

THE SUNDAY BUSINESS POST **iQuest**

26 & 27 May 2004 Croke Park Dublin

the **2nd** national **health summit**



**creating high performance healthcare solutions**

in association with

**BUPA**  
Ireland

supported by

**Deloitte.** 



**The National Health Summit** is designed to facilitate constructive dialogue between the key health parties. By bringing together government, public and private hospitals, health funds, doctors and other healthcare providers the summit aims to develop healthcare solutions for Ireland. The summit is now in its second successful year, and was established as a premium source of the latest information on major developments in the Irish healthcare industry.

**The National Health Summit will focus on the business of health and healthcare delivery and is not a clinical event.**

**Topics for discussion will include:**

- The impact of EU directives on Irish healthcare over the next five years
- Overview of effective healthcare systems on a worldwide basis
- Government reform initiatives
- Health technology
- Primary care: it's development, value for money and quality of service
- Public private partnership in the Irish healthcare system
- Competition in healthcare
- Innovative healthcare delivery models
- Innovative healthcare management strategies

**Who should attend?**

This event will bring together the who's who of the health industry including:

- Key health decision makers from public and private hospitals
- Health insurance, senior management, provider relations, and health service managers
- Health management professionals
- National and local health departments and boards
- Pharmaceutical companies
- Suppliers of healthcare goods and services
- Banks and financial bodies
- Consultants
- Healthcare support companies
- IT vendors

**2003 Attendees included executives from the following companies:**

Department of Health ■ Fannin Healthcare  
■ Harvard University ■ Trinity College  
■ Irishhealth.com ■ Southern Health Board  
■ Age Action Ireland ■ North Western Healthboard ■ Medical Publications Ireland  
■ Irish Pharmaceutical Association  
■ Barringtons Hospital ■ University College Dublin ■ Nuffield Institute for Health ■ Irish Nurses Organisation ■ Irish Medical Organisation ■ Irish Hospitals Consulting Association ■ School Nursing and Midwifery  
■ Photologic Ltd ■ Baxter Healthcare  
■ North Eastern Health Board ■ St John of God Hospital ■ Mercer Healthcare Practice  
■ St Joseph's Hospital ■ Europ Assistance  
■ H2HCARE Ltd ■ Skin & Cancer Hospital  
■ GlaxoSmithKline ■ National Maternity Hospital ■ Quantum Computing Ltd ■ BDS Security Management ■ St Patrick's Hospital  
■ Health Insurance Authority ■ ECA Health Board ■ Royal College of Surgeons ■ CCHC  
■ Rotunda Hospital ■ AIB Corporate Banking  
■ VHI Healthcare ■ Blackrock Clinic ■ Mater Private ■ Western Health Board ■ Office for Health Management ■ EAN Ireland  
■ Leopardstown Park Hospital ■ Wyeth Pharmaceuticals ■ Touchstone Healthcare Ltd  
■ Home Health Care Ltd ■ SOS Healthcare  
■ Abbey Healthcare Ltd ■ Ortho Biotech  
■ IMS Maxims ■ SWA Healthboard  
■ Dáil Éireann ■ Mazars ■ Rehab Care  
■ Institute of Public Administration  
■ ACC Bank ■ ECA HealthBoard  
■ MRI Ireland ■ Irish Times ■ Merrion Day Surgery ■ Pri-Med Ed Prog

**Confirmed sponsors for this year include:**



Media partner

Irish Medical Times

# Keynote speakers



## **Dr Josep Figueras, Research Director, The European Observatory on Health Care Systems**

Josep Figueras is the head of the secretariat and a research director of the European Observatory on Health Care Systems. He is the regional adviser for Health Systems Analysis at the WHO (World Health Organisation) Regional Office for Europe in Copenhagen. He holds an honorary lectureship in Health Policy and Management at the London School of Hygiene & Tropical Medicine. He was co-project leader for the WHO Regional Office for Europe's study of health care reforms, entitled 'European Health Care Reform: An Analysis of Current Strategies', as well as a 1998 volume, 'Critical Challenges for Health Care Reforms in Europe'. He is also the author (with Abel-Smith et al) of 'Choices in Health Policy: An Agenda for the European Union'.



