



A HEALTHY

DOSE OF

DISRUPTION?

TRANSFORMATIVE

CHANGE FOR

HEALTH AND

SOCIETAL

WELL-BEING

EUROPEAN HEALTH FORUM GASTEIN

#EHFG2019: A HEALTHY DOSE OF DISRUPTION? TRANSFORMATIVE CHANGE FOR HEALTH AND SOCIETAL WELL-BEING



In 2019, the EHFG aims to highlight ideas and debates that challenge the status quo and look beyond the classic spheres of health policy. We call on all partners and participants to contribute to a transformative vision for European policy and society that puts people's health and well-being at the centre. While we have made considerable advances in health, there are a number of areas that seem to be at a stalemate despite ample evidence on how to move forward. Even where robust frameworks and roadmaps are in place, change often does not happen fast enough. The era of disruption is upon us and health actors need support to develop their capacity to navigate its challenges, and to embrace provocative action for change in domains where we are

lacking momentum to expedite organic transformation. This is a time of new beginnings, with a newly elected European Parliament, a new European Commission and a newly elected Regional Director for WHO/Europe on the horizon. The question is therefore timely: how to catalyse transformative change and instrumentalise provocative action for health, climate and societal well-being?

CLEMENS MARTIN AUER
PRESIDENT, 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° viewpoint on major topics.



INFLUENCE

Leaders from all health stakeholder groups meet & debate in 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.

In 2019, the EHFG will continue to look towards reaching the Goals laid out in the United Nations 2030 Agenda for Sustainable Development. Plenaries this year will shine a spotlight on areas in health where a jolt of disruption is needed to continue progress towards health, well-being and sustainable societal prosperity for all.

P1 OPENING PLENARY

A healthy dose of disruption?

The Opening Plenary will set the scene for this year's conference, focusing on the 2019 main theme. We will explore the controversial concept of disruption and what it means to prominent health actors above and beyond the area of technological innovation, and hear from a range of trailblazers championing new and transformative ideas for health and well-being. And we want to hear from you – our participants – what disruption means to you and how it has led to transformative change in your area of work!

P2 THURSDAY PLENARY

The human touch in a digital world

This plenary session will consider the disruptive nature of the trend towards digital transformation and how to prevent us from losing the human element along the way. As technology becomes exponentially more personalised, advanced and powerful, how do we find a balance that allows us to integrate and take advantage of these new opportunities without losing sight of people and important values such as safety, privacy, security and trust?

P3 CLOSING PLENARY

The global climate crisis: a public health emergency

Scientific research has shown that global heating in the last century has pushed Earth's temperatures to unprecedented levels. The UN Intergovernmental Panel on Climate Change has warned we have just over a decade to limit global warming to a maximum of 1.5 °C, beyond which hundreds of millions of people will be severely affected by extreme heat, drought, flooding and poverty. The global community must make radical changes now in order to avert disaster. The EHFG will highlight climate breakdown as an existential threat and explore the urgent responsibility of stakeholders from industry, civil society, academia and the public sector in tackling this crisis.

HIGH-LEVEL SPEAKERS 2019



BRIGITTE ZARFL

MINISTER,
MINISTRY OF LABOUR,
SOCIAL AFFAIRS,
HEALTH AND CONSUMER
PROTECTION, AUSTRIA



VYTENIS ANDRIUKAITIS

COMMISSIONER FOR
HEALTH AND FOOD
SAFETY, EUROPEAN
COMMISSION



PÄIVI SILLANAUKE

PERMANENT SECRETARY,
MINISTRY OF SOCIAL
AFFAIRS AND HEALTH,
FINLAND



ANNE BUCHER

DIRECTOR-GENERAL,
DIRECTORATE-GENERAL FOR
HEALTH AND FOOD SAFETY,
EUROPEAN COMMISSION



PIROSKA ÖSTLIN

ACTING REGIONAL
DIRECTOR, WHO REGIONAL
OFFICE FOR EUROPE



DANIEL CALLEJA CRESPO

DIRECTOR-GENERAL,
DIRECTORATE-GENERAL FOR
ENVIRONMENT, EUROPEAN
COMMISSION



ESKO AHO

CEO VERBATUM, FORMER
PRIME MINISTER, FINLAND



RACHEL MELSOM

DIRECTOR, UK & EUROPE
TOBACCO FREE PORTFOLIOS



RAN BALICER

DIRECTOR, CLALIT
RESEARCH INSTITUTE,
ISRAEL



INDRA JOSHI

CLINICAL LEAD, NHS,
ENGLAND

FORUM 1

Public stewardship & economic globalisation

A participant-led conversation

14.30 – 17.00, Wednesday, 2 October 2019

Organised by
**Main Association of
Austrian Social Security
Institutions**



This session focuses on the changing power relations between globally operating companies and public actors, and will make use of an Open Space format for maximum interactivity.

