

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 gaining 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 manage 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 to increase productivity and promote change
- Hear the newest developments in the technology and state-of-art equipment

WITH CONTRIBUTION FROM:

Dr Hans Feenstra
CEO & Chairman
Martini Hospital, The Netherlands

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

Dr. Sneha Khemka
Medical Director, **BUPA International, UK**

Prof. Dr. Jan Kimpen
CEO
**UMC Utrecht (University Medical Center)
The Netherlands**

Dr. Barbara Tausova
CEO, **Canadian Medical Care, Czech Republic**

Dr. Frances Elliot
CEO, **Healthcare Improvement Scotland, UK**

Jan Vos Van Marken
Managing Director,
UNOVATE (UMC Utrecht) Netherlands

Dr. Piotr Gerber
CEO & Charman, **EuroMediCare, Poland**

Tomas Pfänder
CEO, **Unity AG, Germany**

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

Dr. Axel Paeger
CEO, **AMEOS Hospital Group, Switzerland**

Markus Funk
CEO, **ElblandKliniken, Germany**

MMag. Ingo Dietrich, CEO
Humanomed International Healthcare, Austria

Mag. Dr. Dr. Dietmar Rantfler
Director of Clinical Development Structure
KABEG, Austria

Nils Forsberg
General Manager
Valedo, Sweden

Dr. Dr. Peter Obic, Director
Mediterra, Czech Republic

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tel | +420 234 250 250 fax | +420 224 210 242

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Day 1 | October 20th, 2011 | Prague

08:30 Registration & Morning Coffee

08:50 Welcome & Opening remarks from the Chair
Chairman: Ingo Dietrich, CEO, Humanomed, Austria**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

Prof. Dr. Jan Kimpen, CEO
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 & Networking Break

2. GAINING COMPETITIVE ADVANTAGE: NEW TECHNOLOGY, SOLUTIONS AND EQUIPMENT

10:50 **Hospital Benchmarking for Increased Efficiency & Productivity**

- 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

11:30 **The Essence of Facility Management in Hospitals**

- Addressing important issues in facility management
- Assuring quality throughout the processes
- Implementing right solutions

Dr. Dr. Peter Obic, Director
Mediterra, Czech Republic

12:10 **Value Drivers for Private Equity Investments in Health Care**

- Investing in hospitals & clinics in today's market climate
- From a clinic owners & managers perspective: how can you attract suitable investors to enhance your business development?
- From an investors perspective, what Key Performance Indicators are important?

Nils Forsberg
General Manager, Valedo, Sweden
(Sponsored by Metodika Sweden)

12:40 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.

14:00 **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

3. FINANCIAL CHALLENGES: IDENTIFY THE BEST COST REDUCTION STRATEGIES

15:20 **DRG-Based Performance Management**

- How can I use DRG system to improve processes and reduce costs?
- Key performance indicators to control clinical costs and performance
- DRG based planning, process and reporting system

Mag. Dr. Dr. Dietmar Ranftler
Director of Clinical Development Structure
KABEG, Austria

16:00 **Efficient Room and Functional Planning - The Added Value of New Concepts**

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

MMag. Ingo Dietrich
CEO
Humanomed International Healthcare, Austria

16:40 Chairman's Summary & Closing Remarks

16:50 Afternoon Coffee & Networking Break

We would like to invite you on a Cocktail Reception, that will take place at foyer of the conference hall at 17.30pm.

Cocktail Reception will be hosted by:



08:30 Registration & Morning Coffee

08:50 Welcome & Opening remarks from the Chair

Chairman: **Dr. Jochen Sagadin, CEO**
Mediterra, Czech Republic

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

09:00 **Quality, Safety and Productivity: A National Approach to Patient Safety in 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

09:40 **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 Khemka, Medical Director

BUPA International, UK

11:00 Morning Coffee & Networking Break

10:20 **Healthcare Sustainability: Not Process- but System Innovation!**

- Do healthcare managers share an ultimate objective?
- What can we learn from Christensen's 'The innovator Prescription'?
- What can we do now to innovate the system?

