduard Serrat Bertrán** - ROMIKA MEDICAL - DIRECTOR - *Barcelona-Spain* / **Laszlo Bax** - BRAINGAZE - CEO - *Barcelona-Spain* / **Elisenda Bonet Carné** - TRANSMURAL BIOTECH S.L. - CHIEF TECHNOLOGY OFFICER - *Barcelona-Spain* / **Carlos Soler González** - HOSPITAL CLÍNIC UNIVERSITARI DE BARCELONA - RESEARCH FELLOW AND CLINICIAN - *St Cugat del Vallès-Spain*

THURSDAY - MAY 22ND

11:00-12:30

Round table

S1.3

Room 5

INNOVATORS THAT HAVE SUCCEEDED. BE ONE OF THEM

MODERATOR: Luis Ruiz-Avila - SPHERIUM BIOMED SL - CEO

SPEAKERS: Ana Maiques - NEUROELECTRICS - CEO

Sjaak Vink - MY TOMORROWS - CEO

Rocio Arroyo - AMADIX - CEO

In this session several innovators that have successfully launched new products in the areas of medical devices, biotechnology and healthcare services will share with us the lessons they learned.

15:15-16:45

Round table

S1.4

Room 5

TRENDS AND BREAKTHROUGHS: FINANCING, PHILANTHROPY AND RETAIL HEALTHCARE

MODERATOR: Mercedes Balcells - MIT RESEARCH SCIENTIST AND IQS PROFESORA TITULAR - MIT AND INSTITUT QUIMIC DE SARRIA (IQS)

SPEAKERS: Piyush Unalkat - EUROPEAN INVESTMENT FUND

Fred Hersch - THE GEORGE INSTITUTE FOR GLOBAL HEALTH - CLINICAL RESEARCH FELLOW IN ESSENTIAL HEALTHCARE

Agata Gelaberto - REGENEAR - CEO

This session will analyze and discuss some of the most disruptive trends that are being identified in the healthcare innovation space in areas like financing, philanthropy and patients involvement.

Technologies that change your life

Explore life-changing technologies; pinpoint the key technical innovations in digital health, biotechnology and medical devices and how to gauge their usefulness and likelihood for success; discover how to market those technologies and introduce improvements and new inputs within the innovation cycle.

WEDNESDAY - MAY 21ST

12:00-13:30

Key Note

S2.1

Room 7

DISRUPTING HEALTHCARE THROUGH TECHNOLOGIES

MODERATOR: Johan Permert - KAROLINSKA UNIVERSITY HOSPITAL - PROFESSOR, DIRECTOR, CITOR

SPEAKERS: Bertalan Meskó - WEBICINA LLC - MEDICAL FUTURIST

Ángel Raya - INSTITUTE FOR BIOENGINEERING OF CATALONIA (IBEC) - ICREA RESEARCH PROFESSOR

In this session we analyze which innovative technologies have the most probabilities to disrupt medicine and healthcare. Technology is one of the main drivers that are shaping the future of medicine. The rapid and constant emergence of new technologies that promise huge potential benefits is sometimes seen as a possible solution to the challenges that healthcare is facing.

15:15-16:45

Round table

S2.2

Room 7

MEETING NEEDS IN CLINICAL PRACTICE

MODERATOR: John Bingham - THE UNIVERSITY OF TEXAS - MD ANDERSON CANCER CENTER - VICE PRESIDENT AND CHIEF QUALITY OFFICER

SPEAKERS: Jordi Carrera - STAT-DIAGNOSTICA & INNOVATION, SL - MANAGING DIRECTOR / CEO

Pedro Guillén - CLÍNICA CENTRO - JEFE DEL DEPARTAMENTO DE CIRUGÍA, ORTOPEDIA Y TRAUMATOLOGÍA. CATEDRÁTICO DE TRAUMATOLOGÍA DEL DEPORTE. DECANO DE LA FACULTAD DE UNIVERSIDAD CATÓLICA SAN ANTONIO DE MURCIA

Andrés G. Fernández - FERRER ADVANCED BIOTHERAPEUTICS - DIRECTOR

Discover how today's needs in clinical practice are being identified and how new technologies are being developed to tackle these needs. Any new technology that aspires to be widely adopted in the industry has to provide a solution to an existing need.

WEDNESDAY - MAY 21ST

16:45 - 18:15

IC2

Room 7

INNOVATION CAPSULES

Short presentations (5 min.) of the best knowledge based initiatives.

MODERATOR: **Josep Maria Argimon Pallas** - AGENCY FOR HEALTH QUALITY AND ASSESMENT OF CATALONIA - DIRECTOR

SPEAKERS: **Christian Moscardi** - RGS - SPECS GROUP - CTO / BUSINESS DEVELOPER- *Barcelona-Spain* / **Montserrat Llinás Vidal** - HOSPITAL UNIVERSITARI VALL D'HEBRON - MANAGER OF NURSING - *Barcelona -Spain* / **Albert Hernansanz** - INSTITUTE FOR BIOENGINEERING OF CATALONIA (IBEC) - RESEARCHER, ROBOTICS GROUP - *Barcelona-Spain* / **Ariel von Barnekow** - CREB - UNIVERSIDAD POLITÉCNICA DE CATALUÑA - RESPONSABLE DE DESARROLLO DE SMARTAGEING - *Barcelona-Spain* / **Anna Merino** - HOSPITAL CLÍNIC - SENIOR CONSULTANT - *Barcelona -Spain* / **Javier Pascou** - INSTITUTO DE INVESTIGACIÓN SANITARIA DEL HOSPITAL GREGORIO MARAÑÓN - VISITING PROFESSOR / SENIOR RESEARCHER - *Madrid- Spain* / **Juan Carlos García-Valdecasas Salgado** HOSPITAL CLÍNIC - HEAD OF DEPARTMENT - *Barcelona-Spain* / **Sónia Abilleira** - STROKE PROGRAMME/ AQUAS - RESEARCHER - *Barcelona-Spain* / **Francesc Trias Puig-Sureda** - MC HEALTH TECH - CEO - *Barcelona-Spain* / **Eduardo Llinares** - EVERIS - *Valencia-Spain*

