

THE 5TH NATIONAL SUMMIT
HEALTHCARE



June 11th & 12th 2008 Croke Park Conference Centre, Dublin

Transforming Health and Healthcare Delivery –
Where to from here?

INTRODUCTION

Recent times have seen unprecedented problems and challenges within Ireland's healthcare system. Tragic failings in hospital care, clinical errors, continuing long waiting lists, overspending, under-performance, recruitment freezes, and overall diminishing confidence - to name but a few of the number of service deficiencies which have been brought to the forefront of public awareness. It's clear that **radical change** will be necessary in the near future in order to transform the current state of healthcare delivery.

Following the success of our past health events and the extremely positive feedback we received from delegates, The Sunday Business Post and conference partner, iQuest are delighted to be hosting the 5th National Healthcare Summit. Our agenda this year is focused on the **transformation of healthcare delivery**, and will cover areas such as financial and policy reform, redefinition of the function of hospitals and primary care management, transformation in treatment and existing and emerging pressure points. We'll also be examining some of the real reasons behind this ailing system. What specific improvements have been achieved over the past year? What can we learn from alternative international models? These and other key questions will be addressed at the forthcoming summit.

WHO SHOULD ATTEND?

- Public and Private Hospitals – CEO's, Managing
- Directors, Administrators, Contact Managers and all key health decision-maker
- Health Management Professionals
- Health Insurance – Senior Management, Provider
- Relations, and Health Service Managers
- Health Management Professionals
- National and Local Health Departments / Boards
- Pharmaceutical Companies
- Suppliers of Healthcare Goods and Services
- Banks and Financial Bodies
- Consultants and Healthcare Support Companies
- IT Vendors

FEEDBACK FROM PREVIOUS HEALTHCARE SUMMITS

"I liked the theme and topics that were covered - it was very informative and of great use to me personally, with all that is going on at the moment".

"An excellent forum for relevant and topical issues"

"This seminar is important for us all as individuals and as a society"

"Very good to hear the clinicians speaking versus politicians"

"Overall, very informative and enjoyable"

"Excellent combination of diverse views, very informative"

"Great location, insightful presentation and interesting attendance list"

"Very well organised, thought provoking and friendly conference"

"Excellent seminar, very informative, truly educational"

"Very informative, diverse, incisive... challenging some current practices and recognising the ongoing need for continued transformational change in some areas of the health service"



IBM



PM
GROUP



sas



KEYNOTE SPEAKERS



Floyd D. Loop, M.D.

Floyd D. Loop, MD was the chief executive officer and chairman of the Board of Governors of The Cleveland Clinic Foundation from 1989-2004. Earlier, he chaired the Department of Thoracic and Cardiovascular Surgery at the Cleveland Clinic from 1975 – 1989. Dr. Loop and his colleagues were responsible for today's widespread use of arterial conduits in coronary artery surgery, innovations in valve repair, reoperations and numerous changes in technical procedure. As a surgeon, Dr. Loop performed more than 12,000 open heart operations and authored 350 papers on all aspects of cardiovascular surgery. During his tenure as chief executive, revenues grew from \$650 million to \$3.6 billion. His accomplishments included a significant development of basic and applied research, creation of a delivery system comprised of 12 hospitals and 14 outpatient sites, a new medical school for physician investigators and construction of two hospitals in Florida. Dr. Loop was president of the American Association for Thoracic Surgery, Chairman of the Residency Review Committee, and a member of the American Board of Thoracic Surgery. Dr. Loop is currently involved in business and corporate boards that relate to health care.



Professor Aidan Halligan MA, MD, FRCOG, FRCP, FFPHM, MRCPI

A graduate of Trinity College Dublin, Aidan Halligan was appointed Professor of Fetal-Maternal Medicine at the University of Leicester and Head of Obstetric Services at Leicester Royal Infirmary in 1997.

In 1999, he was invited to become the first Director of Clinical Governance for the UK National Health Service and formed the Leicester-based NHS Clinical Governance Support Team to translate the vision of clinical governance into a nationwide reality.

From January 2003 until October 2005, Professor Halligan served in the UK Department of Health as Deputy Chief Medical Officer for England, with responsibility for issues of clinical governance, patient safety and quality of care across the NHS in England. In that role, he was joint Senior Responsible Officer for the National Programme for IT, and the senior director sponsor of the Healthcare Commission, National Patient Safety Agency and National Institute for Clinical Excellence.

