

20TH  
European Health Forum  
Gastein

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Health in All Politics – a better future for Europe

4 – 6 OCTOBER 2017, BAD HOFGASTEIN, AUSTRIA



EUROPEAN  
HEALTH FORUM  
GASTEIN

# EUROPEAN HEALTH FORUM GASTEIN



## LEAD-IN

The European Health Forum Gastein (EHFG) is the leading health policy conference in Europe. The main objective is to facilitate the establishment of a framework for advising and developing European health policy while recognising the principle of subsidiarity.

As a long-standing board member, I have witnessed the development of the EHFG towards a place of dialogue, best practice, big ideas and balanced debates. As the newly elected president of the association, my vision is to see the EHFG become even more of a large-scale forum for policy dialogue, with the goal of transforming ideas into reality, of closing the gap between experts and policy-makers. Based on its strength of providing a platform for exchange between different stakeholders and policy-makers, I would like the EHFG to give more weight to this transformation process. Gastein is the place

to have candid (and possibly controversial) but fair debates which involve players from all the four EHFG pillars – public sector, civil society, private sector and science & academia.

With this year's main theme of "Health in All Politics – a better future for Europe", we aim to take the concept of Health in All Policies to another level - the political level of policy implementation. Come and join us for the 20th European Health Forum Gastein – and help us take decisive steps into the future.

**CLEMENS MARTIN AUER**  
PRESIDENT OF THE EUROPEAN HEALTH FORUM GASTEIN

## GET INVOLVED

### Reasons to attend



#### NETWORK

Reach all your stakeholders at one time – in a stunning environment. Discuss with senior experts & get a 360° view on major topics.



#### INFLUENCE

Leaders from all health stakeholder groups meet & debate at Gastein.



#### THINK EUROPE

Our focus is on health policy in Europe, at all political levels. Be at the heart of European health policy-making.



#### CONTRIBUTE

Share what is new in your field. And learn more. We report to key institutions, shaping future policies.

# PLENARY SESSIONS

## Health in All Politics – a better future for Europe

While efforts to foster inter-sectoral cooperation on health have been successful at times, real challenges remain. The discussions at the 20th European Health Forum Gastein will aim to dig deeper, taking the technocratic concept of Health in All Policies to the political level of policy implementation – Health in All Politics. Against a background of increasing populism and a post-truth era across Europe and beyond, the challenge to the EHFG on its twentieth anniversary is to build bridges between the different policy areas, guided by the European values of universality, access to good quality care, equity and solidarity.

Our plenary sessions this year will thus look at the politics of health in the EU and its Member States, considering the past, sounding out the present, and testing the future.

### Opening & Closing

In these sessions, we will once more invite representatives of the Presidency Trio of the Council of the European Union to discuss the past, current and forthcoming health priorities of the presidency programme in the context of the conference theme of “Health in All Politics”. We will also briefly reflect on the past 20 years of the EHFG, while allocating more time to a forward-look of the important future work needed to realise our motto of “Creating a better future for health in Europe”, from the perspective of both delegates and through the outcomes of a new EHFG project on Health Futures. We will also offer a platform to hear the perspectives of key decision-makers on issues ranging from the interface between European public health and global health, the role and importance of health on European agendas, the future “known unknowns” for policy-makers and how we can address the bigger picture of system-level challenges in health.

Organised by  
**European Health Forum  
Gastein**



### Thursday

We invite you to participate in a panel discussion with local policy-makers from across Europe and beyond, to hear how they view, implement and shape health in all policies and politics at a local level.

### HIGH-LEVEL SPEAKERS 2017



VYTENIS  
**ANDRIUKAITIS**

COMMISSIONER FOR  
HEALTH AND FOOD SAFETY



PAMELA  
**RENDI-WAGNER**

MINISTER OF HEALTH AND  
WOMEN'S AFFAIRS, AUSTRIA



ZSUZSANNA  
**JAKAB**

REGIONAL DIRECTOR  
WHO EUROPE



XAVIER  
**PRATS MONNÉ**

DIRECTOR GENERAL,  
DG SANTE, EUROPEAN  
COMMISSION



ALOIS  
**STÖGER**

MINISTER OF SOCIAL  
AFFAIRS, AUSTRIA



This anniversary edition of the 20th European Health Forum Gastein conference takes place under the patronage of:

ALEXANDER VAN DER BELLEN, PRESIDENT OF THE REPUBLIC OF AUSTRIA

## FORUM 1

### Transforming food systems – adding value for better health in Europe

14.45 – 17.15, Wednesday, 4 October 2017

During the last century, the intention of European food policies was to tackle undernutrition and food insecurity by making food affordable and available to everybody. Unfortunately, this success story has also had some unintended consequences. Diets characterised by frequent consumption of processed foods high in saturated and trans-fats, refined carbohydrates and salt and a low intake of vegetables, fruits and whole grain foods are now widespread in Europe, with rising obesity prevalence and a significant disease burden. Consequently, more attention and efforts are needed to change towards a truly “healthy eating environment”. To achieve this, panellists will discuss what incentives and disincentives are currently influencing and constraining actors in the modern food supply chains. What are the entry points for changing food systems? What is the role of food chain length? What might encourage sectors involved in food systems to innovate further and bring their competitors on board for in a healthier direction?

Organised by  
**Federal Ministry of Health  
and Woman's Affairs of  
Austria**



**MINISTERIUM  
FRAUEN  
GESUNDHEIT**

**ELS BEDERT**, Adviser, Food & Non-Food Product Safety, EuroCommerce  
**CORINNA HAWKES**, Professor of Food Policy, Director, Centre for Food Policy  
**JOHANN MARIHART**, President, Food Industries Association of Austria  
**JAVIER VALLE**, Senior Policy Advisor, COPA & COGECA (European Farmers & European Agri-Cooperatives)  
Representative from World Health Organization (tba)

Moderated by **CLIVE NEEDLE**, Policy & Advocacy Director, EuroHealthNet

## FORUM 2

### Making cancer care more efficient

What role can innovative partnerships play?

14.45 – 17.15, Wednesday, 4 October 2017

Achieving greater efficiency in cancer care requires new ways of working between all stakeholders – including healthcare professionals, patients and patient groups, academia, payers, policy-makers, the life sciences industry, researchers but also more non-traditional stakeholders such as IT and data providers. This session aims to get people to think differently about how we can foster innovation (and better care for patients) in cancer, both looking across the care continuum and inter-sectorally as well.

#### Key questions for discussion:

What do waste and inefficiency in cancer care mean from a patient perspective? What are some solutions and innovations that tackle waste and how can we do things more efficiently to benefit patients? What structural, cultural, and political barriers hinder implementation of solutions at scale? What role can different stakeholders play in implementing solutions?

Organised by **All.Can**



**KATHY OLIVER**, Chair and Co-Director, International Brain Tumour Alliance (IBTA)  
**TIT ALBREHT**, Coordinator, Innovative Partnership on Action Against Cancer (IPAC)  
**DEEPAK KHANNA**, Senior Vice President and Regional President (EMEAC), MSD Oncology  
**WENDY YARED**, Director, European Cancer Leagues (ECL)  
Representative from public sector (governance and administration) (tba)  
Representative from IBM WATSON (tba)

Moderated by **VIVEK MUTHU**, Marivek Consulting

## FORUM 3

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### Nobody left behind

#### Improving access to healthcare for underserved people

14.45 - 17.15, Wednesday, 4 October 2017

Addressing gaps in health equality is on the EU agenda and indeed, there is a growing urgency to address significant health variances across European countries. Beyond the geography, there is also a growing acknowledgment of health inequalities within borders, across different populations. In particular, discriminated, underserved, marginalised or vulnerable people (i.e. migrants, sex workers, LGBTs, people who use drugs, prisoners) are at significantly higher risk of poor health than the general population and have a substantially greater risk of contracting infectious diseases. At the same time, our healthcare systems are poorly designed to address their specific needs. As a result, these people often experience severe inequities in access to care and poorer health outcomes. In short, the groups most in need of care are often amongst the least likely to receive it.

Using a highly interactive format, this session will explore the harsh realities and multiple challenges faced by underserved groups due to the presence of legal, political, economic, social and organisational barriers. Driven by community representatives, our discussion will aim to identify key needs, the solutions at hand, how our healthcare services could be better designed to ensure underserved people get the access they need, and the potential of an EU-wide policy response to improve equitable access to care for all Europeans.

**JEFFREY LAZARUS**, Professor of International Health Systems, Department of International Health, Immunology & Microbiology, University of Copenhagen

**EBERHARD SCHATZ**, Director, Correlation Network

**FRECK SPINNEWIJN**, Director, European Federation of National Organisations Working with the Homeless

Moderated by **DENNIS OYANGO**, Head of Programmes, African Advocacy Foundation

The full list of speakers will be announced shortly.