Jan Vos Van Marken, Managing Director

UNOVATE (UMC Utrecht), Netherlands

6. CREATING STRATEGIC ALLIANCES FOR SUSTAINABLE DEVELOPMENT & GROWTH

12:00 **The new Hospital of ELBLANDKLINIKUM Riesa: Deriving blueprints from virtual process planning**

- Process improvements by employee workshops
- Lean workflows by Process Management
- Planning validation by Simulation
- Increasing the planning efficiency by Digital Hospital

Speaker 1: **Markus Funk, CEO**

ElblandKliniken, Germany

Speaker 2: **Tomas Pfänder**
CEO

Unity AG, Germany

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.

7. TRENDS AND CHALLENGES FOR PRIVATE HOSPITALS

13:40 **Case Study: AMEOS Hospital Group: Private Hospitals Management & Development**

- Ensuring competent private hospital management
- Treatment protocols for patients and clients
- Privatisation in healthcare delivery

Dr. Axel Paeger

CEO, AMEOS Hospital Group, Switzerland

14:20 **Creating Private Hospital Network, EMC Experience: Case Study**

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

Dr. Piotr Gerber

CEO & General Manager, EuroMediCare, Poland

15:00 **Family Medical Clinic in the Heart of Europe High Quality Healthcare for Expatriates and Local Residents**

- What makes CMC so special
- Concrete examples of CMC Complex Patient Care
- Challenges and learnings

Dr. Barbara Tausova, CEO

Canadian Medical Care, Czech Republic

15.40 Closing Remarks & Chairman's Summary

15.50 Post Conference Afternoon Coffee



STRATEGIC INTERACTIVE LUNCH DAY 1, 12:10, *Hotel Restaurant*

In order to bring added value to the conference we plan to arrange an interactive session during the lunch on Day 1. We will invite all the participants to be actively involved in this session to share international and local experience, and in return take away new ideas and inspirations from industry peers across the globe.

What can you expect?

The discussion will commence during the 'Strategic interactive lunch' on Day 1 at 12:10. Each table is assigned with a strategic topic relating to the conference content. Conference participants will select a table based on the topic they would like to discuss, and the questions they would like answered. We strongly recommend that each table nominate a leader who will chair the discussion presenting a summary to the delegation during the 'Closing Remarks Session' at 16:40.

TOPICS & RELATED DISCUSSIONS FOR THE STRATEGIC INTERACTIVE LUNCH

Table 1. Hospital Benchmarking for Process Optimisation

Steven Lugard, Managing Director
TRAG Performance Intelligence, The Netherlands

Table 2. Disruptive innovation of Healthcare Systems Requires Entrepreneurial Hospital Leadership

Jan Vos Van Marken, Managing Director
UNOVATE (UMC Utrecht), The Netherlands

Table 3. Addressing Essential Issues in Complete Management of the Hospital (facilities management, quality management & it systems maintenance)

TBA
Mediterra, Czech Republic

Table 4. How to Improve Quality and Safety, while Containing Costs?

Dr. Frances Elliot
CEO, **Healthcare Improvement Scotland, UK**

Table 5. Strategic Management of a Hospital: - What does it take?

Prof. Dr. Jan Kimpen
CEO
UMC Utrecht (University Medical Center), The Netherlands

Table 6. DRG System for Improved Processes and Cost-reduction

Mag. Dr. Dr. Dietmar Ranftler
Director of Clinical Development Structure
KABEG, Austria

Table 7. Employing Technological Advancements and Preparing Hospitals to Meet Future Challenges

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

Table 8. Developing Supplier – Hospital Relationships: How to Create a Route Map to Success?