In March 2007, Professor Halligan was appointed Director of Education at University College London Hospitals.



Dr Xenia Scheil-Adlung, Health Policy Coordinator, Social Security Department, Social Protection Sector, International Labour Office

Xenia Scheil-Adlung, Dr rer pol (PhD) obtained her degrees at the Ludwig Maximilian University of Munich and the Free University of Berlin.

Before joining the International Labour Office (ILO) / International Social Security Association (ISSA) in Geneva, Switzerland, as Programme Manager, in 1991, Xenia Scheil-Adlung served as Head of Division in the Federal Government of Germany, Ministry of Youth, Family Affairs, Women and Health.

In 2003, she was appointed as the Health Policy Coordinator, Social Security Department of the ILO.



Professor Tom Keane MB, BCh, MRCPI, FRCPC, FFRRCSI (Hon)

Prof. Tom Keane was raised in Sandycove in south Co. Dublin and is a graduate of University College Dublin. He completed three years' postgraduate training at St Vincent's Hospital and the Adelaide Hospital in Dublin, before leaving Ireland to train in Radiation Oncology at the Princess Margaret Hospital in Toronto. He was appointed as a Consultant Radiation Oncologist in 1978.

In 1995 he took up the position of Provincial Radiation Therapy Programme Leader in the British Columbia Cancer Agency in Vancouver, where he was also Head of the Division of Radiation Oncology and Developmental Radiotherapeutics at the University of British Columbia.

His areas of expertise include radiation oncology (head and neck, gastrointestinal cancer), RT program planning, health care leadership and process management.

Professor Keane was a key figure in the overhaul of cancer services in British Columbia and has been drafted in by the HSE on a two year secondment to implement the National Cancer Control Strategy and transform the provision of oncology services in Ireland.

Although he has worked in Canada for the past three decades, Prof. Keane has maintained close links with Ireland. Last year, he was awarded an honorary fellowship by the Irish Faculty of Radiologists.

David Begg, General Secretary, Irish Congress of Trade Unions

David Begg became General Secretary of the Irish Congress of Trade Unions in 2001. For five years prior to that he was Chief Executive of Concern Worldwide, an international humanitarian organisation working in 27 countries and with offices in Dublin, London, Belfast, New York and Chicago.

David Begg has been a Director of the Central Bank (since 1995) He is also a Governor of the Irish Times Trust, a member of the National Economic and Social Council (NESO), a member of the ESRI Council and of the Advisory Board of Development Co-operation Ireland. He has recently been elected to the Board of Aer Lingus. He also sits on the Executive Committee of the European Trade Union Confederation (ETUC).



Professor Chris van Weel, Professor of general practice, Radboud University Nijmegen, (Netherlands), and President of the World Organization of Family Doctors, WONKA

Since 1985 Chris van Weel has been Professor of family medicine and chair of the department at the University Medical Centre, Nijmegen

His academic work is directed at teaching and research in primary care. This has resulted in the development of a community oriented curriculum (introduced in 1995) in which family medicine plays a leading role. This curriculum reform has made Nijmegen University Medical Centre the leading in the country.

Professor Van Weel developed a research programme of chronic diseases in family practice which is part of the Nijmegen Centre 'Evidence Based medical Practice' and the Netherlands School of Primary Care Research (CaRe) of which he is one of the founders. An academic practice based research network provides the essential data for this programme: The Nijmegen Continuous Morbidity Registration / Monitoring Project.

In 1992, he founded (and currently chairs) the EU Erasmus exchange programme Primary Care for medical students.

In 2007 Professor Van Weel was appointed President of Wonca - the World Organization of Family Doctors.

Day 1 – Wednesday June 11th

7:45 Coffee & registration



8:30 Chairperson's opening remarks

Oliver Tattan, CEO, VIVAS Health

HOW CAN HEALTHCARE BE DELIVERED MORE EFFICIENTLY?



8.40 OPENING KEYNOTE ADDRESS Rediscovering lost values

Professor Aidan Halligan, Director of Education, University College London Hospitals

9:05 A Healthcare Service – or a healthcare system?

- The outcomes of the 2004 'Healthcare Reform' process
- Achievements and setbacks
- Existing and newly emerging pressure points (including prospective pandemics)
- Is vocationalism as a core value of the health service under threat?
- Trust, morale and responsibility
- Key elements of a person-based health reform process
- A specific point by point programme for transforming Ireland's Health Service

Professor Ray Kinsella, University College Dublin



9:30 PANEL DISCUSSION: Facing our Healthcare Challenges – Is there a better way?