Organised by **MSD**



## FORUM 5

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### Medicines: new game, new rules

#### Pathways to better and affordable medicines

9.00 - 11.30, Thursday, 5 October 2017

Organised by **Open Society Foundations** in cooperation with **European Public Health Alliance (EPHA)** and **European Public Health Association (EUPHA)**

2016 was a year of political recognition that imbalances exist in the pharmaceutical system along with widespread concerns about the sustainability of healthcare systems in Europe. The price of both old and new medicines has been rising dramatically, leading to rationing of medicines for patients and other access to treatment challenges. These problems are the result of a dysfunctional R&D system that prioritises profits over public health imperatives and individual patients' needs.

This session will respond to the calls by EU and national policy-makers for actionable policy recommendations. It will articulate a set of short, mid and long-term policy proposals in the area of incentives for drug development and the need for public health needs-driven regulatory reform in Europe, to guarantee genuine therapeutic advance for the benefit of all patients.

The full list of speakers will be announced shortly.



## FORUM 6

### Exploring the needs and future developments of immunisation records in the EU

Better vaccine policies through coherent evidence

9.00 – 11.30, Thursday, 5 October 2017

The theme of this session relates to the information need and systems required to support efficient implementation of national immunisation programmes. Like most infections, vaccine preventable diseases (VPD) spread regardless of political and administrative borders. Therefore, not only effort within a territory, but also between Member States is needed to achieve adequate protection of the population against VPD. Much has been achieved in the past decade around EU wide disease surveillance, and monitoring systems as can be seen in the recent ECDC report on Immunisation information systems in the EU/EEA. Still, European public health is faced with a broad diversity of immunisation policies, and a wide variety of information systems on those policies. The recent launch by the European Commission of the Joint Action for Vaccination (JA-03-2017) provides hope for further harmonisation of these policies across Europe.

This session aims to gather stakeholder views from five different sectors, on addressing the information needs to inform efficient immunisation policies.

Panellists and the audience are invited to participate in a discussion to explore innovative ideas for enhancing future data systems to inform immunisation policy. The discussion will include brief debating sessions on two challenging positions regarding immunisation registries and data collections. The audience will be able to submit questions and proposals for European action points via an interactive online tool.

Organised by **MSD**



The full list of speakers will be announced shortly.

## FORUM 8

### Health inequalities: threats and opportunities

16.00 – 18.30, Thursday, 5 October 2017

Many of today's public health issues – obesity, diabetes, cancer, cardiovascular disease – are strongly associated with health inequalities. Literature from across the world shows that gaps in income, employment, education and the socioeconomic gradient in health worsen health outcomes for disadvantaged populations. Despite progress in life expectancy and health status, inequalities persist both across countries and across population groups within countries. What is behind the persistence of these harmful and avoidable inequalities? How can we increase equity through action on the social determinants of health? Where are there further opportunities for improvements? In this session we will explore these themes, with a particular focus on learning lessons from differences in approaches and responses.

This session links directly to the theme of “Health in All Politics”, looking at how progress in a wide range of policy areas has promoted better, more equitable health, but also reviewing the work that still needs to be done to finally close the health inequalities gap.

The full list of speakers will be announced shortly.

Organised by **Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C.** in cooperation with **London School of Hygiene and Tropical Medicine**



## Access to vital and innovative medicines

Addressing challenges of intellectual property rights

9.00 - 11.30, Friday, 6 October 2017

Provision of access to affordable innovative and vital medicines is a future key challenge to the sustainability of health and welfare systems. However, there is increasing debate highlighting a mismatch between the market-driven model of pharmaceutical innovation versus the affordability, quality and access to the final product. This session will consider whether the current intellectual property system is suitable for drug development and if and how we can amend and enforce rules and regulations to enhance transparency and better balance the power relations between the pharmaceutical industry and public healthcare systems.

### Keynote presentation: Historical overview and reflection on the key challenges

ELLEN 'T HOEN, Expert on Medicines Law & Policy

### Panel discussion:

The discussion will address the key challenges concerning intellectual property rights rules for access to medicines. Do patents increase innovation and productivity? Is a long-term patent justified? How can we make changes to IP rights protection without impeding our ability to foster innovation?

RAF MERTENS, Director-General, Belgian Health Care Knowledge Centre (KCE)

ANCEL.LA SANTOS QUINTANO, Senior Policy Advisor, Health Action International (HAI)

NATHALIE MOLL, Director-General, European Federation of Pharmaceutical Industries and Associations (EFPIA)

MARTIN SEYCHELL, Deputy-Director General, DG SANTE, European Commission

DUANE SCHULTHESS, Managing Director, Vital Transformation

Representative from a patients' organisation (tba)

Chaired by DAVID ROSE, Director, LACS Training

Organised by **Main Association of Austrian Social Security Institutions, National Institute of Health and Disability Insurance (NIHDI) and Estonian Health Insurance Fund** in cooperation with **European Social Insurance Platform (ESIP)**



### YOUNG FORUM GASTEIN

This EHFG-led initiative offers young European health professionals the opportunity to develop their public health competencies, to network with senior health experts and to learn about current health developments. By becoming a member, they join a truly unique enterprise. The YFG facilitates learning and networking both throughout the year and during a tailored programme at the EHFG conference.