THURSDAY - MAY 22ND

11:00-12:30

Round table

S2.3

Room 7

INNOVATIVE BUSINESS MODELS

MODERATOR: **Nicole Denjoy** - THE EUROPEAN COORDINATION COMMITTEE OF THE RADIOLOGICAL, ELECTROMEDICAL AND HEALTHCARE IT INDUSTRY - SECRETARY GENERAL

SPEAKERS: **Jorge Juan Fernández García** - HOSPITAL SANT JOAN DE DÉU - MOEBIO - DIRECTOR OF E-HEALTH & HEALTH 2.0, HEAD OF ACADEMICS

José Carlos Gutiérrez-Ramos - BIOTHERAPEUTICS RESEARCH & DEVELOPMENT, PFIZER INC. - SENIOR VICE PRESIDENT

Luis Lasalvia - SIEMENS HEALTHCARE DIAGNOSTICS - GLOBAL SENIOR DIRECTOR OF STRATEGY & STRATEGIC ALLIANCES

This panel will analyze and discuss some examples of emerging new business models. Some new technologies that are emerging these days are providing examples of innovative business models. Sometimes new technologies need to define a completely new market; in other cases the traditional relationship model between the actors in the industry is being reconfigured.

15:15-16:45

Round table

S2.4

Room 7

ASSESSING THE VALUE OF TECHNOLOGY INNOVATIONS

MODERATOR: **Josep Maria Argimon Pallas** - AGENCY FOR HEALTH QUALITY AND ASSESMENT OF CATALONIA - DIRECTOR

SPEAKERS: **Alicia Granados** - GENZYME, A SANOFY COMPANY - HEAD OF GLOBAL HEALTH TECHNOLOGY ASSESSMENT (R&D)

Adrian Godfrey - GSMA - DIRECTOR OF EDUCATION

Claus Duedal Pedersen - HIMSS EUROPEAN COUNCIL AND ODENSE UNIVERSITY HOSPITAL - REPRESENTATIVE AND HEAD OF THE DEPARTMENT FOR CLINICAL INNOVATION

The panellists will share perspectives and discuss how this function is being incorporated into the whole value chain: from the research and development phase to the implementation stadium. Assessing the impact of new products and services on healthcare is gaining relevance.

Innovating through barriers

Health systems around the world are converging and the practical transformation barriers they face are the same. It's time to tackle the challenges of health systems with tools that work. In this track, participants will debate innovative ways to circumvent barriers to effective leadership in the provision of services, high performance, new business models based on patient centred approaches and shared risk, and how to close the “knowing-doing gap” in operations and patient safety.

WEDNESDAY - MAY 21ST

12:00-13:30

Round table

S3.1

Room 6

GOVERNANCE & TRANSFORMATIONAL LEADERSHIP IN HEALTH BUSINESS

MODERATOR: Fabrice Brunet - CHU SAINTE-JUSTINE - PRESIDENT & CHIEF EXECUTIVE OFFICER

SPEAKERS: Hans Winberg - LEADING HEALTHCARE FOUNDATION - SECRETARY GENERAL

Josep Figueras - EUROPEAN OBSERVATORY ON HEALTH SYSTEMS AND POLICIES - DIRECTOR

María Nieves Dominguez González - MINISTRY OF HEALTH, GALICIA - MANAGEMENT OF GALICIAN HEALTH SERVICE

This session will offer different perspectives on how governments and policy makers address current public health system challenges. Leadership and governance are key factors to transform the health services provision and the panellists will share with the audience real examples that will demonstrate how this is possible.

15:15-16:45

Round table

S3.2

Room 6

MEASURING AND MANAGING PERFORMANCE IN HEALTH

MODERATOR: Heitham T. Hassoun - JOHNS HOPKINS MEDICINE - MEDICAL DIRECTOR-GLOBAL SERVICES

SPEAKERS: Emmanuelle Jean - UNIVERSITÉ DU QUÉBEC À RIMOUSKI - PROFESSOR

Richard O. Davis - SIBLEY MEMORIAL HOSPITAL, JOHNS HOPKINS MEDICINE - PRESIDENT

Bridget Fletcher - AIREDALE NHS FOUNDATION TRUST - CEO

During this session the panellists will share their experience of how healthcare providers across the world have clearly identified the management of healthcare processes and of professionals as pillars of high quality and sustainable healthcare services.

WEDNESDAY - MAY 21ST

16:45 - 18:15

IC3

Room 6

INNOVATION CAPSULES

Short presentations (5 min.) of the best knowledge based initiatives.