## **Dr Lluís Bohigas**

Dr Lluís Bohigas is general director of the National Agency for Quality in the Ministry of Health of Spain. He has a PhD in economics and a masters degree in public health from the University of Texas. He was previously Director for Planning in the Ministry of Health and Director of the Avedis Donabedian Foundation on healthcare quality. He has a thirty year career in the health care sector, where he has held positions in hospital management, health services planning, health economics and health administration teaching. He has also been adviser to WHO and has done international consultancy in Venezuela, Romania and Angola. He has published over a hundred scientific articles, contributed to numerous books, and written more than a hundred editorials.



## **Professor Aidan W F Halligan, Deputy Chief Medical Officer, Director of Clinical Governance for the NHS, Britain**

Professor Aidan Halligan was appointed Deputy Chief Medical Officer for England in January 2003 with overall responsibility for the quality agenda. He retains the directorship of clinical governance for the NHS, which he commenced in September 1999. Prof Halligan was head of the NHS clinical governance support team (part of the NHS Modernisation Agency) from September 1999 until December 2002. He is a graduate of Trinity College Dublin and became Professor of Fetal Maternal Medicine at the University of Leicester and Leicester Royal Infirmary in October 1997. As obstetric head of service at University Hospitals of Leicester NHS Trust, Prof Halligan led the reconfiguration of maternity services to implement clinical governance. He maintains a regular clinical session at Guy's and St Thomas' Hospitals NHS Trust.



## **Nigel Edwards, Director of Policy, NHS Confederation**

Nigel Edwards is Director of Policy for the NHS Confederation, the membership organisation that represents all Strategic Health Authorities and more than 90 per cent of trusts and PCTs in Britain. His role is to influence health policy on behalf of member organisations and to help focus the dialogue with government, the Department of Health, and with other partner organisations. Before joining the NHS Confederation he ran London Health Economics Consortium, a research and consultancy company owned by the London School of Hygiene and Tropical Medicine and the University of York. His main interests were developing strategic plans for health economics and research into new models of care delivery. He was recently made a visiting professor at the London School of Hygiene and Tropical Medicine.



# Programme

The National Health Summit  
26 & 27 May 2004 Croke Park Dublin

## Day 1

### **8:00 Registration and breakfast**

Delegates are invited to beat the traffic by arriving early and having a light breakfast with colleagues, courtesy of iQuest and The Sunday Business Post

### **8:50 Opening remarks and introductions from the morning chair**



**Martin O'Rourke,**  
Managing Director,  
BUPA Ireland

## **Government Policy Directions**

### **9:00 Opening address**

**EU Policy on Acute Healthcare: Some key dimensions of new policies, structures, processes and systems**

- Financial sustainability
- Epidemiological challenges
- Emerging ethical issues in acute healthcare
- Patient and clinical mobility across the union: what are the implications?

**Professor Ray Kinsella, Department of Banking and Finance, Michael Smurfit Graduate School of Business, University College Dublin**

### **9:30 Ministerial address**

**Ireland's changing healthcare landscape within Europe**

- The health strategy
- Managing new strategic directions
- Institution building
- Centralisation versus delegation



**Micheál Martin TD,**  
Minister for Health and Children

## **EU Health Reform**

### **10:00 International keynote address**

**Current developments in EU Healthcare reform and performance**

- Profiles of international health care systems in transition
- Funding in healthcare: Options for Europe
- EU policy and EU enlargement

**Dr Josep Figueras, research director, The European Observatory on Care Systems**  
Response by: **Prof John Paul Crown, Consultant Oncologist, St Vincent's Hospital, Dublin**

## 10:50 Morning tea and exhibition viewing

### 11:15 The impact of the European Union on healthcare

- Why does the European Union matter?
- Who is making the decisions?
- What are the threats and opportunities?

