

**NEW**  
for 2007  
Speed networking  
see inside for details

**the 4th national**

# healthcare

**summit**

June 12 & 13, Croke Park Convention Centre, Dublin

**Building a better health service**

There is a vision - can it be delivered?  
There is a vision - can it be delivered?  
There is a vision - can it be delivered?

**THE SUNDAY BUSINESS POST**

**iQuest**

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# Introduction

We're all familiar with the current state of our health service. We often hear that, despite our economic success, Ireland still lags significantly behind our European neighbours when it comes to healthcare.

However, things seem to be happening in our health service. While it continues to dominate the media headlines, we now hear positive reports on progress and reform. Is Irish healthcare undergoing unprecedented change with significant health reforms now under way? Are we finally on the road to having a healthcare system that we can be proud of?

The Sunday Business Post and conference partner iQuest are delighted to host our **4th National Healthcare Summit**. Our agenda this year examines the HSE's **vision** for our healthcare service and results of progress to date, a framework for **reform** and the likely **impact of reforms** being delivered. **We'll explore the implications of new legislation**, the extended **remot of the Ombudsman** in the health sector, and the **changes to work practices** that are needed by all to deliver an improved health service. We'll examine the **effect of private finance** on public healthcare systems, and explore how competitive the **private health insurance** market is and could **social health insurance** happen in Ireland, given our current system.

It's more than likely that a new government will be in place by the time our event takes place and, with that in mind, we'll be examining the **economic starting point** for the new government as it strives for a sustainable and high quality healthcare system for Ireland.

The Sunday Business Post and iQuest would like to thank our main sponsors, **Deloitte and A&L Goodbody** for their contribution and support this year.

## Feedback from previous healthcare summits

*"Thank you for organising this important conference"*

Professor Paul Finucane, Medical Conference

*"An excellent forum for relevant and topical issues"*

E Madden, Claymon Laboratories

*"Overall, very informative and enjoyable"*

Niamh McGowan, Health Insurance Authority

# Conference summary

Topics at this year's summit are:

- **KEYNOTE:** A **vision** for Ireland's health service
- **KEYNOTE:** Framework for **reform**
- Changes to come: What will be the **impact of the Health Information and Quality Authority?**
- **KEYNOTE: Healthcare policy** – informed by evidence and analysis or evidence-free good intentions?
- **PANEL DISCUSSION** - The likely impact of the **Medical Practitioners Act**
- **KEYNOTE:** Implications of the **extended remit of the Ombudsman in the health sector**
- **The looming crisis of addiction** and its impact on our health service
- **Infrastructure** development
- **KEYNOTE:** The **effect of private finance** on public healthcare systems
- **PANEL DISCUSSION: Reforming work practices** to deliver better healthcare
- **Hospital CEO panel including a CASE STUDY** on the improved performance of an A&E department in a major hospital
- How healthy is the **private health insurance** market?
- **Social health insurance** – can it happen in Ireland?

We would like to pay a special thanks to Professor Ray Kinsella of The Smurfit Graduate School of Business, for his advice regarding this year's programme.



LoR: Deirdre Kenneally, Jean McMahon and Gillian Shaw, BUPA Ireland at 2005 Health summit

## NEW at Healthcare 2007!

### Speed networking

Events like this are where long-lasting business relationships begin. Our morning SPEED NETWORKING session takes the headache out of networking at the summit. A series of brief meetings with other delegates are the starting point for conversation & networking throughout the event.

- Meet...exchange business cards...move on...
- Make contacts and spark collaboration
- The best 50 minute networking session you'll ever experience!

### Beat the traffic!

We've introduced an 8.30am start time for Healthcare 07 and a 4.30pm finish on both days so that you can spend less time travelling to and from the event.

## Who should attend

This conference has been researched and designed for key decision-makers in:

- Healthcare provision in the private and public sector
- Health management and administrative bodies
- Pharmaceutical companies
- Suppliers of healthcare goods and services
- Healthcare support companies
- Health insurance
- Management and healthcare consultants
- Banks and financial bodies
- IT vendors

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## Keynote speakers



### Professor Brendan Drumm MD, FRCPC (Paed), FRCPI

Chief Executive Officer of the Health Service Executive (HSE)

The HSE is responsible for providing health and social care services that enable people to live healthier and more fulfilled lives.