This year's Young Forum Gastein was made possible by funding from the Robert Bosch Stiftung.

Robert Bosch **Stiftung**



LEARN MORE



YOUNG FORUM  
GASTEIN

## Transformative approaches for equity and resilience – Harnessing the 2030 Agenda for health & well-being

Experiences in intersectoral action in the European Region

9.00 – 11.30, Thursday, 5 October 2017 @ 9.00 – 11.30, Friday, 6 October 2017

The United Nations 2030 Agenda for Sustainable Development has created a new impetus for transformative approaches to achieving the goals of better health and well-being for all. This builds on the work of Health 2020, the policy and strategy framework for the WHO European Region, which has whole-of-government, Health in All Policies, and whole-of-society approaches at the heart of its implementation.

### FORUM 4

9.00 – 11.30

Thursday, 5 October 2017

#### Environment and health

This session will cover the outcomes and follow up to the High-Level Conference on "Promoting intersectoral and interagency action for health and well-being in the WHO European Region," as well as the Sixth Ministerial Conference on Environment and Health & the Environment and Health Process. It will focus on intersectoral working across sectors as well as levels of government, as well as participatory governance for health and well-being essential for whole-of-society approaches.

#### Keynote presentations:

**CHRIS DYE**, Director, Strategy, Policy and Information, World Health Organization

**GEORGE MORRIS**, Honorary Professor, European Centre for Environment and Human Health, University of Exeter Medical School

**DIDER JOURDAN**, Professor in Sciences of Education, Blaise Pascal University, France

#### Panel discussion with

**SEBIHANA SKERENDOVSKA**, Roma Information Centre, Macedonia

Further panellists will include representatives from: Austrian Ministry of Environment, European Environment and Health Youth Coalition, City of Ostrava, Czech Republic

### FORUM 10

9.00 – 11.30

Friday, 6 October 2017

#### Implementation of intersectoral action for health and well-being in the context of the 2030 Agenda for Sustainable Development

Meeting the needs of the transformative demands of the 2030 Agenda, and respond to the current economic, cultural, political, environmental, and social paradigm shifts that the European Region is experiencing, means a renewed approach to partnerships and participatory governance to address the wider determinants of health. Health 2020 implementation includes the whole-of-government and Health in All Policies approaches: less attention has been paid to the whole-of-society approach, which is crucial for improved equity, strengthened resilience, and empowered populations.

#### Round-table discussion I:

**XENIA SCHEIL-ADLUNG**, International Labour Organization (ILO)

**NICO DRAGANO**, Institute of Medical Sociology, Düsseldorf University Hospital

Representatives from European Anti-Poverty Network & French Ministry of Education

#### Round-table discussion II:

**NINA RENSHAW**, Secretary General, European Public Health Alliance

**FURIO HONSELL**, Mayor of City of Udine, Italy

Representatives from Kosice Institute for Society and Health & Swedish Commission for Equity in Health

Organised by **World Health Organization Regional Office for Europe**



# WORKSHOPS

## WORKSHOP 1

### Invest in healthier cities: “insuring” prevention

9.00 – 11.00, Wednesday, 4 October 2017

The health insurance sector is engaged in the politics of pooling health risks while city mayors are in the politics of managing cities. Most of the focus of the health insurance sector is around reducing the costs of treatment rather than prevention for better health and well-being with a subsequent reduced need for treatment.

This session proposes to introduce promotive and preventive health into the politics of health insurance and thus encourage healthier cities.

It will cover how city mayors can work together with health insurance agencies and companies, guided by health experts, to provide a platform where members of the public and particularly clients of the insurance companies receive information on promoting healthy lifestyle choices and prevention and early treatment of NCDs. The modalities of how this can be initiated and implemented will be discussed and the potential and approaches for improving health literacy for NCDs also explored. Mayors will be encouraged to champion this initiative even as it expands beyond cities.

The full list of speakers will be announced shortly.

Organised by **World Health Organization**



## WORKSHOP 2

### The right health workforce – a matter of planning?

9.00 – 11.00, Wednesday, 4 October 2017

An appropriately resourced health workforce is essential to healthcare provision, vital to quality of care, health system performance and ultimately to population health.