MODERATOR: Joan Bigorra - HOSPITAL CLÍNIC DE BARCELONA POSITION: DIRECTOR OF INNOVATION

SPEAKERS: Adelaida Zabalegui - HOSPITAL CLÍNIC BARCELONA - NURSING DIRECTOR - *Barcelona-Spain* / **Josep Pascual Torramadé** - SARQUAVITAE - DIRECTOR TÉCNICO-ASISTENCIAL - *Barcelona-Spain* / **José Luis Argudo Lara** - PARC SANITARI SANT JOAN DE DEU - DIRECTOR PROGRAMA ASISTENCIALES - *Sant Boi de Llobregat-Spain* / **Xavier Rafael Palou** - RESEARCHER, EHEALTH DEPARTMENT, BARCELONA DIGITAL TECHNOLOGY CENTRE - *Barcelona-Spain* / **Pere Domènech** - CONSORCI HOSPITALARI DE VIC (CHV) - DIRECTOR - *Vic- Spain* / **Anna García-Altés** - AGÈNCIA DE QUALITAT I AVALUACIÓ SANITÀRIES DE CATALUNYA (AQUAS) - RESPONSABLE DEL OBSERVATORIO DEL SISTEMA DE SALUD DE CATALUÑA - *Barcelona-Spain* / **Jaime Poveda Velandia** - IPS UNIVERSITARIA - DIRECTOR - *Medellín- Colombia* / **Jenaro Fernández** - **Valencia** - HOSPITAL CLÍNIC UNIVERSITY OF BARCELONA - ORTHOPAEDIC SURGEON HIP UNIT. - *Barcelona-Spain* / **José David Martín Guerrero** - LIFE (LEARNING INFORMATION FROM EXPERIENCE) - SCIENTIFIC ADVISOR - *Valencia-Spain* / **Carme Mompó** - CONSORCI SANITARI INTEGRAL (CSI) - RESPONSABLE D'ACREDITACIÓ, DIRECCIÓ DE PLANIFICACIÓ I SEGURETAT DE PACIENT - *L'Hospitalet de Llobregat-Spain*

THURSDAY - MAY 22ND

11:00-12:30

Round table

S3.3

Room 6

PATIENT PARTICIPATION AND VIRTUAL HEALTH PRACTICE

MODERATOR: Joan Escarrabill - HOSPITAL CLÍNIC - PDMAR - MINISTRY OF HEALTH - DIRECTOR OF CHRONIC CARE PROGRAM AND MASTER PLAN FOR RESPIRATORY DISEASES.

SPEAKERS: Angelica Frithiof - EUROPEAN PATIENT ADVOCACY EXPERT, TRAINER IN MEDICAL STAFF / PATIENT - COMMUNICATION

Roser Vallès i Navarro - DEPARTAMENT DE SALUT GENERALITAT DE CATALUNYA - DIRECTORA GENERAL D'ORDENACIÓ I REGULACIÓ SANITÀRIES

During this session the panellists will analyse how involving patients in their healthcare can and should help change healthcare systems and how their participation is possible thanks to innovative forms of communication between professionals and patients, prevention policies, education platforms on treatments and new technologies.

15:15-16:45

Round table

S3.4

Room 6

OPERATIONS MANAGEMENT- LEARNING FROM BEST PRACTICE

MODERATOR: Jaume Ribera - IESE - PROFESSOR OF OPERATIONS MANAGEMENT

SPEAKERS: Joseph D. Restuccia - BOSTON UNIVERSITY SCHOOL OF MANAGEMENT - PROFESSOR AND DEANS RESEARCH FELLOW, OPERATIONS AND TECHNOLOGY MANAGEMENT DEPARTMENT, HEALTH SECTOR MANAGEMENT PROGRAM

Félix Rubial Bernárdez - GALICIAN HEALTH SERVICE - HEALTHCARE DIRECTOR

Carlos Nuño - ADVANCE MEDICAL - GENERAL MANAGER

This session will offer different perspectives on how innovation in operations management is key to efficiently providing healthcare, a significant hospital network and a private company to manage second opinion services.

THURSDAY - MAY 22ND

12:30-14:00

Palau
de Congressos,
Montjuïc Venue

Room 8

DISRUPTIVE COMPANIES AND TECHNOLOGIES THAT CAN CHANGE HEALTHCARE

Organized by: **Accenture**

This topic will be commented by a panel of experts on this subject that includes:

MODERATOR: Kip Webb - ACCENTURE CLINICAL SERVICES MANAGING DIRECTOR

SPEAKERS: John M. Collins, PhD - CHIEF OPERATING OFFICER AND TECHNOLOGY IMPLEMENTATION DIRECTOR AT THE CENTER FOR INTEGRATION OF MEDICINE AND INNOVATIVE TECHNOLOGY (CIMIT) IN BOSTON. BEFORE JOINING CIMIT, JOHN SPENT HIS CAREER IN INDUSTRY AS A LEADER IN TECHNOLOGY-DRIVEN BUSINESSES, WITH MORE THAN 25 YEARS OF INTERNATIONAL EXPERIENCE FOCUSED ON THE ACCELERATED DEVELOPMENT AND COMMERCIALIZATION OF INNOVATIVE TECHNOLOGIES, PRODUCTS AND SERVICES.