Professor Drumm's appointment in late 2005 followed a distinguished career as an internationally recognised paediatrician, researcher and academic.

Since taking up his post, **Professor Drumm has overseen the development of a more unified approach to the delivery of Ireland's health and social care** and introduced a four-year Transformation Programme for the HSE.

This programme's priorities include reducing the current over-reliance on acute hospitals for services that can be delivered within communities, providing up to 90 per cent of care through community and primary care services, managing and preventing chronic illness, introducing greater accountability and performance measurement across the organisation, and involving all staff in the change programme.

This is a challenging programme of change. It will extend much further than organisational and administrative change. It will touch almost every aspect of the HSE and the way its 100,000 – plus staff work, relate to each other, and interact with patients, clients and carers.



### Professor Alan Maynard

Department of Health Sciences, University of York and Chair, York NHS Hospitals Trust

Alan Maynard is a Professor of Health Economics at the University of York in England. **He was Founding Director of the Centre for Health Economics** at the University of York (1983-1995) and is an Adjunct Professor at the Centre for Health Economics Research and Evaluation at the Technology University of Sydney in Australia.

He has been involved in NHS management since 1983 and has been Chair of York NHS Hospitals Trust since 1997. He has written and edited ten books and has been published extensively in medical and economics journals. Currently he is a member of English Department of Health committees on payment by results (hospital tariffs) and information and is a Specialist Adviser to the House of Commons Select Committee on health for its workforce investigation.

Alan is married and has four children and eight grandchildren. He particularly enjoys Postman Pat and other children's classics second time around!



### Professor Carolyn Hughes Tuohy

Vice-President, Policy Development & Associate Provost, University of Toronto, Canada

Carolyn Tuohy is a Professor Emeritus of Political Science and Senior Fellow in the School of Public Policy and Governance at the University of Toronto. She holds a BA from the University of Toronto, and an MA and PhD in Political Science from Yale University.

Her area of research and teaching interest is **comparative public policy, with an emphasis on social policy**. Her publications include *Accidental Logics: the Dynamics of Change in the Health Care Arena in the United States, Britain and Canada* (Oxford University Press 1999) and *Policy and Politics in Canada: Institutionalized Ambivalence* (Temple University Press 1992), a treatment of Canadian public policy in comparative perspective. In addition, she is the author of numerous journal articles and book chapters in the areas of health and social policy, professional regulation, and comparative approaches in public policy, and is frequently consulted by government and related agencies on public policy matters.

From 1992–2005 she served in a number of roles in the senior administration of the University of Toronto, most recently as Vice-President, Government and Institutional Relations, and is currently Provostial Advisor on Public Policy. She is a Fellow of the Royal Society of Canada, a member of the Boards of Directors of the Institute for Clinical Evaluative Sciences and the Institute for Work and Health, and has recently completed a term as Vice-Chair of the Board of Trustees of the Canadian Health Services Research Foundation.



### Emily O'Reilly

Ombudsman

Emily O'Reilly was appointed Ireland's third Ombudsman in 2003. Prior to her appointment, Ms O'Reilly was a journalist and author and had been a political correspondent for various media since 1989.

The new Ombudsman **was also appointed Ireland's second Information Commissioner** under the Freedom of Information Act, 1997. In this role, Ms O'Reilly provides an independent review of decisions relating to the right of access of members of the public to records held by public bodies.

She is also a member of the Standards in Public Office Commission, which was set up under the Ethics in Public Office Act 1995, and of the Dáil Constituency Commission.

Ms O'Reilly is a native of Tullamore, Co Offaly, and is married and has five children. She was educated at University College Dublin and Trinity College, Dublin. She was also the recipient of a Nieman Fellowship in Journalism at Harvard University, Cambridge, US.



## Building a better health service

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# the 4th national healthcare summit

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## DAY 1 - TUE JUNE 12

7.45 Coffee & registration

8.30 Chairman's opening remarks

## TRANSFORMING IRELAND'S HEALTHCARE SYSTEM

### 8.40 OPENING KEYNOTE ADDRESS: Access, public confidence and staff pride - the ingredients for a world-class health service

The HSE's four-year Transformation Programme (2007-2010) is an ambitious plan involving more than 100 interlinked projects which, when complete, will radically change the way patients access health and social care services. Professor Drumm will outline how this programme will take the HSE closer to realising its vision, which is to provide a service where everybody has easy access to high-quality care and services that they have confidence in and staff are proud to provide.