Over the last decades, globalisation has led to a fundamental transformation of our economic system. We lack a sufficient regulatory framework for multinational corporations, with existing economic frameworks and free trade agreements largely protecting the interests of international companies. As a result, public services become increasingly vulnerable to liberalisation efforts. Public health is affected by this development: the sector has been confronted with increasing demand, monopolistic pricing strategies and the challenge to maintain solidarity-based social security.

The complexity of this issue lends itself well to an Open Space format. All participants will have the opportunity to set the agenda, define challenges and opportunities, and identify disruptive, actionable and sustainable solutions.

WITH INPUT FROM

RACHEL MELSOM, Director for UK and Europe, Tobacco Free Portfolios

TRADE / ECONOMICS EXPERT (tba)

Moderated by **NICK FAHY**, Senior Researcher, University of Oxford

FORUM 3

The digital future of healthcare

Using data to FutureProof health systems

14.30 – 17.00, Wednesday, 2 October 2019

Organised by **Roche**



Do you think you can predict the future? Digitisation and personalisation increasingly shape every aspect of healthcare, from how patients seek services, to how governments support the health of populations. How can healthcare systems keep up with the changing face of healthcare to create the health system of the future?

During this session, participants will hear from leading digital health experts and policymakers grappling with these challenges, try and envisage the health system of the future, and discuss how we can gauge – and crucially, improve! – our readiness for where technology will take us.

You are invited to participate in co-creating a personalised healthcare index for FutureProofing Healthcare: an ambitious project comparing the future-readiness of healthcare systems and disseminating best practices across Europe. Participants will collaborate in small groups, sitting down with leading subject experts to define an 'ideal' digital health strategy and inform a policy blueprint for the digital future of healthcare.

WITH INPUT FROM

WORLD HEALTH ORGANIZATION (representative tba)

EUROPEAN COMMISSION (representative tba)

EUROPEAN PATIENTS' FORUM (representative tba)

JÖRG-MICHAEL RUPP, Director, Pharma International, Roche

BOGI ELIASSEN, Health Futurist, Copenhagen Institute for Future Studies (CIFS)

MINISTRY OF SOCIAL AFFAIRS & HEALTH, FINLAND (representative tba)

When epidemiology meets Big Data

Opportunities & challenges of an inevitable encounter

9.00 – 11.30, Thursday, 3 October 2019

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



Data – on the environment around us, on our travels, on the food we eat, on the diseases we catch, on the medicines we take, on the genes we inherit – are likely to be stored somewhere, increasingly in electronic format, and so available for analysis. Yet, most disease prevention & control strategies are guided by burdensome stand-alone notification systems and ad-hoc epidemiological studies. Transitioning to digital epidemiology requires new mindsets, including an even stronger attention to epidemiological methods & standards for information storage. For this transition to be successful, concerted strategies should be developed by involving the political, commercial, public health and societal sectors.

Public health requirements are not consistently included in eHealth policies and implemented at EU and national level. This session aims to help identify some of these requirements and inform policymakers and public health professionals through an interactive discussion among diverse experts and with input from you, the participants.

KEYNOTE ADDRESS

ANNE BUCHER, Director-General, European Commission, Directorate-General for Health and Food Safety (DG SANTE)

PANEL I: The new digital path towards public health surveillance

OLIVER MORGAN, Director of the Health Emergency and Risk Assessment Unit, World Health Organization (WHO)

TYRA GROVE, Head of Department, Infectious Disease Epidemiology & Prevention, Statens Serum Institut, Denmark

ALAIN MOREN, Medical epidemiologist, EpiConcept, Epidemiology Department, France

PANEL II: Can Big Data help us adopt healthy habits?

