

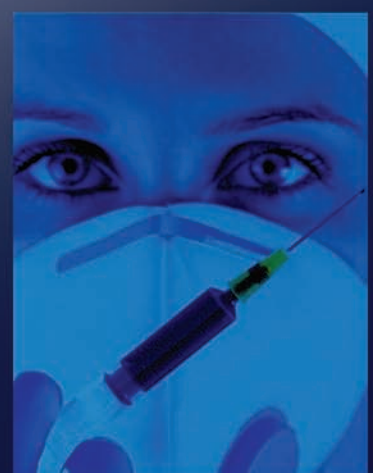
THE 6TH NATIONAL

healthcare

SUMMIT

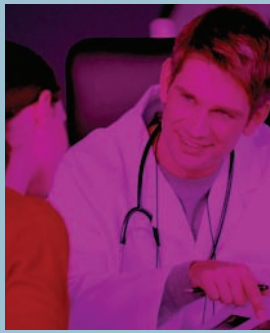
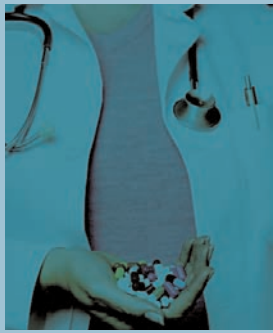
June 18, 2009, Croke Park Conference Centre, Dublin

**NEXT STEPS IN
BUILDING
IRISH HEALTH
REFORM
IN THE NEW
ECONOMY**



Sponsor





IRELAND'S LEADING NATIONAL FORUM WHERE HEALTH SYSTEM DECISION-MAKERS COME TOGETHER TO DISCUSS POLICY, SHARE BEST PRACTICE AND DEVELOP SUCCESSFUL INITIATIVES FOR IMPROVED HEALTH DELIVERY AND OUTCOMES...

introduction

Following the success of our past health events and the positive feedback we received from delegates, The Sunday Business Post and conference partner, iQuest, are delighted to be hosting the 6th National Healthcare Summit. Our agenda this year is focused primarily on Ireland's economic future and its implication for healthcare. Is there a crisis of opportunity for reform? How will public spending cutbacks be managed while guaranteeing healthcare for all? How will capital development projects be maintained? Is there opportunity for long-term efficiencies and improvements? With up to €1 billion now shaved from the health budget and with an inevitable rise in those entitled to free medical care as unemployment rises, what lies ahead for public healthcare? These and other issues will be addressed at the forthcoming summit



The 6th National Healthcare Summit

NEXT STEPS IN BUILDING IRISH HEALTH REFORM IN THE NEW ECONOMY

JUNE 18, 2009, CROKE PARK CONFERENCE CENTRE, DUBLIN

Past attendees included delegates from the following organisations:

- Department of Health • HSE • Fannin Healthcare
- Prospectus • Harvard University • TCD
- The Irish Patients Association
- Southern Health Board • Age Action Ireland
- Pfizer Ireland • North Western Healthboard
- Medical Publications Ireland
- Irish Pharmaceutical Association
- Barringtons Hospital • UCD
- Nuffield Institute for Health • INO • IMO • IHCA
- School Nursing and Midwifery • 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 • ISQSH • GlaxoSmithKline
- National Maternity Hospital
- Quantum Computing Ltd • St Patrick's Hospital
- Health Insurance Authority • ECA Health Board
- Royal College of Surgeons • CCHC
- Wyeth Healthcare • Rotunda Hospital
- Health Service Executive • AIB Corporate Banking
- VHI • Blackrock Clinic • Mater Private
- Western Health Board • ECA Health Board
- Office for Health Management
- Leopardstown Park Hospital
- Touchstone Healthcare Ltd
- Servier Laboratories Irl Ltd • St Vincent's Hospital
- Irish Pharmaceutical Union • SWA Healthboard
- Dail Eireann • St Francis Private Hospital • Rehab
- Ballinasloe Portiuncula Hospital • DIT
- Institute of Public Administration • ACC Bank
- PricewaterhouseCoopers • MRI Ireland
- Irish Times • Midland Healthboard
- Cork University Hospital • Mazars
- Independent Hospital Association of Ireland
- Intel Ireland • St Francis Hospital • Fexco
- Northern Area HB • Beauchamps Solicitors
- Adelaide Meath Hospital • Siemens

Event history

Our previous five Health Summits provided a unique forum that brought together the who's who of the healthcare sector to debate Ireland's ever changing healthcare environment. Feedback has been extremely positive. iQuest and The Sunday Business Post are fully confident that this forum will grow and develop substantially next year, and for many years to come, to provide delegates with a fully comprehensive educational and enriching conference experience.