Successful reform policy and implementation appears very difficult – How can we transform healthcare delivery? What can be done to overcome challenges of reform implementation at the coalface? Where is reform taking us and where will we be in the meantime?

Panelists will include leading industry figures including:

Eilish McAuliffe, Senior Lecturer in Health Policy, Trinity College

Michael Lyons, former Head, Crumlin Hospital

Professor Hannah McGee, Population Health Sciences, Royal College of Surgeons in Ireland

Dr John Barton, Consultant Physician / Cardiologist, Portiuncula Hospital, Ballinasloe, Co. Galway

10:15 Changing the way health care is funded

Health care in Ireland has been funded on the basis of its input costs for many years. This funding mechanism does not support productivity and can act as a perverse incentive to health care providers. The HSE is moving to fund health care based upon the outputs and outcomes. This change is designed to support productivity and quality outcomes. The HSE is also looking at the distribution of resources nationally with a view to rebalancing service provision. The presentation will set out the approaches being adopted and progress to date in making these fundamental changes in healthcare financing.

Mr Liam Woods, Director of Finance, HSE



10.45 Morning break & exhibition viewing

11:10 Competition Law meets Healthcare: Do we want Healthy Competition or Competitive Health?

- What are the competition law issues facing the healthcare sector in Ireland now and in the future?
- What lessons can be learned from abroad?
- Pricing in the healthcare sector.
- Fees charged by professionals.
- Mergers involving healthcare facilities and hospitals.
- Issues of efficiency and State Aid and the healthcare sector.

Dr Vincent Power, Partner, A&L Goodbody



11:40 The Pharmaceutical Industry as a stakeholder in Healthcare Reform: An International Case Study of Pfizer

Robert Mallet, Senior VP for Worldwide Alliance Development, Philanthropy and Corporate Responsibility, Pfizer Inc

NEW MODELS FOR HEALTHCARE DELIVERY

12:10 INTERNATIONAL KEYNOTE: A Bismarckian model of healthcare delivery: Global Trends, Issues and Experiences

Currently many countries struggle to adapt to increasing health

costs, considerations about international competitiveness and financial constraints of public budgets while maintaining universal and affordable access to quality health care. Against this background, recent health sector reforms in both developed and developing countries alike have newly stirred the long-standing debate about different mechanisms of healthcare delivery e.g. through the insurance-based Bismarckian model as compared to healthcare delivery by the State and financed through public revenues.

What is the role of the Bismarckian model in providing for quality health services? What are the global trends and national experiences in using this model? What are the pros and cons in comparison to other concepts and what are the issues to be addressed when striving for equitable access to health services? The presentation will focus on these aspects.



The presentation will also provide insights into ILO's long-lasting experience with advancing the scope, level and quality of health protection benefits services that has recently been synthesised in a forward-looking strategy.

Dr Xenia Scheil-Adlung, Health Policy Coordinator, International Labour Office, Geneva, Switzerland

12:45 Response: Professor John Paul Crown

1:00 Lunch

2:10 Welcome back from the Afternoon Chair

Eamonn Fitzgerald, CEO, Hermitage Medical Clinic

INNOVATION IN HEALTHCARE DELIVERY

2:15 eHealth: How IT Innovation enables Healthcare Transformation

As the sustainability of existing models of healthcare delivery around the world comes under the spotlight, we need to prepare for significant change over the next decade. To remain affordable, the focus of our health and social care systems will need to move away from episodic acute care, towards public health promotion, disease prevention, and more personal involvement in managing long-term conditions, supported by personalised healthcare concepts and the 'expert patient'.

We will also need to consider how to improve access to health services, especially for those in remote areas, or those who are not able or willing to travel to obtain the best quality of treatment. We have to move healthcare services to where the need can best be met, including the home, the workplace, and the local community. Information technology will play a crucial role in enabling these new models of healthcare, including such 'digital age' innovations as tele-radiology, tele-consultations, remote patient monitoring, personalised health information portals, and electronic health records.

Global eHealth initiatives and recent local examples of how healthcare transformation is being enabled by the innovative use of IT will be described.

John Crawford, Healthcare Solutions Practice Leader for Ireland, South Africa and the UK, IBM



2:45 Achieving Improvements in Healthcare Delivery from Intelligence

The situation regarding efforts to balance cost, quality and patient-centered focus continues to place drains on national economies. Approaching intelligence thru massive consolidation of data remains the norm. The challenge is to re-engineer the process such that all layers within the healthcare delivery continuum have new information that supports coordinated care. The question is whether an enterprise can run differently, more effectively and efficiently, as a result. Intelligence platforms can expedite the process without sacrificing efforts to remove silos of healthcare.