From behavioural surveillance to behavioural change

SEAN HOWELL, CEO, LGBT Foundation and Co-Founder at Hornet

MAURICE KELLY, Client Director for Quality Improvement, Health Protection, Emergency Management, Health Services Executive (HSE), Ireland

ACADEMIA (representative tba)



FORUM 6

Vaccine ecosystem health check

Identifying the components and experiencing the complexities

9.00 – 11.30, Thursday, 3 October 2019

Organised by **MSD** and
Sanofi



The recent EU initiatives on vaccination reveal the unique complexity of the vaccine ecosystem. Decisions on, but not limited to, prioritisation of new pathogens for R&D, regulatory requirements, manufacturing and supply capacity, industrial and technology policies, procurement and pricing policies, forecasting and stockpiling practices, and financing of vaccination programmes, all impact the health of the vaccine market globally and in a given country. Ultimately, the result should be a predictable and sustainable supply of innovative, qualitative and affordable vaccines to meet demand.

This session will aim to help the audience recognise the many different components of a vaccine ecosystem, and how they are all interconnected. It will feature a panel debate followed by an interactive simulation exercise, providing a unique opportunity for participants not only to listen to experts, but actively take part and understand their respective roles as well.

ARNOLD BOSMAN, Director of Transmissible will lead the simulation exercise. Speakers representing the European Commission, healthcare professionals, civil society, national payers and industry will be announced at a later stage.

Moderated by **NATASHA AZZOPARDI MUSCAT**, Consultant in public health medicine, Directorate for Health Information & Research, Malta and current President, European Public Health Association and **TIM WILSDON**, Health Economist and Vice President, Charles Rivers Associates.

FORUM 8

Obesity in Europe – time for a new approach?

Exploring the paradigm shift towards obesity as an NCD

16.00 – 18.30, Thursday, 3 October 2019

Organised by **European
Association for the Study of
Obesity (EASO)**



What would happen if Europe approached obesity like other major chronic diseases (NCDs) and focused on addressing the biological causes in approaches to policy along the obesity continuum? This dynamic, participatory session invites you to explore the possible outcomes of a full systems approach to obesity prevention, diagnosis, treatment and management across Europe and the disruptive policy interventions which may be necessary to bring sustainable impact.

We will leverage recent research, identifying challenges and exploring the issue from a wide range of perspectives. You will have the opportunity to join us in our opening fishbowl debate, as well as working in groups to co-define ideal futures and come to consensus over creative solutions for the policy interventions we need to get us there.

VICKI MOONEY, Executive Director, European Coalition for People Living with Obesity (ECPO)

NITI PALL, Chair Elect, International Diabetes Federation Europe (IDF Europe)

MICHELE CECCHINI, Senior Health Economist, Organisation for Economic Co-operation and Development (OECD)

ABD TAHRANI, NIHR Clinician Scientist, University of Birmingham

JASON HALFORD, President Elect, European Association for the Study of Obesity (EASO)

EUROPEAN SOCIAL NETWORK (representative tba)

Moderated by **JACQUELINE BOWMAN-BUSATO**, Policy Lead, European Association for the Study of Obesity (EASO) and **MICHAEL CREEK**, Senior Advisor, Third-i.

CAR-T: The evolution of a revolution?

16.00 - 18.30, Thursday, 3 October 2019

Organised by **Novartis**



Do CAR-T – Chimeric antigen receptor T-cell – therapies have the potential to revolutionise cancer care? These therapies are disrupting traditional concepts of immuno-oncology, manufacturing, delivery and value across Europe. However, for many, there remain a number of open questions that need to be addressed.

Join Novartis in a series of critical conversations with both early adopters and advocates who will highlight the transformative potential of these therapies, and sceptical voices who will focus on the unknown variables and where current challenges lie.

The session will detail the science, safety, efficacy and value of CAR-T as well as the evolution of cell and gene therapies over the past 20 years. Delegates will hear from key thought leaders and patient representatives about the impact of CAR-T can have on healthcare systems, pricing, and regulation. Join us and be part of this exciting and complex debate on opportunities and challenges presented by CAR-T for all stakeholders!

The full list of speakers will be announced shortly.



AI: It's not (just) about the technology!

New organisational models and skills for care providers and healthcare professionals

9.00 – 11.30, Friday, 4 October 2019

Organised by **EIT Health**



 EIT Health is supported by the EIT, a body of the European Union

The implications of Artificial Intelligence (AI) for the future of healthcare have been hotly debated in recent years. Amid fears around ethical constraints and the possibility of job losses for the workforce, one thing is becoming increasingly clear: if we want AI and robotics to have a positive impact on health outcomes for patients and citizens, we need to move on from current discussion on the technology, to outlining crucial organisational changes for healthcare providers and systems, as well as addressing the skillsets future healthcare professionals (HCPs) will require to work successfully with AI.