Montse Vendrell - CEO OF BIOCAT (CLUSTER ORGANISATION THAT PROMOTES BIOTECHNOLOGY AND BIOMEDICINE IN CATALONIA) - CHAIR OF CEBR (COUNCIL OF EUROPEAN BIOREGIONS)

Doron Schory - PRIVATE INVESTOR AND ENTREPRENEUR IN THE HIGH TECH MARKET. SPECIALIZING IN IDENTIFYING INNOVATIVE TECHNOLOGY, LEADING AND FACILITATING STRATEGIC "GO TO MARKET". CO - FOUNDER / SHAREHOLDER / MEMBER OF THE BOARD OF DIRECTORS AND BOARD OF MANAGEMENT OF 11 TECHNOLOGY COMPANIES (PUBLIC AND PRIVATE) - MEMBER OF ADVISORY BOARD AT 5 IT COMPANIES.

Dipak Patel - MANAGING DIRECTOR IN ACCENTURE'S US HEALTH STRATEGY PRACTICE AND SERVES AS ACCENTURE'S LEAD FOR PATIENT ACCESS AND HEALTHCARE 2020 OFFERINGS. SPECIALIZED IN GROWTH STRATEGIES, STRATEGIC PLANNING AND INNOVATION FOR HEALTHCARE COMPANIES (PAYERS, PROVIDERS, AND PHARMACEUTICAL COMPANIES).

This session will be focused on disruptive companies and technologies that have the potential to transform relevant components of the health systems as we know them today. Over the last years we have seen an increase in start-ups that have the potential of becoming disruptive for the healthcare industry. All major health systems in the world are applying or planning relevant structural changes that are providing opportunities for new companies and technologies. This session will present a recent study on "Highly Disruptive and Innovative Healthcare Companies" that provides very interesting insight into the type of innovations that are attracting the highest interest in the market.

12:30-14:00

Palau
de Congressos,
Montjuïc Venue

Room 5

MOVING FORWARD CLINICAL MANAGEMENT. THOUGHTS OF MANAGER AND PHYSICIANS

Organized by: **Abbvie**

INTRODUCTION: Jaume Ribera - DIRECTOR CHRIM (CENTER FOR RESEARCH IN HEALTHCARE INNOVATION MANAGEMENT) - IESE

MODERATOR: Celia Cortijo - GERENTE NACIONAL DE GESTIÓN SANITARIA Y RR.HH., ABBVIE

SPEAKERS: José Soto - GERENTE HOSPITAL CLÍNICO SAN CARLOS, MADRID

Javier Palau - DIRECTOR MÉDICO DEL HOSPITAL UNIVERSITARIO Y POLITÉCNICO LA FE, VALENCIA

Julio Pascual - JEFE DE SERVICIO DE NEFROLOGÍA, HOSPITAL DEL MAR, BARCELONA

THURSDAY - MAY 22ND

12:30-14:00

Palau
de Congressos,
Montjuïc Venue

Room 6

MHEALTH COMPETENCE CENTER

Organized by: **Mobile World Capital Barcelona**

SPEAKERS: **Joan Cornet Prat** - DIRECTOR

Barbara Vallespín - MANAGER

Barcelona has become in the last years the worldwide capital of mobile technologies thanks to the Mobile World Congress, which is an event with high impact at local level and a huge global projection.

In parallel, Mobile World Capital Foundation (MWC) is created with the objective of giving the necessary support to the Mobile World Congress and, at the same time, to elaborate strategies and activate actions that make Barcelona and surroundings to become a model in the implementation of mobile technologies and the transformation of the industrial landscape. One of the initiatives at MWC has been the creation of the mHealth Competence Center, which works closely with the public administration, Health Department and the Department of Welfare and Family and also the private sector with the mission of promoting a set of actions and projects of mHealth in the field of prevention (Wellness), chronic conditions, mental health and pharmaceutical sector.

In this Industry Session it will be explain the concept of Mobile health, the socio economic impact of mHealth deployment for Europe, and the different strategies and actions coordinated from Mobile World Capital.

It will be a great opportunity to also debate with the audience about the existing barriers and opportunities in the implementation of mobile solutions for health and wellbeing.

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THURSDAY - MAY 22ND

9:00-10:30

Key Note

CC1

Level 1

HEALTHCARE INNOVATION METRICS

MODERATOR: Joan Bigorra - HOSPITAL CLÍNIC DE BARCELONA - DIRECTOR OF INNOVATION

SPEAKER: John Collins - CIMIT - CHIEF OPERATING OFFICER

CIMIT (the Consortia for Improving Medicine with Technology & Innovation) defines healthcare innovation as the process by which an unmet clinical need is resolved by stimulating and then translating ideas and/or inventions into sustainable products or services. We therefore believe that best practices in healthcare innovation can be codified, subject to continuous improvement methods and the results shared – but only if they can be quantified in context. First conducted in 2009, CIMIT faculty and investigators have captured, quantified and analyzed the impact created by CIMIT supported investigators in its Clinical Impact Study (CIS). The initial objective of the study was to learn from CIMIT’s extensive and rather unique longitudinal collection of translational research experiences as a basis for improving its innovation Model and sharing lessons learned.

CIMIT now wishes to work with other groups to develop shared metrics and methods to spread best practices in healthcare innovation. This session will describe CIMIT’s approach to quantifying innovation performance and the lessons it has learned from the analysis of more than 600 projects conducted over 15 years. The discussion will focus on developing shared metrics to allow healthcare providers, innovation centres, translational research groups, and funders alike benchmark themselves to be able to share documented best practices.

9:00-10:30

Key Note

CC2

Level 1

PEOPLE, PLANET, PROFIT OR NOT TO PROFIT: CAN WE ACHIEVE A GLOBALIZED HEALTHCARE SYSTEM?