Delegate feedback . . .

"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"

"Q&A in the afternoon was very good"

"An excellent forum for relevant and topical issues"

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

"Very good to hear the clinicians speaking vs 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"

"Like the focus on private health ... like the presence of John Bowman"

"The insurance topics were of great interest"

"Thoroughly enjoyed it!"

"Excellent, inspiring!!"

"Excellent calibre of speakers"

"Excellent speakers"

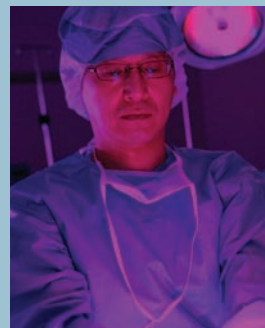
"Very informative, diverse, incisive ... challenging some current practices and recognising the ongoing need for continued transformational change in some areas of the health service"

delegate profile

The National Healthcare Summit will attract the following senior level decision – makers:

The National Healthcare Summit 2009 aims to attract senior level executives and decision-makers who will attend in order to network, do business and access knowledge on current policy, management strategies and solutions.

- Public and Private Hospitals – CEOs, Managing Directors, Administrators,
- Contact Managers and all key health decision-makers
- Health Insurance – Senior Management, Provider Relations and Health Service Managers
- Health Management Professionals
- TDs & Senators
- Legislators
- National and Local Health Departments/Boards
- Pharmaceutical Companies
- Service Providers to the Healthcare Sector
- Banks and Financial Bodies
- Consultants and Healthcare Support Companies
- IT Vendors



speakers include



Robert Madelin, Director-General for Health, EU Commission

Robert Madelin became Director-General for Health and Consumers in January 2004. He has overall responsibility for the day-to-day running of the work of the Directorate-General in its three main areas: public health, food safety and consumer protection.

Robert was educated in England at the Royal Grammar School, High Wycombe and at Magdalen College, Oxford. He has also studied at the Ecole Nationale d'Administration in Paris.

He has previously served as a Director in the Directorate-General for Trade, and was Deputy Head of Cabinet to Sir Leon (now Lord) Brittan, European Commission Vice-President.



Alice O'Flynn, Assistant National Director for Social Inclusion, Health Services Executive

Alice O'Flynn is Assistant National Director for Social Inclusion with the Health Service Executive. She has a degree in Social Science, is a qualified social worker and also has a Masters In Business Administration. Born in Dublin, she left school at 17 and worked in England and Scotland for over 25 years, returning to Ireland in 2001 to work in the Irish health services. She worked as a social worker in the London Boroughs of Camden and Haringey in Mental Health Services and then moved into the voluntary sector to run a large homeless day centre in the west end of London. In the mid-1990s, she moved to Scotland where she worked with Barnardo's developing and managing projects to provide services for families and young people in Glasgow, South Ayrshire and South Lanarkshire



Liam Woods, National Director of Finance, Health Service Executive

A native of Dublin, Liam Woods is a UCD graduate and a qualified Chartered Accountant. Prior to joining the health service, he worked in the private sector in an accounting and consultancy organisation. He joined the health service in 1999 as Financial Director of the Eastern Regional Health Authority, serving in this post until the ERHA became part of the Health Service Executive in January 2005.