This session will offer a primer on how AI will affect the day-to-day operations for some key specialties (e.g. oncology, ophthalmology and radiology), and cover how care providers and national & regional health systems should transform their organisations to benefit from a maximum positive impact of AI. We will address the skills needed by (current and future) HCPs working in these new organisational formats and highlight how the medical curriculum should evolve to train HCPs of the 21st century.

The full list of speakers will be announced shortly.

A European Cancer Plan

Make it disruptive!

9.00 – 11.30, Friday, 4 October 2019

Organised by **European Cancer Organisation (ECCO)** and **European Federation of Pharmaceutical Industries & Associations (EFPIA)**, and **European Cancer Patient Coalition (ECPC)**



Today's cancer survival landscape is diverse: not every patient in Europe benefits in the same way. If every country did as well as Sweden, 270,000 additional cancer patients would live five years longer. Our hypothesis: a European Cancer Plan can drive such change towards better outcomes in cancer for citizens and patients in Europe.

This session aims to trigger the discussion about a European Cancer Plan by introducing a European Cancer Dashboard (to be developed during the discussion) with key-performance indicators, including survival, return to work and rehabilitation, progress, quality of care, expenditure and innovation.

The session will also provide a strategic perspective, leveraging European and national initiatives (e.g. "Dekade gegen Krebs" in Germany), as well as individual cancer patient perspectives, and reflecting on provider challenges. Finally, the session will present the latest findings of the Comparator Report on patient access to cancer medicines in Europe – focussing on cancer incidence, mortality, expenditure and access in Europe.

WITH INPUT FROM

INSTITUTE OF HEALTH ECONOMICS, SWEDEN (representative tba)

ECCO (representative tba)

ECPC (representative tba)

WORKING WITH CANCER (representative tba)

EFPIA (representative tba)

The full list of speakers will be announced shortly.

NLO EXHIBITION AND BREAKFAST WORKSHOP

Nobody Left Outside

Improving healthcare access for underserved communities

7.30 - 8.45, Thursday, 3 October 2019 @ Exhibition 3 - 4 October 2019

Organised by **MSD** and
NLO



A growing number of people in Europe are left outside of the healthcare system. These include our most marginalised communities, such as homeless people, migrants, sex workers, prisoners, people who use drugs and LGBTI people. The Nobody Left Outside (NLO) initiative aims to help engage these communities in healthcare policy and service design, to improve access and equity, and help achieve the SDGs.

Building on the conversations started and the outcomes generated by a highly successful EHFG session in 2017, this event comprises:

1. NLO Breakfast Workshop

Thursday, 3 October 2019, 7:30-8:45

This kick-off workshop will discuss recent policy developments, present the NLO Service Design Checklist (a tool to help all parties develop accessible health and support services) and launch the Joint Statement of the NLO Thematic Network.

2. NLO Exhibition

3-4 October 2019, all day

This interactive exhibit will allow participants to engage first-hand with NLO communities and to better understand their lived experience – to challenge the mainstream characterisation of vulnerability.

FREEK SPINNEWIJN, Director, European Federation of National Organisations Working with the Homeless (FEANTSA)

JEFFREY LAZARUS, Associate Research Professor, Barcelona Institute for Global Health (ISGlobal)

DENIS ONYANGO, Programmes Director, Africa Advocacy Foundation (AAF)

LUCA STEVENSON, Coordinator, International Committee on the Rights of Sex Workers in Europe (ICRSE)

MARIO CASCIO, Chair, European AIDS Treatment Group (EATG)

CARINA SPAK, Facility Manager, AmberMed

Moderated by **BORIS AZAÏS**, Director, Public Policy Europe & Canada, MSD



FORUM 2

Changing the game on health inequalities

Why it matters and what we can do

14.30 – 17.00, Wednesday, 2 October 2019

Organised by **WHO**
Regional Office for Europe



World Health Organization
REGIONAL OFFICE FOR **Europe**

Addressing health inequalities is one of the major challenges of our time. Differences in health between richer and poorer, between different regions and neighbourhoods and between different groups in society remain wide and persistent. The impact of austerity, increases in insecure labour and changing patterns of social development have been felt by those already left behind, and those in danger of being left behind. But significantly, recent work by the World Health Organization has shown that there are actions which governments can take to drive positive change, even in the life of a single parliament. We have also recognised that our most important partner is the child, the young person, woman or man, who is not able to thrive and prosper, who is not reaching their full potential in health, or in life. It is their voice, their lived experience, their passion, drive and resilience that we must nurture to make progress on health equity truly empowering. The session will major on finding and sharing solutions to this wicked problem.