MODERATOR: Clara Campàs - CATALONIA BIO - VICE PRESIDENT

SPEAKER: Heitham T. Hassoun - MEDICAL DIRECTOR-GLOBAL SERVICES

The global healthcare market is both massive and expanding. Historically, global outreach initiatives by Academic Medical Centres (AMCs) have focused on specific diseases and public health issues in less developed countries. More recently, rapid privatization of healthcare systems, economic development, an ageing population, and lifestyle changes that shift the disease burden towards chronic illnesses which often require more advanced resources, have led hospitals in emerging countries from the Middle East, Asia, Latin America and elsewhere to seek partnerships with U.S. health systems, with the hopes of improving delivery of healthcare to its citizens at home and abroad.

However, the U.S. healthcare system has long been criticized for being absurdly costly and ineffective, and the rationale is that much of it is provided by and paid for by the private sector, rather than the government. Johns Hopkins Medicine collaborates around the world with public, private not-for-profit, and for-profit healthcare providers and payers. No clear pattern exists in terms of whether one of these sectors does a much better job than the other two, either in holding down costs or boosting patient outcomes. We need thoughtful solutions, and a path to come together to develop them. As the U.S. departs on a new journey towards an Accountable Care model, the question remains: what is the best healthcare system? The goal of this session is to discuss the pros and cons of different healthcare systems, and whether we can or should hope to achieve a globalized healthcare system.

THURSDAY - MAY 22ND

9:00-10:30

Key Note

CC3

Level 1

EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE AND HEALTH AGEING (EIP ON AHA) - SCALING UP FOR HEALTHY GROWTH

MODERATOR: Josep Samitier - PROFESSOR AT UNIVERSITY OF BARCELONA (UB) AND ASSOCIATE DIRECTOR AND GROUP LEADER, AT THE INSTITUTE FOR BIOENGINEERING OF CATALONIA (IBEC)

SPEAKER: Maria Iglesia-Gomez - DG SANCO, EUROPEAN COMMISSION - HEAD OF UNIT - STRATEGY AND INTERNATIONAL -DG HEALTH AND CONSUMER, MEMBER OF THE STEERING GROUP OF THE HEALTHY AGEING INNOVATION PARTNERSHIP. MEMBER OF THE STEERING GROUP OF THE HEALTHY AGEING INNOVATION PARTNERSHIP - DG SANCO, EUROPEAN COMMISSION

One of the biggest challenges in European society is how to adjust to an ageing society by providing efficient health services and ensuring quality of life for older people, whilst achieving financial sustainability and providing support to the creation of new services and products on the market. Ageing has a significant impact, but should not be perceived solely as a burden. The demographic change offers positive opportunities that can give rise to sustainable and innovative solutions to the ageing challenge.

Healthy and active ageing is a key component of the Commission's Europe 2020 Strategy , which seeks to enable the European Union to emerge stronger and fitter from the current economic crisis. A flagship initiative of this Europe 2020 Strategy lies at the centre of the European Innovation Partnership on Active and Health Ageing (EIP on AHA). It aims to identify and remove persisting barriers to innovation for active and healthy ageing, through interdisciplinary and cross-sectorial approaches. It is a new stakeholder-driven approach to research and innovation. The overarching target is to add two years to the average number of healthy life years in the EU by the year 2020 based on a triple win: improved quality of life, improved sustainability of care systems and improved innovation based competitiveness.

Until now 3,000 organisations have committed in the EIP on AHA, through more than 500 "commitments" or being "reference sites" at the European level. Public and private stakeholders are gathering their efforts to reach critical mass, create synergies and address common concerns by connecting local, national and European levels.

Come and learn more about it !

9:00-10:30

Key Note

CC4

Level 1

FUSING INNOVATION, RESEARCH AND DAILY OPERATION

MODERATOR: Jose V. Castell - GENERAL DIRECTOR - HEALTH RESEARCH INSTITUTE HOSPITAL LA FE, VALENCIA - SPAIN

SPEAKER: Claus Duedal Pedersen - HIMSS EUROPEAN COUNCIL AND ODENSE UNIVERSITY HOSPITAL - REPRESENTATIVE AND HEAD OF THE DEPARTMENT FOR CLINICAL INNOVATION

Come and join Claus Duedal Pedersen to take a dip in the mixing pot! That is, hear about the newly established Centre for Innovative Medical Technology in Southern Denmark, fusing the daily activities in the Odense University Hospital (OUH) with the University of Southern Denmark (SDU) to perform research, Health Technology Assessment and applied technologies.

The role of the centre will be to establish contact and facilitate knowledge sharing between researchers with knowledge of innovative medical technology and clinicians with knowledge of patient needs, and to create a specialised academic environment for everyone that works in the field of clinical innovation.

Furthermore, the centre will coordinate and facilitate the collaboration with relevant private companies, educational institutions and regional and national organisations and research networks.