**Professor Brendan Drumm, Chief Executive, Health Service Executive**



### 9.10 Irish healthcare: a framework for reform

The failings of the healthcare system have been well documented by our speaker, who outlines specific plans for reform whereby access to healthcare is based on needs, not on ability to pay.

**A Dale Tussing, Professor of Economics, Syracuse University, New York, and co-author of *How Ireland cares: The case for healthcare reform***



### 9.40 The economic starting point for the new government

Ireland's economic prospects over the next number of years, the implications for the public finances and funding the health service.

**Robbie Kelleher, Head of Research, Davy Stockbrokers**

### 10.00 Q&A

### 10.15 Introduction to **Speed networking**

**Tricia Murphy, TIG Alliance**

### 10.20 Morning break & exhibition viewing

### 10.45 SPEED NETWORKING

Events like this are where business relationships begin. This session is designed to take the headache out of networking. You'll meet individual delegates in a series of brief meetings - it's the starting point for networking throughout the summit.

- Meet...exchange business cards and move on...then meet ...exchange business cards and move on...
- The best 50-minute networking session you'll ever experience.

### 11.35 MORNING KEYNOTE ADDRESS: Searching for the holy grail in healthcare reform, or don't confuse me with the facts!

Words of warning for our policy-makers. Professor Alan Maynard has spent his career advocating the use of analysis and evidence in the design of healthcare reform and lives in hope that policy in the future will be more extensively "confused" by facts rather than rhetoric and evidence-free good intentions.

**Professor Alan Maynard, Department of Health Sciences, University of York, and Chair, York NHS Hospitals Trust.**



### 12.00 Changes to come: The Health Information and Quality Authority

The establishment of the HIQA was one of the key reform proposals in the National Health Strategy (2001). Six years on, the authority is now up and running. An independent agency, its job is to set standards and monitor health and social services, undertake health technology assessments and evaluate



and provide health information. CEO, Dr Tracey Cooper, describes the improvements we can expect to see in the delivery of quality healthcare in the coming years.

**Dr. Tracey Cooper, CEO, Health Information & Quality Authority**

## 12.25 Q&A

## 12.45 Lunch

## 2.15 Welcome back from the Afternoon Chair

# LEGISLATION

The way in which the medical profession is regulated in future will be radically changed if the provisions of the new Medical Practitioners Bill are enacted.

## 2.20 PANEL DISCUSSION and Q&A: The likely impact of the Medical Practitioners Bill

- Dr Sean O'Domhnaill, Consultant Psychiatrist, Chairman and PRO, Medical Council Membership Support Committee
- Sheila O'Connor, Co-ordinator, Patient Focus
- Eileen Roberts, Partner, A&L Goodbody

# THE PATIENTS' CHAMPION

For the first time, members of the public now have a legal right to complain about services they receive from all health service providers to the HSE.

## 2.50 AFTERNOON KEYNOTE ADDRESS: When things go wrong – The public health service and the Ombudsman: Accountability in action

The Ombudsman has a long tradition of dealing with complaints about the Public Health Services. Under the Health Act 2004, a new statutory complaints procedure has been established which affects all providers of health and personal social services to the HSE. For the first time, all of these organisations are now subject to a unique unified brand of accountability. What does this mean for service providers?

**Emily O'Reilly, Ombudsman, Office of the Ombudsman**



## 3.15 Q&A

## 3.20 Afternoon break

# ADDICTION: THE LOOMING CRISIS FOR OUR HEALTH SERVICE

## 3.40 The need for a new care model for addiction

With 700,000 people in Ireland addicted to either alcohol or drugs, one in four under-15s drinking, and the growing evidence that addiction to alcohol is linked to addiction to drugs, Professor Kinsella will outline the urgent need to address this crisis which has the potential to overwhelm our healthcare system.