Rick Ingram, Global Strategy Manager (Healthcare), SAS



3.20 Afternoon break

HEALTHCARE ENVIRONMENTS

3.40 Co-location: How will it work?

In July 2005, the Irish government issued a policy direction to the HSE under section 10 of the Health Act 2004 to implement the Co-located Private Hospitals Project. The project was aimed at



freeing up additional beds for public patients in public hospitals and the development of private hospital facilities on public hospital sites. Beacon Medical Group (BMG), was recently awarded the tenders to build three co-located hospitals on the sites of the public hospitals at Cork University Hospital, Mid-West-Regional Hospital and Beaumont Hospital.

Michael Cullen, CEO, Beacon Medical Group



4:10 LOCKNOTE ADDRESS: Transformations in Healthcare Environments

How changing modes of healthcare delivery have driven innovative thinking in the way healthcare environments are designed, commissioned and operated.

Tim Magee, Director of healthcare design specialists, Devereux Architects

4:40 Q&A

5.00 Day 1 close

Day 2 – Thursday June 12

8:30 Welcome from Morning Chair

Dave Shanahan, CEO, Charter Medical Group

TRANSFORMATION IN TREATMENT

8:45 OPENING KEYNOTE ADDRESS: The Business of Perfection

New integrative factors in health care include policy reform, automation of financial services, clinical and business intelligence, and informed consumerism. The public who wants more humanistic person-oriented medicine also wants commodity medicine without realizing the contradiction. Ageing populations, the movement from acute to chronic care, and health disparities create fiscal challenges that overwhelm rights and entitlements. As physicians, we strive for quality, innovation, self discipline, and information. As patients, we pursue freedom of choice, independence, and privacy – often at the expense of individual responsibility. Governments, employers, insurance companies, and individuals can no longer bear the full cost of coverage unassisted. A pluralistic approach to health care is favoured. Individual responsibility for a share of medical expenses and greater knowledge about personal preventive medicine is the beginning of enlightenment. Medicine is an amalgam of science and soul.



Professor Floyd Loop, former CEO, The Cleveland Clinic, US

9:30 KEYNOTE ADDRESS: Cancer Treatment – Delivering what works

The goal of cancer treatment is to achieve better outcomes for cancer patients in terms of improved survival, reduced treatment related morbidity and improved quality of life. There is a considerable body of evidence which shows that better outcomes are more consistently achieved by concentrating expertise and resources and by adopting an evidence based approach to cancer care. Despite this knowledge of these principles are not universally applied for a variety of social, economic or structural reasons. The increasing complexity of cancer care, the trend towards personalised cancer medicine and the widespread marketing of cancer treatment will further challenge our ability to deliver what works.



Professor Tom Keane, National Cancer Control Director

10:00 PANEL DISCUSSION Cancer Treatment in Ireland

- How do we develop a world class service?
- What are the implications for hospitals being left out?
- Quality Standards and Auditing

Panelists will include leading industry experts including:

Michael Costelloe, Managing Director, UPMC Ireland

Mr Malcolm R. Kell FRCSI MD

Consultant Surgeon and Senior Lecturer, Breastcheck, Mater Misericordiae University Hospital, Dublin

10.45 Morning break

11:05 The emergence of the consumer patient

As consumers take more responsibility and control over all aspects of their lives, they are becoming more knowledgeable consumers of healthcare, inclined to make better choices, look for options, participate in clinical decisions and look to healthcare brands to inform these decisions. Trends in US and European healthcare financing and the role of information technology in healthcare will also be explored from a consumer perspective.



Oliver Tattan, CEO, VIVAS Health

TRANSFORMATION IN PRIMARY CARE

11.40 INTERNATIONAL KEYNOTE ADDRESS

Primary Care: To secure the Health Needs of People

Changes in population demographics and health status, socio-economic circumstances and innovations in health care put pressure on the health care system. A primary care orientation is generally seen as a key component of a robust, responsive and flexible health care system. Yet, theory and practice in health care policy do not always meet and health care policy makers tend to provide facilities on a disease-specific or target-group specific basis (HIV/AIDS, TB, the elderly, etc). And 30 years after Alma Ata, there is disillusionment as well as support for a comprehensive, generalistic primary care lead of health care.