Due to changes, not only in the future of health service delivery but also in employment patterns & preferences of health professionals, health workforce planning (HWFP) is high on the agenda. Regarding the implementation of planning results, health policy-makers must overcome split responsibilities, building bridges between different professional bodies and ministries. The methodological task itself is also challenging, bearing in mind the long-term impact & the interdisciplinary and inter-sectoral aspects of HWFP. Although the importance of health workforce governance is beyond doubt, there is no clear answer yet as to the level and nature of integrated health workforce planning needed.

#### Keynote input

**MATTHIAS WISMAR**, Health Policy Analyst, European Observatory on Health Systems & Policies

**BERNHARD GIBIS**, Head of Dept. Provision and Structure, Health Care Services, KBV, Germany

**FRANCES HUGHES**, Corporate Executive Officer, International Council of Nurses (tbc)

**ALDO LUPO**, President, European Union of General Practitioners / Family Doctors

**MARIUS-IONUT UNGUREANU**, Dept. of Public Health, Babeş-Bolyai University, Romania

**HERWIG OSTERMANN**, Executive Director, GÖG

Facilitated by **CLAUDIA HABL**, GÖG

Organised by **Gesundheit Österreich GmbH (GÖG) & European Observatory on Health Systems and Policies**



## WORKSHOP 3

### Personalising healthcare: How rare diseases pave the way

9.00 – 11.00, Wednesday, 4 October 2017

Current efforts in personalised medicine aim at bringing scientific insights into the clinic to effectively identify disease and predisposition for disease, prescribe the right therapy and determine the right dose for the right patient, and to better deliver timely and targeted prevention. This session brings together stakeholders to exchange knowledge and develop strategies, policies and guidance that pave the way to personalised medicine in Europe, using rare diseases as a model.

Advances in genomics and other "omics" technologies have significantly improved our understanding of the pathogenesis of rare diseases. This has opened avenues for piloting new, personalised diagnostic methods and therapies. The impact of "omics" is reinforced by the combination of these data with Real-World Data (RWD). Notably, it has been recognised that large data sets of detailed phenotypes integrated with genetic data help adjust dosage and select therapy. RWD is also vital for post-authorisation evidence generation. The blurred boundary between clinical care and research in rare diseases makes them an excellent candidate for piloting integrated bench-to-bedside pipelines to ensure the rapid translation of research findings into clinical support for personalised medicine.

This workshop will follow an interactive format, with talks on rare diseases research and care in Europe, the use of "omics" & RWD, health data infrastructures and health data policy.

The full list of speakers will be announced shortly.

Organised by **DG RTD**, European Commission



# WORKSHOPS

## WORKSHOP 4

### Power to the people

Person-centred health systems

18.00 – 19.30, Wednesday, 4 October 2017

Innovation has enabled the discovery of medicines for diseases that were so far considered untreatable, such as Hepatitis C. However, with healthcare budgets increasingly under strain, Member States face a conundrum: how to reconcile the elasticity of demand for healthcare with the inelasticity of budgets? Breakthrough treatments have changed patient's expectations of the care received, and patient pathways are getting more complex. A study from the UK future Hospital Commission looking at a number of models for integrated care for medical specialties from diabetes across to caring for multi-morbidity in older people found that integrated funds can facilitate coordinated care, and support improvements in patient experience. For some diseases, such as Alzheimer's, the integration of social and healthcare budgets is an essential part of strategies for addressing patient needs. Patient experience is valued as much as clinical effectiveness, yet estimates show patients in OECD countries are not receiving the care they need, or at worst, the wrong care. Significant savings (approx. 20%) could be made if resources in healthcare were put to better use.

This session aims to answer three key questions: How can waste in spending be reduced? What are the good (and bad) design principles for achieving person-centred health systems? How can treatments be developed with patient needs and wants taken into account?

The full list of speakers will be announced shortly.

Organised by **acumen public affairs**



## WORKSHOP 7

### Co-creating health to meet local needs

15.00–17.00, Friday, 6 October 2017

Policy discussions with a theatrical spin can lead to practical solutions. The goal of this session is to identify specific solutions to address the challenges faced by healthcare providers in locally implementing an ICT-supported integrated care pathway for patients with co-morbidities. Through a unique workshop format, participants will be fully-immersed in a real-life case study. In four separate theatrical Acts and divided into co-creation groups, participants will discuss the following questions:

- How can we base services on patients' needs?
- What evidence is needed?
- What actors should be involved in the planning and implementation of integrated care pathways?
- What tools are available to monitor successful implementation?