Philip C Berman, Director,

European Health Management Association



## HEALTHCARE FINANCING AND DELIVERY

### 11:45 The National Treatment Purchase Fund (NTPF)

An innovative, patient-centred healthcare delivery model based on proven international practice

- The NTPF – Reasons for its establishment
- How the NTPF works
- Progress to date and future plans

Maureen Lynott, Director,

National Treatment Purchase Fund



### 12:15 Reform of financial management in health

- Focus on value-for-money in the health system
- Governance and accountability
- Information systems
- Major challenges

David O'Flanagan,  
Partner, Deloitte

## 12:50 Lunch and exhibition viewing

### 2:00 WELCOME BACK AND INTRODUCTIONS FROM THE AFTERNOON CHAIR

Ted Harding, Editor, The Sunday Business Post

#### 2:05 Panel discussion:

Change must lead to improvement, not change for change's sake

- The acute hospital system, including public/private partnership
- The health service executive: challenges and opportunities

Panelists include:

Professor Miriam M Wiley, Head, Health Policy Research Centre, The Economic and Social Research Institute  
Mark Moran, Chief Executive Officer, Mater Private  
Jim Kiely, Chief Medical Officer, Department of Health

## E-BASED MANAGEMENT STRATEGIES

### 3:00 INTERNATIONAL ADDRESS: Developing a multi-channel e-health service for Britain

- British government policy on e-health
- Providing health information, nurse advice and online transactions
- Using call centres, the web and digital TV

Bob Gann, director, NHS Direct Online, Britain

## 3:30 Afternoon tea and exhibition viewing

### 3:55 The role of ICT (Information and Communications Technology) will play in the restructured health services

Based on the ICT Strategy drawn up by the Health Boards Executive, Denis Doherty, will describe how the world-class service we aspire to will be an ICT-enabled service.

- Using IT, data management and distribution techniques to improve health financing, care delivery, patient and doctor empowerment
- Building information systems that are integrated, cost effective and based on the latest technologies

Denis Doherty, Director, Health Boards Executive



## DECENTRALISATION

### 4:35 LOCKNOTE ADDRESS: The Spanish experience in healthcare decentralisation

- The process of decentralisation
- Fiscal decentralisation
- The National Agency for Quality
- The waiting lists project

Lluís Bohigas, Director of the National Agency for Quality, Ministry of Health, Spain

## 5:20 Q&A

### 5:30 Reception: all delegates welcome

iQuest and The Sunday Business Post would like to invite delegates and speakers to meet for refreshments to discuss the day's proceedings and network in a relaxed atmosphere.

## Day 2

### 8:00 Registration and breakfast

### 8:45 OPENING REMARKS AND INTRODUCTIONS FROM MORNING CHAIR

Professor John Paul Crown, Consultant Oncologist, St Vincent's Hospital, Dublin

### 9:00 OPENING ADDRESS: Clinical Governance - from vision to practice

- Clinical governance — the international experience
- Lessons from Bristol
- Accountability
- Cultural shift

Professor Aidan Halligan, Deputy Chief Medical Officer, Director of clinical governance for the NHS, Britain

## OPPORTUNITIES IN HEALTHCARE DELIVERY

### 9:45 INTERNATIONAL KEYNOTE ADDRESS:

Redesigning the acute delivery system: Rethinking the hospital for the 21st Century

Many forces are undermining the traditional role of the hospital in the healthcare system. This session looks at the ideas that underpin what hospitals are, what they do and how they relate to the rest of the healthcare system. This session will also focus on new design ideas and models of service delivery. Many of these are borrowed from other parts of the economy and have the potential to significantly reshape the way that hospitals work in future. Can these ideas deliver care that meets the needs of patients, the public and a new environment.