The full list of speakers will be announced shortly.

FORUM 4

Towards the Economy of Wellbeing

People, money and EU policies in the 2020s

9.00 – 11.30, Thursday, 3 October 2019

Organised by **Ministry of Social Affairs and Health, Finland**, in collaboration with **European Observatory on Health Systems and Policies**



European Observatory
on Health Systems and Policies
a partnership hosted by WHO

Human well-being is a value in itself, and it is at the very core of EU values and treaties and of the UN Agenda 2030. To tackle the political, economic and societal challenges of the 2020s, Finland's Presidency of the Council of the European Union is introducing the Economy of Wellbeing approach to policymaking. The Economy of Wellbeing aims at increasing the understanding of how investing in well-being enhances productivity and generates economic growth. This session will provide food for thought by facilitating discussion on how people-centred well-being policies are essential in promoting social cohesion, resilience and competitiveness - both nationally and at the EU level. Keynote speakers will provide the evidence behind this approach, and point to the knowledge-brokering and implementation challenges calling for disruptive policy actions. A chat show format will focus on examples and personal experiences, and participants will be able to contribute their views and expertise.

KEYNOTE ADDRESS

ESKO AHO, CEO, Verbatum (former Prime Minister, Finland)

WITH INPUT FROM

PASI MUSTONEN, Counsellor (health), Permanent Representation of Finland to the EU

TUIJA BRAX, General Secretary, Finnish Heart Association and Board Member, European Heart Network (former Minister of Justice, Finland)

IRENE KEINHORST, Head of Division "EU-Presidency", Federal Ministry of Health, Germany

ORTWIN SCHULTE, Head of Unit Health Policy, Permanent Representation of the Federal Republic of Germany to the European Union

SOUMYA SWAMINATHAN, Chief Scientist, World Health Organization

Moderated by **PÄIVI SILLANAUKKEE**, Permanent Secretary, Ministry of Social Affairs and Health, Finland and

JOSEP FIGUERAS, Director, European Observatory on Health Systems and Policies

FORUM 7

Can people afford to pay for health care?

New evidence on financial protection in Europe

16.00 – 18.30, Thursday, 3 October 2019

Organised by **WHO**
Regional Office for Europe



Financial protection, achieved when out-of-pocket payments for health services do not expose people to financial hardship, is at the core of reaching universal health coverage. Policy around copayments plays a large role, as new evidence from WHO shows that copayments often lead to financial hardship for households - but some aspects of copayment policy design are more harmful than others. Complex, unfair, ineffective and bureaucratic copayments can be transformed to reduce financial hardship and unmet need for prescribed medicines, and this session will explore how. We will hear a summary of select results from WHO's new analysis of financial protection, discuss reforms in European countries that have transformed copayment policy to protect people and serve health system goals, and together explore how obstacles to fair copayment policy and financial protection can be overcome in the future.

The full list of speakers will be announced shortly.

FORUM 10

European alcohol policies

Rethinking and strengthening implementation

9.00 – 11.30, Friday, 4 October 2019

Organised by **WHO**
Regional Office for Europe,
European Health Forum
Gastein, EU-HEM and
IOGT-NTO. Supported by
the **Republic of Slovenia**



Annually 3 million deaths worldwide (5.3% of all deaths), result from the harmful use of alcohol. It is also a causal factor in more than 200 disease and injury conditions. Consequently, we urgently need to rethink European policies and regulations in this area. Although policymakers have many tools at their disposal, coherent and wide-ranging solutions for implementation remain a challenge at European, national and cross-border levels.

In order to address the lack of implementation, this interactive session will bring together representatives from across the EHFG community. We will ask what we can do to better ensure cross-border collaboration, consumer rights and inter-country agreements. What binding mechanisms on joint policies can better serve to reduce the burden of alcohol-related harm and address inequalities deriving from harmful use of alcohol? Session participants will be actively involved in creating outcomes, working in an open and solution-oriented format.