9:00-10:30

Key Note

CC5

Level 1

COHESION POLICY FUNDS, AN EFFICIENT TOOL TO INVEST SMARTLY IN HEALTHCARE

MODERATOR: Carlos Sisternas - DIRECTOR OF THE SPANISH FEDERATION OF HEALTH TECHNOLOGY COMPANIES (FENIN), SPAIN

SPEAKER: Nicole Denjoy - SECRETARY GENERAL - COCIR: THE EUROPEAN COORDINATION COMMITTEE OF THE RADIOLOGICAL, ELECTROMEDICAL AND HEALTHCARE IT INDUSTRY

It is well recognised that future healthcare expenditure in European countries will need to be targeted on driving system improvements and efficiencies. EU Cohesion Policy funds offer the unique opportunity for Member States to make smart investments in health by supporting innovation that address challenges and foster sustainable healthcare systems. Therefore, COCIR is calling for a wider deployment of innovative financing and business models through the Cohesion Policy funds 2014-2020.

9:00-10:30

Key Note

CC6

Level 1

HOW IS RESEARCH AND INNOVATION FOSTERED AT MIT? - LESSONS LEARNED FROM AN INDIVIDUAL SCIENTIST EXPERIENCE

MODERATOR: Montserrat Vendrell - GENERAL DIRECTOR OF BIOCAT

SPEAKER: Mercedes Balcells - MIT AND INSTITUT QUIMIC DE SARRIA (IQS) - MIT RESEARCH SCIENTIST AND IQS PROFESORA TITULAR

Researchers can experience difficulties to fund their education, ideas and put them on the market. Mercedes Balcells, Co-Founder and Co-Director of the MIT-Spain Program, will interact with the participants and give them the right clues to approach MIT to receive the appropriate support for their projects (institutional partnerships, access to key opinion leaders, collaborations with labs, etc) and become entrepreneurs.

THURSDAY - MAY 22ND

9:00-10:30

Key Note

CC7

Level 1

GREEN PAPER ON MHEALTH - GISELE ROESEMS, EUROPEAN COMMISSION

MODERATOR: Joan Cornet - DIRECTOR MHEALTH COMPETENCE CENTER MOBILE WORLD CAPITAL

SPEAKER: Gisele Roesems - Kerremans - EUROPEAN COMMISSION - DIRECTORATE GENERAL FOR COMMUNICATION NETWORKS, CONTENT AND TECHNOLOGY (DG CNECT) - DEPUTISING HEAD OF UNIT FOR HEALTH AND WELL-BEING

MHealth has the potential to play a key role in transforming our lives for the better – but at the same time it is necessary to ensure that such technology is safe for use by citizens.

The objective of the European Commission's Green Paper, which was announced in the eHealth Action Plan 2012-2020, is to launch a broad-scale consultation process with stakeholders on existing barriers and issues related to mHealth deployment and to help identify the right way forward.

On the basis of the responses received to this Green Paper, the Commission might take the necessary steps at EU level to support mHealth deployment.

The goal of this session is to discuss the issues where stakeholder input is sought.

9:00-10:30

Key Note

CC8

Level 1

ENGAGING A MEDICAL STAFF TO ACHIEVE HIGHER VALUE IN CANCER CARE

MODERATOR: Pablo Borrás - MANAGING DIRECTOR, ACCENTURE, SPAIN

SPEAKER: John Bingham - MD ANDERSON CANCER CENTER - VICE PRESIDENT AND CHIEF QUALITY OFFICER

Efforts to implement value-based healthcare pose significant challenges to Academic Medical Centres (AMC), where physicians are also engaged in the tripartite missions of patient care, research and education. Value-based healthcare will require transformational changes by providers to achieve meaningful improvements in patient care. MD Anderson Cancer Center will discuss how we utilized a Medical Staff Quality Plan to focus physician efforts on: improving patient care; meeting pay-for-performance requirements; and incorporating the Institute of Medicine (IOM) Best Practices. More importantly, we will describe how we are engaging a 1400 member Medical Staff in regaining the professional high-ground of medical practice.

9:00-10:30

Key Note

CC9

Level 1

BRIDGING THE EVIDENCE POLICY GAP' LESSONS IN KNOWLEDGE TRANSFER

MODERATOR: Magda Rosenmöller - ASSOCIATE PROFESSOR AT IESE BUSINESS SCHOOL, BARCELONA

SPEAKER: Josep Figueras - EUROPEAN OBSERVATORY ON HEALTH SYSTEMS AND POLICIES - DIRECTOR

Research evidence has too often a limited impact on policy. This is mainly due to a series of barriers to transfer research results including relevance to the actual policy questions; timeliness to correspond with the decision making windows; trust between policy makers and researchers; and a presentation format for research to be readily and applicable to decision making. If research institutions and programs are to make a difference, they need to step up considerably their knowledge brokering efforts by adopting more innovative approaches to information packaging (IP) and interactive knowledge sharing (IKS) mechanisms; and by reforming their organizational models to account for policy priorities and involvement.

Join Josep Figueras, Director of the European Observatory, in a conversation about best practice in knowledge transfer. Josep will begin by highlighting some lessons drawn from the Observatory's day to day experience working with policy makers as well from its research on knowledge transfer drawn from BRIDGE project. Participants will share their own experience and engage in a discussion to draw lessons as to how to best to build research evidence in the policy decision making process.

9:00-10:30

Key Note

CC10

Level 1

HOW SHOULD PROCUREMENT BE A PROMOTER FOR DEVELOPMENT AND INNOVATION?

MODERATOR: Lluís Blanch - RESEARCH AND INNOVATION DIRECTOR OF THE PARC TAULÍ HEALTH CORPORATION (CSPT)

SPEAKER: Johan Permert - KAROLINSKA UNIVERSITY HOSPITAL - PROFESSOR, DIRECTOR, CITOR

A University Hospital consists of a mixture of patient needs, functioning processes, professional skills as well as of a mixture of unsolved problems and different types of process malfunctions. These mixtures are what we, the University Hospital, can offer as our contribution in collaborations with academy and industry in triple-helix development projects.