As HSE National Director of Finance, Liam has responsibility for the management of the health system's budget and cash management system. This involves transforming the finance organisation from an 11-board structure to an integrated national system. He also provides strategic financial and management support to the Board, the CEO and the National Directors of the Health Service Executive



Professor Frank J Sullivan, MB, MRCPI, FFRCSI

Professor Frank Sullivan is Professor of Radiation Oncology at NUIG, and the Medical Director, Department of Radiation Oncology, University College Hospital Galway, Ireland. Until March 2005, he served as the Cancer Institute Medical Director for Holy Cross Hospital in Silver Spring, Maryland, US, and Medical Director for the Thoracic Research Program at Holy Cross Hospital in Silver Spring, Maryland. He has served as the CEO and Medical Director of Maryland Regional Cancer Care (MRCC), a network of seven radiation centres in Montgomery, Prince Georges' and Charles Counties, Maryland. Prof Sullivan was the co-founding partner of Associates in Radiation Medicine (ARM) a private practice of radiation oncologists, and is currently the

Chairman and CEO of Radiation Management Associates (RMA), and Associates in Medical Physics (AMP), both cancer management/service companies, with both public, as well as, private sector contracts. He served as Acting Chief, Radiation Oncology, at the NCI, Bethesda, Maryland (1990-1993). He has an active research interest in prostate and lung cancers. He is author of numerous publications in cancer research, as well as several book chapters in Radiation Oncology. He serves on several state boards involved in cancer management in Ireland. Prof Sullivan is fellowship trained in Medical Oncology and board certified in Radiation Oncology (both obtained at the National Cancer Institute, Bethesda, Maryland, US).



Bernadette Barry-Murray M.Ed., BCL, BA, HDEA

Bernadette Barry-Murray is a mediation and training consultant within Round Table Mediation and Training. For more than 20 years, she has worked in management and workplace training and education within the private and public sectors. In this capacity, she has had responsibility for the design, development and provision of management and training programmes as well as quality assurance and accreditation of those programmes.

Bernadette is a practitioner member of the Mediators Institute of Ireland and on the Education Committee of that body. Prior to joining Round Table, Bernadette worked as an area coordinator in the Family Mediation Service in Cork, City of Cork VEC and University College, Cork.

She has wide experience as a mediator and in training others in the field of mediation. She is widely experienced in managing conflict and resolving disputes and grievances in the workplace. She is certified in conducting formal investigation into allegations of harassment, discrimination and bullying.



Alan Brown, Director, Eircom Government Markets

Alan Brown has over 20 years' experience in telecommunications domestically and internationally. His roles within the Eircom Group include Director of Broadband and ISP, MD of Lan Communications, Head of Sales and Marketing for Eircom Wholesale and CEO of Eircom's US-based operation. Alan now leads Eircom's government team, managing commercial relationships with all departments and agencies.



Professor Ray Kinsella, UCD

Professor Ray Kinsella is on the Faculty of the UCD Smurfit Graduate School and the Management Institute of Paris. He has researched, taught and published extensively on the fields of Healthcare and Finance.



Steve Hardgrave, Partner, Lean CI

Steve Hardgrave is a Partner and Founder of Lean CI, which provides consulting services for the implementation of Lean in a wide variety of industries, as well as general management and strategy consulting. Steve has extensive experience in implementing Lean principles as both a consultant and as a line manager. He has led Lean and business process improvement projects at more than 25

leading organisations, including manufacturing and services companies, overhaul and repair operations, healthcare providers and government bodies. He was formerly co-founder and Chief Executive of Aircraft Management Technologies, and has held CEO/Managing Director level positions with Pratt & Whitney and Teleflex in the US, Britain and Ireland. Steve is a former US Navy aviator, retiring at the rank of Commander from the Naval Reserve. He has an MBA from Harvard Business School (with distinction), an MS in Operations Research from the US Naval Postgraduate School (high distinction), and a BA from Duke University (honours)



Suzanne Roy, Business Manager for Cancer Services, St James's Hospital, Dublin

Suzanne Roy completed her Registered General Nurse training at Whipps Cross Hospital, London in 1991 and then embarked on her degree course, which she successfully completed in 1994. Suzanne returned to full time nursing at Kings College Hospital and worked in various specialties including general acute medicine, urology, elderly care and pharmacology research. Following a switch from the clinical setting, Suzanne held a variety of management positions in secondary care with her last post in the NHS being Planning & Commissioning Manager at Barts and the London NHS Trust. Suzanne returned to Ireland in June 2003 and took up the post of Business Manager for Cancer Services at St James's Hospital, Dublin. During 2008, Suzanne was seconded to the project team developing the first Academic Medical Centre in Ireland, involving St James's Hospital, Tallaght Hospital and Trinity Medical School.