**Nigel Edwards, Director of Policy, NHS Confederation, Britain**

### 10:25 Morning tea and exhibition viewing

## COMPETITION IN HEALTHCARE

### 10:55 The role of competition in healthcare

- Are healthcare markets different?
- Better performance, more value
- Delivering professional medical services
- A competitive health insurance market
- Barriers to competition

**Declan Purcell, Member and Director of Advocacy, The Competition Authority**

### 11:30 Health insurance and market comparisons

- Overview of international markets
- Key points for consideration
- Lessons for Ireland

**Ann Broekhoven, Director of providers affairs, BUPA Ireland**

## INTEGRATED CARE

### 12:00 An integrated service model for delivering healthcare

- What is integrated care
- How the Integrated Care-One Network (Icon) was developed
- How integrated care can be implemented in primary community and continuing care
- How we measure integrated care
- The future

**Pat O'Dowd, Assistant Chief Executive Officer, Midland Health Board**

**John Kenny Director of Information Systems, Midland Health Board**

### 12:20 Lunch and exhibition viewing

### 1:35 WELCOME BACK AND INTRODUCTIONS FROM AFTERNOON CHAIR

## PATIENT CARE

### 1:40 The future patient

- The informed patient: How the patient can be empowered
- Performance evaluation: measuring patient outcomes
- Standardisation of approaches to the measurement of patient care and satisfaction

- The quality of patient care in the future  
**Stephen McMahon, Chairman, The Irish Patients Association, and Dr Ian Callanan, President, Irish Society for Quality and Safety in Healthcare**

### 2:30 Patient Care: How can the system deliver?

- Educating for healthcare: The next generation
- Medical accountability
- Education and competence
- Outline agenda for the next seven years  
**Professor Paul Finucane FRACP, FRCPI, director of competence assurance, Medical Council of Ireland**

### 3:00 Afternoon tea and exhibition viewing

## PREVENTIVE CARE SESSION

*Healthy lifestyles and changing behaviour - the challenge of implementing guidelines for professionals and individuals.*

### 3:25 Implementing cardiovascular guidelines: behavioural challenges

- Challenges of changing patient, public and professional behaviour
- Implementing change
- Lessons to date.

**Professor Hannah McGee, Director, Health Services Research Centre, Department of Psychology, Royal College of Surgeons in Ireland**

### Guidelines: are they a waste of time?

- SCORE
- Interactive website for the GP
- Importance of knowing your own risk  
**Professor Ian Graham, Consultant Cardiologist, Department of Cardiology, Tallaght Hospital**

### How we are and how we see ourselves

- Feedback on the cardiovascular risk clinics  
**Dr John Farrell, Medical Director, Pfizer Healthcare Ireland**

### 4:30 LOCKNOTE ADDRESS: Sustaining high performance primary healthcare solutions for Ireland

- The primary care strategy: Where next?
- The primary and secondary healthcare interface post-Hanly Report
- Fostering public private partnership in Irish health care
- Choosing personal care  
**Dr Michael Boland, Dean of Post Graduate Studies, Irish College of General Practitioners**

### 5:15 Q&A

### 5:30 Conference ends



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Ireland 

## **BUPA Ireland**

BUPA Ireland was established in Fermoy, Co Cork, in 1996 and is part of an international health and care organisation providing health services and/or health insurance in more than 190 countries worldwide. We sold our first insurance policy in 1997 and were the first to offer competition in the health insurance market in Ireland.

Membership has grown steadily over the past seven years and we now have over 355,000 members. Membership is continuing to expand with thousands more joining every month.

All our insurance schemes are community rated. Everyone pays the same regardless of age or health status for the product they buy. We are a "not for profit" organisation, which means that we have no shareholders and all our surpluses are reinvested back into health care.

Excellence in customer service is a key goal for the 170 BUPA Ireland team members. We have all worked hard to develop and maintain a reputation as a quality provider of customer service to all our members.

BUPA Ireland was the first insurer to receive the Q mark for the entire organisation in recognition of our commitment to quality and service for all our members. In late 2003 we won the supreme award for quality presented by Excellence Ireland

We have also been recognised as an employer. In 2003 we won an EU-sponsored award as the best company with less than 250 employees to work for in Ireland. We are ranked in the top ten employers nationally and in the top 50 in Europe.