In this session the potential to connect to the procurement process as a part of triple helix collaborations, will be discussed. What are the possibilities and what are the limits? Can innovation be a part of a procurement process?

SATELLITE EVENTS

WEDNESDAY - MAY 21ST

17:00h

Palau
de Congressos,
Montjuïc Venue

Room 3

HEALTHCARE INVESTMENT FORUM BARCELONA 2014

Organized by: Col·legi Oficial de Metges de Barcelona, Barcelona Activa-Ajuntament de Barcelona, IESE Business School y Biocat
In collaboration with: Hosp. Clínic / Hosp. Sant Joan de Déu / Parc Taulí / Healthequity / Caixa Capital Risc / ysios / Riva y Garcia / Innova 31 / CataloniaBIO / Grup Med / Meditecnologia / FENIN / TicBiomed

Meeting point for investors interested in the healthcare industry and companies with biotechnology projects, medical devices, healthcare services and healthcare related Information Technology.

The forum will involve all those early-stage companies or teams with innovative business development projects concerning Healthcare.

Further information: www.comb.cat/cat/altres/13forum_inversio.htm



THURSDAY - MAY 22ND

9:30-13:00

Palau
de Congressos,
Montjuïc Venue

Room 3

TECHealth WORKSHOP. CUTTING EDGE TECHNOLOGIES AND MEDICAL SOLUTIONS TO MEET PATIENTS' NEEDS

Organized by: Universitat Politècnica de Catalunya

We will present innovative technologies and high impact solutions for the health sector that are ready to be marketed and used. All the innovations were developed in the UPC Technology Center (CIT UPC) by some of the Universitat Politècnica de Catalunya-BarcelonaTech's leading research centres.

Further information: www.cit.upc.edu



FRIDAY - MAY 23RD

17:00h

Hospital Clinic
of Barcelona

Villarroel, 170,
3rd floor.

Hall of
Farreras Valentí,
between stairs
9 and 11.

NATURE & HEALTH, BIOMIMETIC VISION

Organized by: World Biomimetics Foundation

I am and we are nature and in nature, both internal and external, we have always found the information to heal ourselves. Biomimetics allows us to live the relationship between health and nature, observing it in all its expressions we can feel, reason and create new models and forms applicable to any of the health areas.

Further information: www.worldbiomimetic.org



EVENTS HELD

15-16 May

Auditori de
l'Edifici Docent
Sant Joan de
Déu

I FORUM INTERNACIONAL DE INNOVACIÓN ENFERMERA

Aimed at health professionals, designers, engineers and all those who mix health with new technologies in their day-to-day activities. Forum attendees will be given tools to help them bring their innovative ideas to life with technology 2.0.

Further information: www.foruminnovacionenfermera.com



24-26
February

Fira Montjuïc
Hall 8

ECHALLIANCE @ MOBILE WORLD CONGRESS

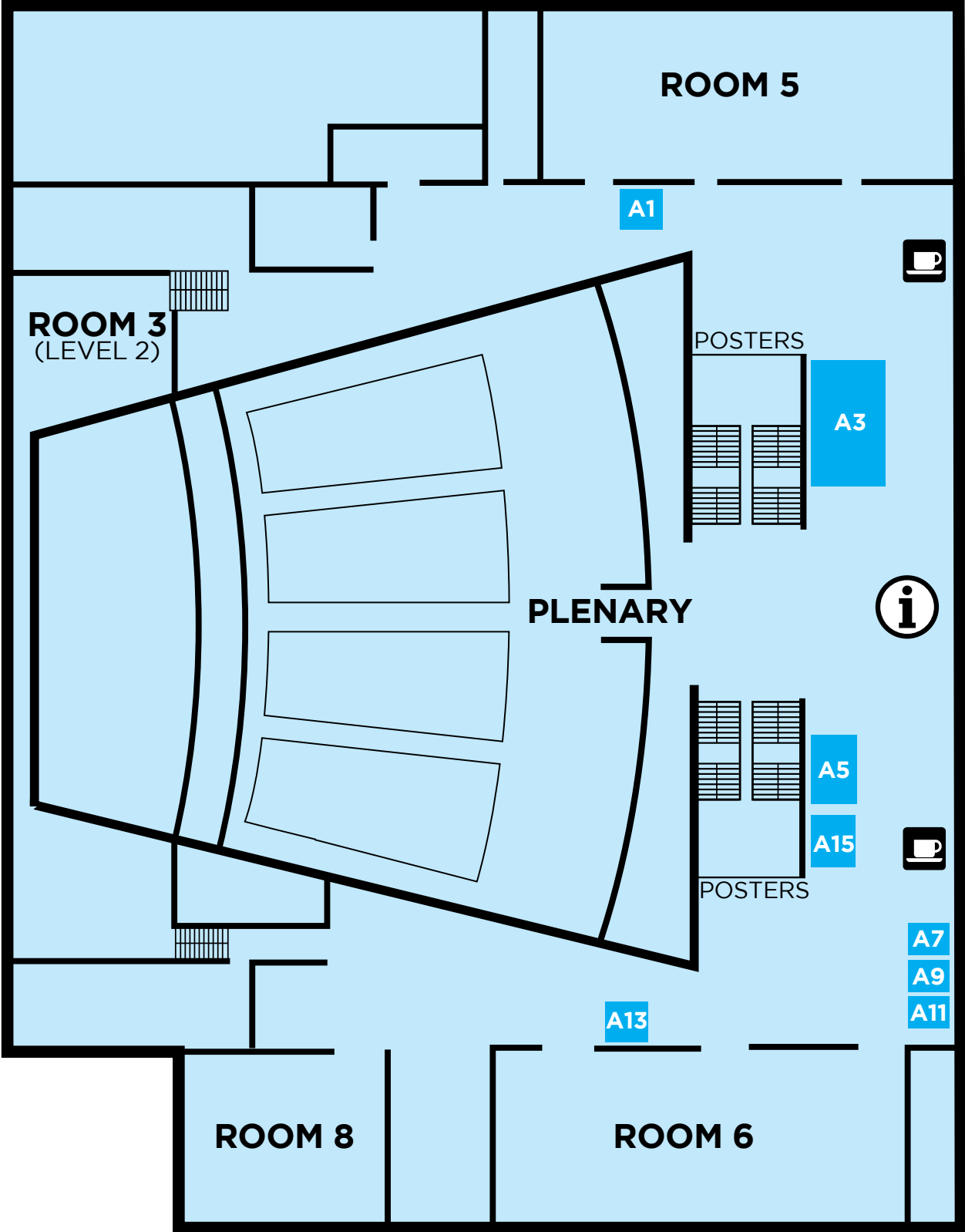
Organized by: European Connected Health Alliance