Helen Barry, Chief Medical Scientist, St James's Hospital

Helen Barry is the Chief Medical Scientist in the Microbiology Department at St James's Hospital in Dublin. She is a graduate of UCC (BSc), MSc (UCD), Dip Safety, Health, Welfare at Work, H Dip in Healthcare Risk Management and an MBA. She has worked for many years in diagnostic laboratory services in both the public and private sector, in this country as well as in Britain and US.



Tony McNamara, CEO, Cork University Hospital

Mr McNamara has been Chief Executive Officer of Cork University Hospital since 1992 and has been a member of various national advisory and consultancy bodies for the Department of Health and Children in Ireland. In 2004 he was appointed to the Change Management Team for the national Health Service Executive to plan the transformation of the Irish healthcare system and in this role he managed the National Hospitals Office team. He served for six years until 2006 as a member of the board of the Irish Blood Transfusion Board and was a member of Comhairle na nOspideal until 2005. He is now a member of the national Road Safety Authority. He has recently completed an MSc in Management Practice with Trinity College in Dublin and is currently studying for his Doctorate in Business Administration at Henley Management College in London.



programme agenda



8.40 Welcome from the Chair

Áine Lawlor, RTE Presenter



8:50 **INTERNATIONAL KEYNOTE ADDRESS:**

Key healthcare issues across the EU

Robert Madelin, Director-General for Health, EU Commission

*subject to availability



9:15 **OPENING ADDRESS:** A crisis of opportunity for reform

• Managing the impact of the recession on healthcare

Liam Woods, National Director, HSE

9:40 **PANEL DISCUSSION** with Q&A: Looking at the effectiveness of current public spending: ensuring value for money

- How we can effectively detect wasteful spending in hospitals
- Doing more with less – lean thinking in healthcare
- Reducing costs and critical incidents
- Shared Services: A view from the front line

Panellists will include leading industry experts such as:

Pat Byrne, CEO, National Treatment Purchase Fund (NTPF)

Denis Doherty, President, Health Management Institute of Ireland

Colm Burke, Fine Gael, MEP

Jan O'Sullivan, Labour Spokesperson for Health

Dr James O'Reilly, Fine Gael Spokesperson for Health

Jerry Lynch, CFO, AM NCH / Tallaght Hospital

10.15 Morning break

10:30 Litigation reform: nature, impacts and policy responses



Litigation remains an issue of central importance both to institutions and to the impact of those involved. Over and above enterprise liability, there are a number of core issues relating to litigation including its nature, potential exposures, redress and reform. Dr Cox, who is an authority in this field, will be reviewing developments.

Dr Neville Cox, Senior Lecturer, School of Law, Trinity

10:55 New Models for Treatment of Addiction: What is the impact of the recession on the prevalence of addiction?

- Protocols, costs and alternatives
- Is there a capacity crisis?
- The methadone protocol – costs and alternatives
- What is the current EU thinking?

Professor Ray Kinsella, UCD Smurfit Graduate School

Dr John Cooney, Houghton Institute, St James's Hospital

11:20 Risk Management Challenges in Laboratory Medicine Reform

This presentation outlines the role of laboratory medicine in healthcare provision and examines reform programmes. The laboratory service must be considered as an end to end clinical service, optimising the care pathway, to secure the best outcomes for patients and the best value for money for the taxpayer rather than a back room operation. Any reform of service delivery must ensure key responsibilities and key system strengths – teaching, research and public health – are not jeopardised and that revenue streams are maintained within the service.



Helen Barry, MSc, MBA, FAMLs, DipSHWW, HDip Healthcare Risk Management, Chief Medical Scientist, LabMed Directorate, St. James's Hospital.

11:40 PANEL DISCUSSION with Q&A: Diagnostic testing: pressures and challenges

- Critical risk management
- Are our hospital labs losing critical mass in diagnostics and testing?
- The impact of the European working time directive on testing facilities
- Is outsourcing the answer (pros and cons)?