Henrik Grotter
Partner, **Metodika, Sweden**

Table 9. From Incidents to Measurable Improvements: Risk Management Circle

Erik Simons, Strategic Business Developer
The Patient Safety Company, The Netherlands

Table 10. Leadership in a Complicated World

Hans Feenstra, CEO
Martini Hospital, The Netherlands

Speakers' Profiles:



Session: Case Study-Martini Hospital: Managing a Hospital in a Changing World

Speaker: Dr. Hans Feenstra, CEO at Martini Hospital, The Netherlands

Dr Hans Feenstra was educated as a Internal Medicine Specialist in academic settings in Amsterdam. Before joining Martini Hospital in 2009, he was working in health insurance sector for over 10 years, and was CEO for 8. He holds various managing roles including a Member of the Supervisory Board. He has published a book on recent developments in the Dutch Healthcare.



Session: UMC Utrecht: Managing a New Strategy in trying times

Speaker: Prof Dr Jan Kimpen, CEO, UMC Utrecht, the Netherlands

Prof. Dr. Kimpen has received several awards for his work and research in Pulmonology and has published more than 200 articles in journals as well as chapters in textbooks on pulmonology and infectious diseases. His impressive career started in Children's Hospital of Buffalo, New York, from where he moved to University of Groningen as a professor, followed by his engagement as a Chairman and a Professor at Wilhelmina Children's Hospital at University Medical Center Utrecht, where he stayed and developed his career becoming the CEO and Chairman of the Executive Board of UMC Utrecht in 2009.



Session: eHealth and mHealth Initiatives

Speaker: Dr Leon Luyten, Chief Medical Information Officer
Antwerp University Hospital, Belgium

Dr Luyten started his career as a Coordinator registration MBDS, from where he moved to EMT as a project leader. In 1996 he became a lector at Karel de Grote Highschool and in 2004 at Antwerp University. He's also holding a position of CMIO and vice CMO at this university. Dr Luyten is a Medical Doctor, he has a Master in Informatics and is also a Certified specialist in the management of health data.



Session: DRG-Based Performance Management

Speaker: Mag. Dr. Dr. Dietmar Ranftler, Director of Organizational Unit for Corporate
Development/Medicine at KABEG Management, Carintha, Austria

Dr Ranftler holds a Masters Degree in Applied Business, and 2 Doctorate Degrees, in Economics and in Philosophy/Interventional Research. He started his career at Austrian Airforces at 1981, where he stayed until 1990, changing his position from information officer to Human Resources Manager. In 1994 he joined the Wolfsberg Hospital, as a Head of Org. Unit: Medical Controlling, and in 1999 he moved to KABEG, where he remained until now. At the same time he also worked in Clinic of Klagenfurt, holding various managerial positions.



Session: Efficient Room and Functional Planning-The Added Value of New Concept

Speaker: Ingo Dietrich, CEO at Humanomed International Healthcare, Austria

Mr. Dietrich is a student of Business Administration in Graz and Oklahoma. He's been involved in Hospital Management for private hospitals of Humanomed in Austria from the very beginning, actively taking part in Consulting and Project Development for projects in Central and Eastern Europe. Currently he's involved in projects in Slovenia, Serbia, Romania and Austria.
CEO of Humanomed International Healthcare

Speakers' Profiles:



Session: Quality Safety & Productivity: A National Approach to Patient Safety in Acute Hospitals in Scotland

Speaker: Dr Frances Elliot, CEO at Health Improvement Scotland

Dr Elliot graduated in medicine at University of Glasgow in 1983. She trained as a general practitioner and worked in a mixed urban and rural practice in Fife for 11 years. In 2009 she was appointed as the Chief Executive of NHS Quality Improvement Scotland, the predecessor organisation to Healthcare Improvement Scotland.



Session: The Role of Insurers in Ensuring Safety and Quality of Hospitals

Speaker: Dr Sneh Khemka, Medical Director at BUPA International, UK

Sneh Khemka joined Bupa in August 2006 as Assistant Medical Director for Bupa Group and then he became Medical Director of Bupa International in October 2008.