OPENING AND CLOSING REMARKS BY

BENTE MIKKELSEN, Director, Division of Noncommunicable Diseases and Promoting Health through the Life-course, WHO Regional Office for Europe

WITH INPUT FROM

EUROPEAN COMMISSION, Directorate-General for Health and Food Safety (DG SANTE) (representative tba)

VESNA-KERSTIN PETRIC, Head of Division for Health Promotion and Prevention of Non-communicable Diseases, Ministry of Health, Slovenia

MARIS JESSE, National Institute for Health Development, Ministry of Health, Estonia (tbc)

EVA JANÉ-LLOPIS, Director, Health -SDGs and Social Innovation Programme, ESADE Business School

SARA EKLUND, Swedish alcohol monopoly, Systembolaget (tbc)

KRISTINA SPERKOVA, International President, IOGT International

JAN PELOZA, International Youth Health Organization (tbc)

WORKSHOPS

WORKSHOP 1

Steering, not rowing!

Strengthening governance for health system performance

9.00 – 11.00, Wednesday, 2 October 2019

Organised by the **Austrian Ministry of Labour, Social Affairs, Health and Consumer Protection** and the **European Observatory on Health Systems and Policies**

 Bundesministerium
Arbeit, Soziales, Gesundheit
und Konsumentenschutz

 **European Observatory**
on Health Systems and Policies
a partnership hosted by WHO

All too often a government's good intentions with regard to health system reform do not translate into good policy let alone effective implementation. And it is not necessarily a lack of money or human resources that frustrates reform efforts. Even well-resourced health systems can be stricken by a string of disappointing reforms. One way to address this issue is to strengthen governance, which is, in other words the way we make and implement collective decisions.

How can we strengthen the main dimensions of governance including accountability, transparency, participation, integrity and capacity?

How can we empower governments and stakeholders in strengthening their governance? How can we reconfigure the governance between national and sub-national levels? What disruption is necessary to get the governance right?

These questions will be addressed in a highly interactive session using case studies, testimonials, group work, plenary discussion and active facilitation.

SCOTT L GREER, Professor, Health Management and Policy, University of Michigan; European Observatory on Health Systems and Policies

LIISA-MARIA VOIPIO-PULKKI, DG of Strategic Affairs & Chief Medical Officer, Ministry of Social Affairs & Health, Finland

LAURA CASEY, Health Systems and Structures Unit, Department of Health, Ireland

CHRISTOPH SCHWIERZ, Deputy Head of Unit Labour Market, Health and Social Services, European Commission, Structural Reform Support Service (SRSS)

Moderated by **MATTHIAS WISMAR**, Senior Health Policy Analyst, European Observatory on Health Systems and Policies and **ILANA VENTURA**, Policy Officer, Federal Ministry of Labour, Social Affairs, Health and Consumer Protection, Austria

LUNCH WORKSHOP 3

Health workforce disruption

Effectiveness and implementation of skill-mix innovations

12.00 – 13.30, Thursday, 3 October 2019

Organised by the **Health Foundation** and the **European Observatory on Health Systems and Policies**

 **The Health Foundation**

 **European Observatory**
on Health Systems and Policies
a partnership hosted by WHO

The health workforce is the most precious resource health systems have. Health professionals play a pivotal role when policy makers are implementing new models of primary and chronic care reflecting dramatically changing healthcare needs. To adapt the health workforce to those models of care we need skill-mix innovations. This may include a redistribution of tasks, new roles like the patient navigator, new collaborations like in integrated care, and new forms of teamwork within and beyond the health system.

What skill-mix innovations are producing results for patients, systems and professionals? What are the 'low-hanging fruits' and 'the most effective' skill-mix innovations? How do we manage the disruptions that innovations necessarily cause?

In this session, we will explore these questions with insights from expert panellists as well as active input from you, the participants, drawing on a collaborative session format using testimonials, group work and activating facilitation.