This presentation will address the need to strengthen comprehensive, horizontal primary care in the community, as the basis of health care for all – irrespective of their age, gender, or socio-economic background. Crucial is to strengthen the interface between community oriented primary care and public health. It will discuss ways in which targeted health needs can be included in this: the joint Towards Unity for Health (TUFH) - Wonca campaign of 'fifteen by 2015'



Chris van Weel, Professor of general practice, Radboud University Nijmegen (Netherlands), and President of the World Organization of Family Doctors, Wonca

12.15 Case Study: Partnership led model for Primary Care

Case example describing how a group of established local GP's have merged to create a professional partnership mirrored on partnerships more traditionally seen in professional services firms. This partnership has been used as a way of investing and developing bespoke primary care centres and how they have transformed the way the GP's operate and practice medicine on a day to day basis.



Dr Maurice Cox, founder and CEO, Centric Health

12:50 Lunch



1:55 Welcome back from afternoon chair

Eileen Roberts, Partner & Head of Litigation, A&L Goodbody

2:00 Are Nurses and Patients Transforming Care

- Foundations in nursing
- Leadership in transforming nursing practice and education programmes
- Showcasing what we do well
- Is leadership and management a central component of reform?
- Does managing performance improve care?
- Nurses in management
- Patients and families informing care?

Mary Duff, Director of Nursing, St Vincent's Hospital

2.30 Case Study: Allianz Worldwide Care: A Case Study in Health Insurance Provision

As the world becomes increasingly global and companies expand overseas the issue of limiting healthcare to one country becomes increasingly inappropriate. This case study will explore how an International Health Insurance Company became established in Ireland and how its success reflects this changing healthcare landscape.

Ron Buchan, Chief Executive, Allianz Worldwide Care

3:00 Where have we gone astray? A surgeon's view

Mr Maurice Nelligan, Irish Newspaper Columnist

3:30 Afternoon break

3:45 Building trust and confidence in the health service – some observations

Mark Connaughton, Senior Council



4:10 LOCKNOTE ADDRESS:

Healthcare as a matter of social justice

Bishop Ray Field

David Begg, General Secretary, The Irish Congress of Trade Unions

5:00 Conference Close



It takes more than one point of view to distinguish Ireland's leading law firm.

Success requires a complex mix of legal, strategic and business skills.

That is precisely what the people at A&L Goodbody provide as Ireland's No 1. Law Firm (Chambers Global 2007).

Perhaps that's why A&L Goodbody is the first choice in the provision of legal services and strategic advice for the Healthcare sector.

This, after all, is a business which needs resourceful people who can think on their feet, and move fast. The kind of people you'll find on every floor at A&L Goodbody.

A&L Goodbody



Where law means business

For further information contact Eileen Roberts, Head of Litigation and Dispute Resolution, email: eroberts@algoodbody.ie
 A&L Goodbody IFSC North Wall Quay Dublin 1. Tel: +353 1 649 2439
 Web: www.algoodbody.ie



IN BUSINESS, INNOVATION IS THE KEY TO SUCCESS.

VIVAS Health consistently strives to bring our members pioneering benefits offered by no-one else.

EMPOWERING PEOPLE TO TAKE GREATER CONTROL OF THEIR HEALTH

- Cover for more hospitals and treatment centres
- Comprehensive and unique maternity benefits
- Excellent overseas cover
- The best scan cover available
- Contribution towards laser eye surgery*
- Money back on cervical cancer vaccination*
- Best health screening cover*

Call our business support team now on

1850 71 66 66

or visit

www.vivashealth.ie

MORE POWER TO YOUR HEALTH 

*Cover may vary depending on product, provider, price and level of plan. Terms and conditions apply. VIVAS Insurance Limited, trading as VIVAS Health, is regulated by the Financial Regulator.

A&L Goodbody



A&L Goodbody

A&L Goodbody is a leading law firm with a high profile practice in the healthcare sector. Our Healthcare Group is a multidisciplinary team providing an industry focused approach for the medical devices, pharmaceutical, biotechnology, healthcare government and business sectors. Teamwork is at the heart of our philosophy and extensive resources support our comprehensive expertise.

Our client base includes leading manufacturers and wholesalers, biotechnology companies, pharmaceutical brands, hospitals and others in this dynamic sector of the Irish economy. We have 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.

Working in partnership with you we apply our specialist expertise in a practical and solution focused way to ensure success for your business. This partnership facilitates your business with the best opportunities for growth.