As Medical Director of Bupa International, Sneh looks after all the medical aspects of the business, including clinical policy, underwriting and quality contracting with hospitals around the world, and gains significant exposure to the global health environment.



Session: Healthcare Sustainability: Not Process-but System Innovation!

Speaker: Jan Vos Van Marken, Managing Director, at UNOVATE (UMC Utrecht)
The Netherlands

After ten years in financial positions in Shell, Van Marken was CFO of an internet startup. He joined the healthcare industry 10 years ago at the University Medical Center as manager operations of the Laboratory & Pharmacy division and later the division of Surgical Specialties. Last year he became director of a holding company of the UMC Utrecht: UNOVATE. UNOVATE stimulates and invests in healthcare services innovations. In his positions he helped founding 5 companies of which 3 are currently successful.



Session: The New Hospital Of Elblandkliniken Riesa: Deriving blueprints from virtual process planning

Speakers: Markus Funk, CEO, Elblandkliniken, Germany & Tomas Pfänder, CEO, Unity

Markus Funk started his career as audit manager and consultant at respected accounting and tax consulting companies in Germany and Austria. In 2001 he became CEO of a hospital in Kitzbühel, Austria - the first foreign project of HELIOS Concern and one of the first health-care Public-Private-Partnership projects in Austria. Since 2008 Markus Funk is CEO of the ELBLANDKLINIKEN-Group, one of the largest and medical leading local hospital groups in Saxony (Germany). Tomas Pfänder is responsible for the division strategic and business consulting as well as finance and human resources. Over the years he managed over 80 consulting projects – especially in the field of strategy, product innovation, process optimization and controlling. Under his supervision, UNITY received the award TOP CONSULTANT 2010 and thus belongs to the best management consultancies in Germany.



Session: Case Study on AMEOS Hospital Group: Private Hospitals Management & Development

Speaker: Dr Axel Paeger, CEO, AMEOS Hospital Group, Switzerland

Dr Paeger has served as CEO in AMEOS Group since 2003. Prior this position he was a Chief Managing Officer at Asklepios Kliniken GmbH, and before that he was a member of the Pacific Health Corporation board. He has also served as an associate partner for Health Care Consultancy in Cleveland, Ohio. AMEOS is among Europe's leading healthcare services providers with 48 facilities around Europe.

Speakers' Profiles:



Session: Case Study: Creating Private Hospital Network: EMC Experience

Speaker: Piotr Gerber, President of the Board of EMC Medical Institute, Poland

Dr Gerber obtained his PhD in science in 1996, in 2000 he founded EuroMediCare Medical Institute which from 2005 operates as EMC Medical Institute, listed at Warsaw Stock Exchange. Today, the EMC group constitutes of 8 hospitals and 16 specialist outpatient clinics, which makes it the largest chain of private clinics in Poland. Dr Gerber is an author of more than 60 academic publications, both in Poland and abroad. Since 2003 he is a founder member of the Polish Private Hospitals Association, member of UEHP.



Session: Family Medical Center in the Heart of Europe-High Quality Healthcare for Expatriates and Local Residents

Speaker: Dr Barbara Tausova, CEO at Canadian Medical Center, Czech Republic

Dr Tausova started her career in 1987 in Hospital for the Care of Mother & Child, Prague, and throughout the years gained a valuable extensive experience working and practising both in Czech Republic and abroad. She joined the team in Canadian Medical Care in 1995, where she was promoted to CEO in 1998. She holds her specialization in Paediatrics.

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For more information, please visit: <http://www.patientsafety.com/>





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We focus on knowledge expansion, networking but most importantly maximizing deal-making opportunities for all our executive clients.

With thanks Uniglobal team

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

+420 234 250 250 | lcasano@uni-global.eu

WITH THANKS

I would like to thank everyone who assisted with the research and organisation of this conference and looking forward to get your feedback about the conference.

Ana Elimova, Conference Producer

+420 234 250 226 | ana@uni-global.eu



Na Perstýně 1, Prague 1,
110 00, Czech Republic