CLAUDIA C MAIER, Researcher, Technical University Berlin (TU BERLIN)

DELPHINE CHAMPETIER, Director for health care organisations, Caisse nationale de l'assurance maladie (CNAM)

JIM BUCHAN, Senior advisor, The Health Foundation

Moderated by **ANITA CHARLESWORTH**, Director of Research and Economics, The Health Foundation and

MATTHIAS WISMAR, Senior Health Policy Analyst, European Observatory on Health Systems and Policies

WORKSHOPS

WORKSHOP 2

Mind the citizen

How health literacy can disrupt cancer care

9.00 – 11.00, Wednesday, 2 October 2019

Organised by **The Health Literacy Coalition**, sponsored by **MSD**

Health Literacy Coalition
is composed of:
Standing Committee of European Doctors
European Patients' Forum
Health Literacy Europe
Maastricht University
MSD

Citizens and patients play a central role in cancer – in prevention, timely diagnosis and appropriate navigation, treatment, survivorship and decision-making to stop treatment at the end of life to preserve the quality of life.

At the same time, new technologies such as biomarker testing, public health genomics and "digital twins" hold a lot of promises to improve cancer outcomes for patients. However, new research shows that there is minimal awareness of health literacy in national cancer plans across Europe. Hence, how should patients and their relatives prepare for these challenges and opportunities? And how are providers and organisations responding? This session will feature experiences of patients and healthcare providers and outline how a stronger voice and engagement in co-production of solutions by citizens and patients could disrupt cancer care.

KAISA IMMONEN, Director of Policy, European Patients' Forum (EPF)

KRISTINE SORENSEN, Founder, Global Health Literacy Academy

KATRÍN FJELDSTED, Board Member, Standing Committee of European Doctors (CPME)

TESSA RICHARDS, Senior Editor, Patient and Public Partnership, British Medical Journal (BMJ)

CATHRYN GUNTHER, AVP Population Health, MSD

WORKSHOP 3

Data for safer care

Digital solutions & surveillance systems for patient safety

9.00 – 11.00, Wednesday, 2 October 2019

Organised by **Health First Europe**, sponsored by **Becton, Dickinson and Company**



Data collection on adverse events and surveillance are needed to foster patient safety & tackle 8.8 million cases of HAIs in the EU, along with the threat posed by AMR. 10 years after the adoption of the 2009 European Council recommendations on patient safety, this session will focus on the current situation of patient safety in Europe and how national and European policymakers can shape effective strategies to tackle the issue. This session will explore:

1. The potential of surveillance networks and monitoring mechanisms
2. Future-facing solutions to encourage a 'safety culture' and a blame-free approach to patient safety reporting
3. The role the EU can play in supporting its Member States to share relevant data on patient safety & measurable indicators.

Come and join us in an interactive fishbowl conversation and make your voice heard in setting the agenda for the future of patient safety in Europe!

WITH INPUT FROM

PAUL GARASSUS, President, European Union of Private Hospitals (UEHP)

FEDERICO LEGA, President, European Health Management Association (EHMA)

NEDA MILEVSKA, Board Member, International Alliance of Patients' Organizations (IAPO)

Moderated by **ROBERTO BERTOLLINI**, President, Health First Europe

The full list of speakers will be announced shortly.

WORKSHOPS

WORKSHOP 4

Save blood, save lives

Improving patient outcomes through Patient Blood Management

17.30 - 19.30, Wednesday, 2 October 2019

Organised by **Vifor Pharma**



Blood is a scarce, precious and sometimes overused resource. Against a backdrop of waning blood supplies and concern about transmissible diseases, the European Commission is considering a review of the EU Blood Directive. It is timely to reflect on current blood policies and how to improve patient care while building sustainable healthcare models.

Patient Blood Management (PBM) is a paradigm shift, disrupting standard healthcare practices. It has the potential for re-imagining hospital systems and the patient journey by reducing the need for transfusions - thus making blood available to those who need it most, improving patient outcomes and reducing healthcare costs. A multi-sectoral panel of experts will discuss blood policy, PBM and their impact on healthcare systems. Participants will be encouraged to reflect on existing policies, the role of patients and how to drive PBM policy uptake.

The full list of speakers will be announced shortly.

WORKSHOP 5

Transforming HIV responses in Europe

Focus on disruptive community actions

17.30 - 19.30, Wednesday, 2 October 2019

Organised by **MSD** and the
**European AIDS Treatment
Group**



Disruptive community action has been a cornerstone of public health responses to HIV. However, HIV infection rates need to fall faster in Europe if the SDGs are to be met and spikes in some countries require urgent attention. In parallel, long-term outcomes during chronic HIV treatment must be improved.

Combining national case studies, best practice examples, multi-sector panel debates and direct engagement with community activists, this workshop session will first ask, where and why are HIV responses in Europe failing? It will showcase how the HIV community is disrupting anew, for example in research, service delivery and care standards, to rejuvenate progress toward the SDGs. Lastly, it will ask how future EU-level policy should support multi-stakeholder action, and how learnings from HIV civil society can be applied in other fields.