SAS

SAS is the leader in Enterprise Intelligence software and services. Customers at 44,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW www.sas.com



Project Management Group

PM Group is an international provider of services in project management, architectural and engineering design and technical consultancy. Headquartered in Ireland, PM Group's 1,700 multi-disciplinary teams deliver complex, capital projects to clients in the private and public sectors. PM Group's client base includes the Life Sciences, Public Sector & Infrastructure, Food and Manufacturing sectors.

Particular specialisms include transport, healthcare, education and major, complex capital projects. PM Group have recently increased this core competency through the acquisition of Devereux Architects, an AJ Top 60 firm of architects who are currently working on major healthcare and education projects in Ireland, the UK, Europe and the Middle East.

PM Group operates in Ireland, the UK, Poland, Singapore and the US and is currently working on projects in over 50 countries worldwide including, Belgium, Bulgaria, Croatia, China, France, Germany, India, Romania, and Russia. This international capability allows PM Group to both export and import skills, applying a best in class approach to projects.



About VIVAS Health

Already accounting for a strong share of a historically inert market, VIVAS Health is firmly established as a key player in the Irish healthcare market.

VIVAS Health's vision is to empower people to take greater control of their health. Individuals today are investing more time and resources in the area of health than ever before and are doing so because they know a healthier future is available to them. VIVAS Health helps achieve this by providing a greater choice of plans and benefits, by educating people on how to take greater control of their health and by continuing to innovate and offer benefits previously unavailable in the Irish market. Innovation is after all a key factor in the success of VIVAS Health to date; cover for cervical cancer vaccination and an unmatched bundle of maternity benefits are just two examples which demonstrates this.

VIVAS Health has delivered a strong commercial performance to date being consistently recognised as one of the fastest growing health insurers in Europe. Part of this success lies in the fact that VIVAS Health was the first health insurer to introduce plans designed for various industry sectors, ending the 'one size fits all' philosophy which had characterised the market.

VIVAS Health has won some of Ireland's most prestigious business awards, reflecting a continuous commitment to excellence:

- Ernst and Young Entrepreneur of the Year
- All Ireland Marketing Team of the Year
- KPMG Financial Services Excellence
- Customer Services Award Ireland for Innovation



IBM

Healthcare is in crisis. While this is not news for many countries, IBM believes what is now different is that the current paths of many healthcare systems around the world will become unsustainable by 2015.

Integrate and share medical knowledge. Optimize clinical and business processes. Reduce administrative costs. Leverage innovation to improve the quality and economics of patient care. These are just some of the areas where we can help.

An increasingly complex healthcare environment needs an information framework to enable more efficient and effective care delivery and management.

With consultants and professional staff in more than 160 countries globally, including Ireland, our team can provide you with business process and Health industry expertise, a deep understanding of technology solutions that address specific industry issues, and the ability to design, build, and run those solutions in a way that delivers bottom-line business growth.

For further information, please contact Kevin McGowan, Senior Client Representative on 087 9786100 or e-mail kevingow@ie.ibm.com.

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

Gold sponsors

A&L Goodbody



exhibitors



Silver sponsors



media partners



THE 5TH NATIONAL SUMMIT
HEALTHCARE



June 11th & 12th 2008
Croke Park Conference Centre, Dublin

**Transforming Health and Healthcare Delivery –
Where to from here?**

TEL 01-6026015 / 01-6026000
FAX 01-4786198
E-MAIL mmcevitt@sbpost.ie
WEB www.thepost.ie/events/
ADDRESS The Sunday Business Post,
80 Harcourt Street, D2

The Sunday Business Post and iQuest would like to thank our main sponsors, VIVAS Health and A&L Goodbody for all their support this year. We would also like to thank Professor Ray Kinsella (University College Dublin) for his contribution to this year's agenda.

BOOKING FORM

(please photocopy if more than one registration)

First name

Last name

Title

Company

Nature of Business

Address

.....

.....

Tel..... Mobile.....

Fax..... E-mail

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

Registration fees

Early Bird – registration and payment before May 19, 2008

One day €440 + Vat €92.40 = €532.40

Two days €680 + Vat €142.80 = €822.80

Registration and payment after May 19, 2008

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 National Healthcare Summit 2008)

Payments by credit card: Please tick appropriate box

Visa Mastercard Laser

Please charge to my account number

/ /

Expiry date /

AmountDate.....

Signed.....