**Professor Ray Kinsella, Department of Banking & Finance, Michael Smurfit Graduate School of Business, UCD**



## 4.00 LOCKNOTE ADDRESS: The causes of addiction: A personal perspective

Sister Consilio Fitzgerald, founder of Cuan Mhuire, the largest voluntary provider of services for the victims of addiction and their families in Ireland, gives her uniquely authoritative perspective on the underlying causes of addiction.

**Sister Consilio Fitzgerald, Founder, Cuan Mhuire**

## 4.20 Q&A

## 4.30 Day 1 close

# DAY 2 – WED JUNE 13

## 8.30 Welcome from Chair

**Dr John Bowman, Broadcaster & Historian**



# PRIVATE FINANCE & HEALTHCARE

## 8.40 OPENING ADDRESS: Transforming Ireland's healthcare infrastructure

Opportunities to transform the Irish healthcare system by involving the private sector in financing and health delivery, including co-located hospitals, PPPs and primary care.

**Michael Flynn, Director, Deloitte**

## 9.10 PPP as a procurement method in healthcare – what can we learn from other jurisdictions?

- Risk transfer issues
- Experience in acute hospital PPP projects in the UK
- The secondary healthcare/LIFT experience
- Clinical equipment issues for PPP projects

**Kevin Feeney, Partner, A&L Goodbody**

## 9.40 MORNING KEYNOTE ADDRESS: Healthcare hybrids: The impact of private finance on public healthcare systems

All nations finance healthcare from a mix of public and private sources. The way in which the boundary between public and private finance is drawn, however, differs greatly across nations.

This has important implications for the robustness of the public system. Professor Tuohy will draw upon cross-national evidence to demonstrate these implications and to assess the likely impact of recent policy changes in several nations.

**Professor Carolyn Hughes Tuohy, Vice-President, Policy Development, and Associate Provost, University of Toronto, Canada**



## 10.10 Q&A

## 10.30 Morning break

# HOW HEALTHY IS THE PRIVATE HEALTH INSURANCE MARKET?

## 11.00 How much competition can we expect in the Irish private health insurance market?

Our particular model of insurance – one which is voluntary and where everyone pays the same – is upheld by community rating and risk equalisation, which by definition, restrict competition in the private healthcare insurance market. However, measures can be taken to improve competition even within this framework.

**Carol Boate, Advocacy Division Manager, The Competition Authority**



### **11.30 Social Health Insurance – can it happen in Ireland?**

Commissioned by the Adelaide Hospital Society, this report explores the prospects for introducing Social Health Insurance in Ireland. Unplanned inequities in our healthcare system have developed as a high proportion of the population has private medical insurance. What are the options for Social Health Insurance, given our current system?

**Professor Charles Normand, Edward Kennedy Professor of Health Policy & Management, Trinity College Dublin**

### **12.00 Q&A**

### **12.20 Lunch**



### **1.40 Welcome back from Chair**

**Dr John Bowman, Broadcaster and Historian**

## **REFORMING WORK PRACTICES IN THE HEALTH SERVICE**

### **PRESENTATIONS, PANEL DISCUSSION and Q&A:**

#### **Reforming work practices to deliver better healthcare.**

Reforming work practices is an essential part of achieving a better health service. Our speakers offer their views on how real reform can be delivered and how services can be more accessible to the public. Issues covered include: as removing demarcation lines between key groups of workers; multi-disciplinary teams to deliver healthcare; do we have the determination to make a patient-centred service a reality; the need for government policy and work practices to minimise hospitalisation and move away from a medical model of care.

**1.45 Gerard Barry, Chief Executive, HSE – Employers Agency**

**1.55 Finbarr Fitzpatrick, Secretary General, Irish Hospital Consultants Association**

**2.05 Liam Doran, General Secretary, Irish Nurses Organisation**

**2.15 Robbie Ryan, Assistant Secretary General, Impact Trade Union**

### **2.25 Q&A & discussion**

## **HOSPITAL CEO PANEL**

CEOs from major hospitals give their insights on how to improve healthcare delivery.

### **2.45 CASE STUDY: Developing strategies to improve performance in an emergency department through the use of data and information**

The performance of Cork University Hospital's Emergency Department improved substantially through the use of patient data as an aid to developing strategies and engaging key stakeholders. An evaluation of 220,000 patient attendances over a five-year period offers potential learning for other hospitals.