An intriguing epilogue will provide a feasibility check on the organisational, structural and cultural solutions that could be locally implemented in a specific context and replicated elsewhere. Redesigning healthcare to meet the needs of patients requires new approaches. Join us in our co-creation play!

**CLAUS REHFELD**, Business Development Manager, FIERS – Region Zealand, Denmark

Representatives from a nurses' organisation, Roche Diabetes Care and patient organisation

The full list of speakers will be announced shortly.

Facilitated by **TAMSIN ROSE**, Senior Fellow, Friends of Europe

Organised by **Roche Diabetes Care**



## WORKSHOP 8

### Social inclusion, work & health

Inclusive workplaces to avoid social exclusion

15.00–17.00, Friday, 6 October 2017

Poor health pushes people out of the labour market and into exclusion, with poor working conditions contributing to poor health. It is often the marginalised sections of society that have to content with 3D jobs (dirty, demanding & dangerous). These people may be migrant, part-time, young, female, or under-educated, and be working irregular or asocial hours. Often the marginalised fall under several of these categories, such as a female migrant worker carrying out night work as a cleaner – while also holding down another job to achieve financial security. Occupational safety and health works to keep people safe, healthy, and in work, and return them to work as soon as possible. There is a clear legal and policy framework to support action to reduce risks to workers. The occupational safety and health community cannot do this alone. There is a need for collaboration. Between employers, workers, and authorities, between occupational health, public health, employment and pensions policy areas, and at research, policy, and workplace level.

This session will put the issue of social exclusion in the context of the new European Pillar of Social Rights and look at different ways in which cross-sectoral action is being taken to reduce exclusion at European and national levels. It will look at awareness-raising actions, framework policy actions, and practical implementation, and provoke a discussion on how best to realise cross-policy initiatives.

The full list of speakers will be announced shortly.

Organised by **European Agency for Occupational Safety and Health (EU-OSHA)**



# WORKSHOPS

## WORKSHOP 9

### Environment & health: Building the evidence base for policy

15.00 – 17.00, Friday, 6 October 2017

This workshop will highlight the important role research plays in establishing and maintaining a strong evidence base for policy-making in the steadily evolving area of environment and health.

The Sustainable Development Goals, the EU's 7th Environment Action Programme and the recent 2017 Ostrava Ministerial Declaration on Environment and Health, set out the goals our society needs to meet to ensure better health and well-being in a sustainable environment. Research brings new insights and proposes innovative approaches of how to address the challenges we are facing, which will require re-thinking our current lifestyles and the roles of and relationships between scientists and policy-makers.

In this session, different research projects funded under the EU Framework Programme for Research and Innovation will report on their results and how they contribute to establishing evidence for policy-making. Participants will be invited to discuss how to improve the dialogue between researchers and policy-makers and better translate research evidence into practice, and what new research needs are emerging from the current and future environment and health challenges.

The full list of speakers will be announced shortly.

Organised by **DG RTD**, European Commission



## LUNCH WORKSHOP 1

### Addressing vaccine hesitancy in challenging times

12.00 – 13.30, Thursday, 5 October 2017

Public trust in immunisation is an increasingly global health issue. Evidence on concerns and indecision about vaccination currently place Europe as the region with the least amount of confidence in vaccine safety. This is of concern not only for disease and outbreak control, but also for healthcare sustainability, and because of issues of health equity and social inclusion. As trust in media and governments is increasingly questioned, and we enter into a new 'post-truth' era, immunisation programmes face a new set of challenges which require novel targeted intervention strategies. Why are parents and healthcare professionals increasingly hesitant to vaccinate, and is there a link to the 'post-factual' era we are experiencing? What solutions can vaccination programmes implement to address this public health challenge?

#### Key objectives are to:

- build understanding of the complex and multi-faceted nature of 'vaccine hesitancy', shed light on the 'knowns' & 'known unknowns';
- share country-based experience and identify possible solutions;
- discuss the role of healthcare professionals;
- prompt reflection on relevant priority action at both EU and national level.

This workshop aims to highlight the complex nature of vaccine hesitancy which calls for an inter-sectoral approach and requires good political leadership to create the right 'mix' of expertise from across sectors.

The full list of speakers will be announced shortly.

Organised by **European Centre for Disease Prevention and Control (ECDC)**



## LUNCH WORKSHOP 2

### Health literacy in all politics

12.00 – 13.30, Thursday, 5 October 2017

Demographic change and chronic diseases, personalised medicine and public health genomics, electronic health records and eHealth – these and many other developments will be key features of future health. At the same time, citizens and patients will have to play a more central role in decision-making. Is health literacy sufficiently reflected in current health policy? Are citizens & patients sufficiently empowered? Do health systems sufficiently allow citizens & patients to take their role?