The European Connected Health Alliance is the Official mPowered Industries Health Partner for Mobile World Congress. This first-time focus on Health and Wellbeing during Mobile World Congress created opportunities for stakeholders to engage meaningfully with mobile operators and others to identify and remove the obstacles delaying and preventing deployments at scale which would bring benefits to citizens and commercial opportunities for industry.

Further information: www.b2match.eu/echalliance-at-mobileworldcongress2014



FLOOR PLAN



ABBVIE	-
ACCENTURE	-
AMGEN	-
AVANADE	-
BOEHRINGER	-
EPSON	A7
FERRER	A5
IESE	A9
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iSALUS	A15
IT VOZ	A11
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MOBILE WORLD CAPITAL BARCELONA	-
NOVARTIS	-
OLYMPUS	-
PUNTEX	A13
SARQUAVITAE	-
SIEMENS	A3
VIFOR FARMA	-

An aerial photograph of a large group of people standing on a vast green lawn, arranged in a large cross shape. The people are small in scale compared to the expanse of the grass. The text is overlaid in the center of the cross.

Trinity Health generated more than
\$500 million in incremental revenue and
made their communities healthier.



High performance. Delivered.

Operating 49 hospitals across the United States, Trinity Health has always worked to fulfil a mission to provide affordable healthcare to their communities. We helped them consolidate their revenue operations into a single unit. This generated more than \$500 million in additional revenue over three years and allowed Trinity to continue to reinvest back into the health of their communities. That's high performance, delivered.

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SIEMENS





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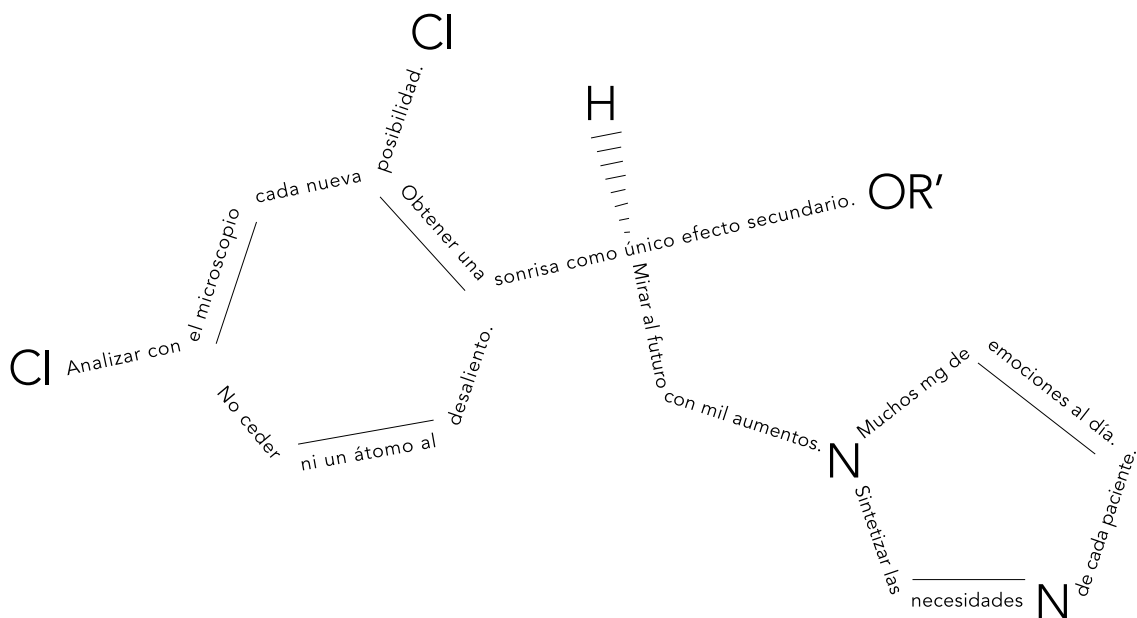
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