Panellists will include leading medical experts working across the acute sector:

Helen Barry, Chief Medical Scientist, St James's Hospital

Bill Maher, COO, St Vincent's Hospital, Dublin

Barbara Fitzgerald, Director of Nursing, Naas General Hospital

Tony McNamara, CEO, Cork University Hospital

12:10 The role of eHealth and integrated healthcare systems in driving greater efficiency in healthcare

This presentation reviews the vital role of eHealth and technology innovation in the implementation of new models of service delivery and advocates its relevance for the Irish healthcare sector today. We examine how successful service delivery models are using technology and innovation in critical patient-centred care to emphasise the importance of eHealth solutions as a key enabler in delivering tangible improvements in service efficiency across the sector.

Alan Brown, Director, Eircom Government Markets



12.35 Q&A

12.45 Lunch

2.00 Welcome back from the Chair

2:05 Mediation and its role in healthcare reform

- Ineffective communication in healthcare – its impact on people, policy and funding
- Conflicts in healthcare systems – can mediation provide the answer?
- Moving from confrontation to communication – thinking differently

Bernadette Barry-Murray, Director, Roundtable.ie



2.30 CASE STUDY: Medical Leadership in Irish Healthcare: the Role of the Consultant

- How can physicians engage in leading healthcare in Ireland?
 - New leadership initiatives in oncology
 - How do we straddle the boundaries between healthcare and education/research?
 - What's impeding Ireland from leading in healthcare?
- Professor Frank O'Sullivan, Radiation Oncology, NUI Galway Medical Director Galway University Hospital**



3:00 Social Inclusion as a key element in Healthcare Reform

- Workforce diversity in health service provision
 - Patients/users of health services – what else do we need to know about their needs?
 - The business case for diversity
 - Building Irish health reform – the building blocks for greater inclusivity
 - Can we learn from other countries and other models?
- Alice O'Flynn, Assistant National Director (Social Inclusion), Office of the CEO, HSE**



3.30 Q&A

3.35 Afternoon break

3.45 PANEL DISCUSSION: Is there a need for a new kind of leadership for Irish healthcare?

- Is transformation working?
- The future for the Hanley model?
- What is the role for regional hospitals?
- Can we learn from other countries?

Panellists will include leading industry figures including:

Professor John Paul Crown, St Vincent's University Hospital, Dublin
Professor Ray Kinsella, UCD

Dr Pauline Kane, Member of the Ethics Committee, Medical Council

Dr John Williams, Chairman, Research Advisory Committee, Sligo General Hospital

Dr Christine O'Malley, Consultant Geriatrician, Nenagh General Hospital (former president IMO)

4:20 CASE STUDY: Lean in Healthcare, a Case Study in improving patient flow

The Haematology/Oncology Day Care unit at St James's Hospital undertook a project to improve the customer experience in receiving outpatient treatment.

The objectives of the project were to reduce patient queuing and waiting times, improve the patient experience, increase throughput, reduce costs, and improve the working environment and staff satisfaction.

The adoption of Lean methods resulted in many process improvement actions, redefined and simplified treatment processes and dramatically reduced patient waiting times.

Suzanne Roy, Business Manager for Cancer Services, St James's Hospital and Steve Hardgrave, Partner, Lean CI



5.00 Closing remarks and conference close

The Sunday Business Post and iQuest would like to thank Professor Ray Kinsella (University College Dublin) for his contribution to this year's programme

EXHIBITION OPPORTUNITIES

You can promote your business face-to-face with decision-makers in healthcare by exhibiting at this event. For details, contact Suzanne Brennan, Conference Director on 087-9191292 or email suzanne.brennan@iquest.ie

To book your place:

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E-MAIL pamelav@sbpost.ie
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ADDRESS The Sunday Business Post,
 80 Harcourt Street, D2



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Registration fees

Early Bird – registration and payment before May 19, 2009

One day €395 + Vat €84.92 = €479.92

Registration and payment after May 19, 2009

One day €450 + Vat €96.75 = €546.75

Special discounts

Send two or more delegates from the same organisation and save

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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

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THE SUNDAY BUSINESS POST

iQuest

THE 6TH NATIONAL healthcare SUMMIT



TEL

01- 602 6043

FAX

01-478 6198

E-MAIL

pamelav@sbpost.ie

WEB

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The Sunday Business Post,
80 Harcourt Street, Dublin 2

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