The workshop will discuss future health, the role of citizens and patients and implications for health policy:

- Who should drive health literacy?
- How can citizens be further involved to create a 'whole of society approach'?
- What policies are so that citizens, patients & healthcare systems can truly benefit from improved health literacy?

Health literacy requires the support of the healthcare community working together with politicians, governments and citizens to include health in education and policy, as well as to reduce inequalities. Without a cross-sectoral approach, the potential of health literacy to truly revitalise our healthcare systems will not be fully expounded.

**KRISTINE SØRENSEN**, Global Health Literacy Academy

**DEEPAK KHANNA**, MSD Oncology

**KATRÍN FJELDSTED**, CPME

**KAISA IMMONEN**, European Patients' Forum

The full list of speakers will be announced shortly.

Organised by the **Health Literacy Coalition**  
Sponsored by **MSD**

# WORKSHOPS

## LUNCH WORKSHOP 3

### Have a voice in the pricing debate

Medicines pricing simulation

12.00 - 13.30, Thursday, 5 October 2017

The debate continues about the sustainability of healthcare systems and the role that innovative medicines play. The value of medicines, price-setting mechanisms and the biopharmaceutical business model are at the forefront of this public debate. However, the dynamics behind the pricing of medicines and the relationship between pricing and future investments in R&D is not always well understood.

The workshop will tackle these issues in an engaging way, through a simulation exercise allowing the audience to step into the shoes of the CEO of a pharmaceutical company and experience the complexity and trade-offs all stakeholders face when pricing innovative medicines.

The simulation will be followed by a panel discussion bringing together a leading health economist, a leader of a patient advocacy organisation, a representative of a national authority, and EFPIA's Director General, Nathalie Moll.

Overall, the session will offer a critical perspective on the healthcare sustainability debate and encourage a multi-stakeholder dialogue on solutions to support broad and timely access to innovative medicines and continued investment in R&D.

The full list of speakers will be announced shortly.

## LUNCH WORKSHOP 4

### Early diagnosis linking Big Data – hope or nightmare?

12.00 - 13.30, Thursday, 5 October 2017

How can Big Data leverage the progress of personalised healthcare & innovation regarding early diagnosis? Attendees of this lunch workshop are invited to discuss this issue with leading experts.

Two disease patterns will serve as focal points. For breast cancer patients, early diagnosis combined with the use of readily available treatments has resulted in successful outcomes, while for Alzheimer's disease, early diagnosis seems to remain an elusive goal with serious ethical issues linking the changing definitions of the disease. Will the increasing amount of information that delivers indicators on patient's predispositions join the dots in treatment or rather menace the civil and human rights? Will Big Data lead to fewer diseases or to a perspective in which humans are seen primarily as producers of data?

Different scenarios concerning both opportunities and challenges regarding Big Data driven advancements in early diagnostics will be discussed from the perspectives of patients, healthcare practitioners and policy leaders alike.

**REINHARD RIEDL**, Project Leader of the Big Data Initiative of the Swiss government, Bern University of Applied Sciences

**DIETMAR BERGER**, Global Head, Clinical Hematology and Oncology, Genentech

**DIANNE GOVE**, Chair of Ethics Working Groups, Alzheimer Europe

Moderated by **ARMIN FIDLER**, former Medical Adviser at Worldbank

Organised by **Celgene** and **EFPIA**

Hosted by **Roche**

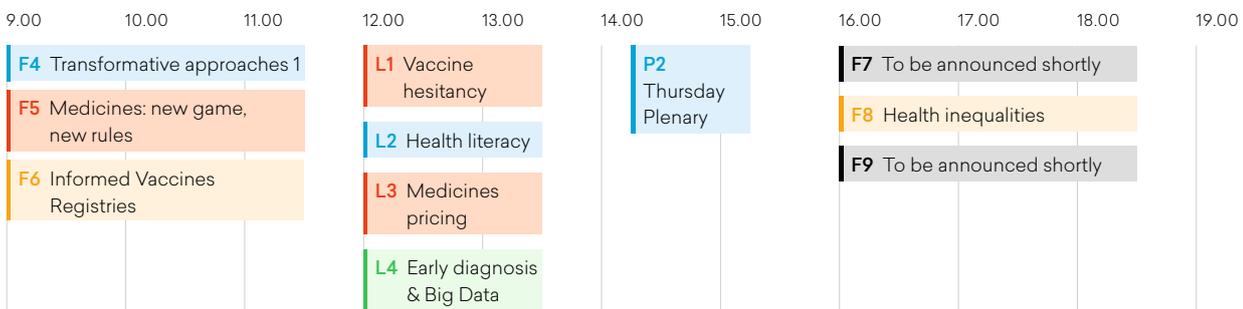


# PROGRAMME OVERVIEW

## WEDNESDAY, 4 OCTOBER 2017



## THURSDAY, 5 OCTOBER 2017



## FRIDAY, 6 OCTOBER 2017



### TRACKS

- I HiAP
- I Health systems
- I Innovation, Big Data & ICT
- I Access to medicines