Last June, we launched another new product to the market — HealthManager Starter. This product combines a 50 per cent refund on out-patient expenses with a full range of hospital benefits at a very competitive price and is proving very popular.

We have also branched out in other areas of health care. BUPA with Ireland Health @ Work offers Occupational Health, employee assistance programmes and other services to companies throughout Ireland.

That is why we truly believe that "you'll be better off with BUPA Ireland".

## **Pfizer HEALTHCARE IRELAND**

Pfizer Healthcare Ireland (PHI), is a Division of Pfizer PGP, which is part of Pfizer Inc based in New York. PHI is responsible for the clinical trials, medical and marketing support and sales of Pfizer

prescription medicines in Ireland.

Globally, Pfizer invests more than \$7 billion annually on researching new and innovative medicines to deliver better health outcomes for patients. Pfizer's therapeutic range includes medicines in the area of Alzheimer's disease, anti-infective, arthritis, pain, oncology, ophthalmology, urology, schizophrenia, depression, respiratory, and hypertension.

Pfizer is committed to supporting medical education, patient access, and evidence based medicine. The company is also committed to increasing patient access to medicines, improving outcomes and effectiveness of medical intervention, and supports policies which promote innovation and minimize the spiraling growth in costs of research and development.

Pfizer has extensive manufacturing and financial operations in Ireland, employing more than 2,000 individuals, supporting global operations with state-of-the-art bulk pharmaceutical manufacturing and facilities. The company champions government policies which aid foreign direct investment and underpin Ireland's competitiveness in a global market.

PHI's community work includes numerous supports to clinical development and local charities, such as St Vincent de Paul and Focus Ireland.

## **Deloitte**

Deloitte & Touche is Ireland's largest multi-disciplinary professional services firm. We provide a full range of services and advice through 700 people located in three Irish cities — Dublin, Cork and Limerick. We offer our clients unrivalled expertise in four main areas: audit, tax and legal, consulting, and financial advisory. Our mission, to help our clients and our people excel, means that we commit ourselves to providing an outstanding service to clients in all our Irish offices. We are a member firm of Deloitte Touche Tohmatsu. Deloitte Touche Tohmatsu is an organisation of member firms devoted to excellence in providing professional services and advice. We are focused

on client service through a global strategy which is executed locally in nearly 150 countries. With access to the deep intellectual capital of 120,000 people worldwide, our member firms (including their affiliates) deliver services in four professional areas: audit, tax, consulting, and financial advisory services. Our member firms serve over one-half of the world's largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global growth companies.

## **SPONSORSHIP OPPORTUNITIES**

**A range of promotional opportunities are available allowing you to promote your business to decision makers attending this event.**

**The opportunity is there for you to increase your brand profile, network and generate new business leads.**

**For further information on promotional opportunities call  
Suzanne Brennan on 087-9191292**



## Booking form

Please photocopy if more than one registration. **Block capitals please**

First name .....

Last name.....

Title .....

Company .....

Nature of Business .....

Address.....

.....

.....

Telephone.....

Mobile.....

Fax.....

E-mail .....

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

## Method of payment

Payments by cheque made payable to The Sunday Business Post (Envelopes marked National Health Summit)

Payments by credit card  
Please tick appropriate box

Visa  Mastercard

Please charge to my account

Number

Expiry date /  Amount.....

Signed..... Date .....

## Registration fees

Please tick as appropriate

**Early Bird - registration and payment before May 5th**

One day £ 400 + Vat £ 84 = £ 484

Two days £ 650 + Vat £ 136.50 = £ 786.50

**Registration and payment after May 5th**

One day £ 450 + Vat £ 94.50 = £ 544.50

Two days £ 700 + Vat £ 147 = £ 847

**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 want to receive information on other Sunday Business Post and iQuest events, please tick here

the 2nd national

# health summit



“ Good informative, enjoyable conference.

Run it again next year.

Liked the theme and topics that were covered.

The summit was very informative and of great use to me personally, with all that is going on at the moment.

Good outcome on structural issues.

”

Some feedback

## 5 easy ways to register



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