**James A McNamara, CEO, Cork University Hospital**

### **3.05 Q&A**

### **3.10 Afternoon break**

### **3.35 Managing a change agenda**

With over 700 beds, 3,000 staff and an annual budget of more than €260 million, Beaumont Hospital is undertaking a major restructuring of the organisation to provide better care for patients in appropriate environments. Chief Executive Liam Duffy outlines the hospital's strategic plan, with examples of initiatives underway and challenges faced both inside and outside the organisation.

**Liam Duffy, Chief Executive, Beaumont Hospital**

### **3.55 LOCKNOTE ADDRESS: Did Gerry Robinson fix the NHS?**

The BBC series aired in early 2007, in which business guru Sir Gerry Robinson was set the challenge of reducing waiting lists at Rotherham NHS Foundation Trust, provided a fascinating insight into the inner workings of the modern day hospital. Chief Executive Brian James describes the Trust's strategy for achieving zero wait for patients, why he invited Gerry to the hospital and Gerry's contribution, and offers advice on cultural changes necessary to achieve success.

**Brian James, Chief Executive, The Rotherham NHS Foundation Trust**



### **4.20 Q&A**

### **4.30 Chairman's closing remarks and summit close**

## sponsors' profile

# Deloitte.

Deloitte, one of Ireland's leading professional services firms, provides audit, tax, consulting and financial advisory services through almost 900 people in Dublin, Cork and Limerick. Known as an employer of choice for its innovative human resources programmes, the firm is dedicated to helping its clients and its people excel.

Deloitte, for many years, has been a leader in providing advice to the health sector and has worked extensively with organisations, both in the public and private sectors. Agencies facing the challenges posed by the current healthcare climate require the best advice from professional advisers. With a specialist industry healthcare group, we understand the challenges and issues facing health organisations, putting us in a unique position to respond quickly with integrated, comprehensive solutions relevant to the needs of the sector.

Our industry professionals provide clients with advice from a wide range of disciplines including, financial, organisational, strategy, supply chain, shared services, information technology, public-private partnerships, governance and human capital management.

Deloitte was voted one of the top 50 companies to work for in Ireland for five years running.



A&L Goodbody offers a unique breadth and depth across every facet of law for the corporate sector. With 62 Partners and 215 lawyers, our service portfolio combines corporate law expertise with a specialist focus on the key legal disciplines and business sectors that drive the local and international economies. The Firm has overseas offices in London, Boston and New York.

Our Healthcare and Life Sciences Group is a multidisciplinary team providing an industry focused approach for the medical devices, pharmaceutical, life sciences, biotechnology and healthcare business sectors. The Group advises indigenous and international clients on the full range of healthcare and life sciences issues including inward investment projects, regulatory issues, corporate finance, waste management and IP/Licensing work. Our client base includes manufacturers and wholesalers, biotechnology companies, leading pharmaceutical brands and others in this dynamic sector of the Irish economy.

A&L Goodbody has a strong tradition of representing hospitals and clinics from the voluntary and private sectors including specialist children's, maternity, psychiatric and large general hospitals. We also represent medical insurers, regulatory bodies and health organisations.

## SPONSORSHIP OPPORTUNITIES

We have a number of promotional opportunities available that will increase your brand profile and generate business leads among decision-makers attending this event.

For details call Suzanne Brennan on 087-9191292 or e-mail [suzanne.brennan@iquest.ie](mailto:suzanne.brennan@iquest.ie)

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Please fill in the delegate name below as you would like it to appear on the delegate badge .....

## Registration fees

Private sector and all other registrants

Early Bird – registration and payment before May 23rd, 2007

One day €440 + Vat €92.40 = €532.40

Two days €680 + Vat €142.80 = €822.80

Registration and payment after May 23rd, 2007

One day €480 + Vat €100.80 = €580.80

Two days €750 + Vat €157.50 = €907.50

Which day? First day  Second day  Both days

## Special discounts

Send three or more delegates from the same organisation and save 10 per cent (before Vat) off the total registration fee

## Cancellations and booking policies

Refunds are not available, but places are transferable once notice is given.

If you do not wish to receive information on other events organised by iQuest and The Sunday Business Post please tick here

## Method of payment

Payments by cheque made payable to The Sunday Business Post

(Envelopes marked 4th National Healthcare Summit 2007)

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