### SESSION TYPES

- W Workshop
- P Plenary session
- F Parallel forum
- L Lunch workshop

### EXCURSIONS

The Gastein Valley lies at the heart of the Hohe Tauern nature reserve, the largest of its kind in Central Europe and additional trips will give you the opportunity to explore the surroundings. Enjoy a hiking tour around the valley, zip line over a waterfall, explore and shop in Salzburg or indulge in hot springs and thermal waters. The choice is yours!

[LEARN MORE](#)



Over the past decade, the European Health Forum Gastein has established itself as an indispensable institution in the scope of European health policy. It provides a platform for discussion and space for networking for the various stakeholders from public & private sector, science and academia & civil society. By ensuring the coverage of all major and topical debates in health, it has made a decisive contribution to the cross-border exchange of experience, information and cooperation and the development of guidelines. Over 500 leading experts participate in the annual conference.

Our journey started exactly 20 years ago, but our main goal remains the same. In today's interconnected world countries cannot act in isolation on the health concerns of their citizens. We are committed to enhancing European cooperation on health and health policy in innovative and sustainable ways.

We invite you to join us at this special anniversary edition of the EHFG conference!

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WHO SHOULD ATTEND

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## Join the Gastein community

health professionals | healthcare providers | public health authorities | MEP | European Commission | WHO & WHO Europe | OECD | national governmental organisations | local governmental organisations | health insurers | ECDC | pharmaceutical industries | healthcare workforce associations | social services | health promotion advisers | medical associations | trade unions | ICT & health industry | health research institutes | health networks | patient associations | consumer organisations | associations of schools of public health | legal health professionals | academics & researchers | health media professionals | local authority officers & councilors | health advocates | non-governmental organisations | public health passionate | ...

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EUROPEAN HEALTH AWARD

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With this Award, we honour initiatives aiming to improve public health or healthcare in Europe. Project promoting cross-border cooperation and/or multi-country working, addressing current challenges such as disparities in health status, access to services and the provision of treatment within Europe.

The Call for Applications for the EHA 2017 has now closed. We would like to thank all those who have applied. The winner will be announced and the prize awarded at the EHFG conference.

The prize money of €10,000 is sponsored by the Austrian Ministry of Health and Women's Affairs and FOPI, the Association of the Research & Development based Pharmaceutical Industry in Austria.



Forum der forschenden  
pharmazeutischen Industrie  
in Österreich

FOPI



MINISTERIUM  
FRAUEN  
GESUNDHEIT

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LEARN MORE



EUROPEAN  
HEALTH AWARD  
2017



### Civil society & academia

EARLY BIRD UNTIL 14 JULY

**500 EUR**

600 EUR

[GET TICKET](#)

*This fee is applicable to full-time employees of NGOs, universities and independent research institutes.*

### Public sector

EARLY BIRD UNTIL 14 JULY

**700 EUR**

800 EUR

[GET TICKET](#)

*This fee is applicable to employees of local @ national governments, public administration and national public health institutes.*

### Standard fee

EARLY BIRD UNTIL 14 JULY

**1550 EUR**

1800 EUR

[GET TICKET](#)

*This fee is a standard fee.*

#### ORGANISER

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#### ONLINE REGISTRATION PLATFORM

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**EUROPEAN  
HEALTH FORUM  
GASTEIN**

[REGISTER HERE](#)

#### ACCOMMODATION & TRAVEL OPTIONS

To make your conference stay as comfortable as possible, we have prepared a special EHFG hotel package, with services such as the evening events (dinners) & shuttle service from/to Salzburg airport included. Our official conference carrier offers discounted flights to Salzburg and Munich.

[LEARN MORE](#)

#### CANCELLATION

The cancellation fee is 10 % of the total amount until 8 September 2017, then 50 % until 27 September 2017 and 100 % thereafter. Your cancellation must be submitted in writing.

#### MAIN SPONSORS 2017



#### CO-ORGANISER



#### SUPPORTERS 2017



#### IN COLLABORATION WITH





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