WITH INPUT FROM

NIKOS DEDES, Chair, Board of Directors, European Aids Treatment Group

PAUL SCHAPER, Executive Director, Global Health Policy, MSD

The full list of speakers will be announced shortly.

WORKSHOPS

LUNCH WORKSHOP 1

Facts. Figures! Fiction?

How disruptive can missing health information be?

12.00 – 13.30, Thursday, 3 October 2019

Organised by **Gesundheit Österreich GmbH**, **Sciensano** and **InfAct**, the **Joint Action on Health Information**

Gesundheit Österreich
GmbH

sciensano

In the current 'post-factual' age, society and particularly healthcare professionals and other actors in health face a flood of information requiring sensible assessment: where are the information and data sources? How accurate is the presented data and its interpretation? What is reported by other sources of information? Stakeholders in health need to identify accurate health information to provide reliable facts for other actors in order to support the health and well-being of society as a whole.

In this session, a keynote speech will introduce the topic of 'facts vs fake news' in the healthcare sector and highlight why 'fake news' strongly affect the population in an era of technological revolutions. Participants will vote on the veracity of three real-life examples of factual or fake news, and reflect on their impact on society or specific groups, associated biases and how to tackle the threat of disinformation in public health. In '4min4talk' lightning talks, experts will present case studies where reliable information or data were missing, and explore what tools could have helped them to handle the situation adequately. We also want to hear from you, the participants, what you perceive as good data, where a lack of reliable information has come up in your own work and sector, and where you may see the need for new requirements and approaches to health information.

KEYNOTE

MARTIN MCKEE, Professor of European Public Health, London School of Hygiene and Tropical Medicine (LSHTM)

LIGHTNING TALKS

VLAD VOICULESCU, former Minister of Health, Romania

INSTITUTE OF HEALTH METRICS AND EVALUATION (representative tba)

CHRISTOPH THALHEIM, Secretary General, European Multiple Sclerosis Platform (EMSP)

HANNA TOLONEN, JA InfAct & Adjunct Professor and Research Manager, National Institute for Health and Welfare (THL), Finland

Moderated by **MARTIN MCKEE**, Professor of European Public Health, London School of Hygiene and Tropical Medicine (LSHTM) and **CLAUDIA HABL**, JA InfAct & Head of International Affairs & Consultancy, Gesundheit Österreich GmbH (GÖG), Austria

LUNCH WORKSHOP 2

Medical use of cannabis and cannabinoids

Is the grass always greener?

12.00 – 13.30, Thursday, 3 October 2019

Organised by **Trigal Pharma** and **CannPico**

TRIGAL
PHARMA GmbH

CannPico

The cannabis plant has been used for medical and recreational purposes across the world for centuries. Today, cannabis and cannabinoid products have found their way into modern medicine and are positioning themselves as alternate avenues of treatment for pain management, drug abuse disorders and a range of other indications like epilepsy, neurodegenerative and psychotic disorders.

With increased use of medical cannabis and cannabinoids comes a need for comprehensive risk-benefit discussions that take into account the state of clinical evidence on both the potential therapeutic value and side effects for patients, as well as the regulatory challenges and implications. As EU Member States implement medical and recreational cannabis policies that often diverge significantly from one country to another, and as more people turn to medical cannabis as a treatment option, this session will explore approaches to legislation and regulation across Europe and beyond, and ask: will cannabis products be a transformative force for quality of life in the future, or do the risks and obstacles outweigh the rewards?

A full list of speakers will be announced shortly.

WORKSHOPS

LUNCH WORKSHOP 5

Shortage of essential medicines

An imminent health risk for patients?

12.00 – 13.30, Friday, 4 October 2019

Organised by **DG SANTE**,
European Commission



Medicine shortages in European hospitals and pharmacies are a serious concern. Antibiotics, oncology medicines and vaccines are frequently reported as in short supply with a risk of under-treatment and possible medication errors from attempts to substitute missing medicines. Numerous reasons have been identified including manufacturing problems, insufficient quotas, parallel trade, commercial decisions, the limited number of Active Pharmaceutical Ingredient (API) manufacturers and dependence on third countries for those APIs. This session will be opened by Commissioner **ANDRIUKAITIS** and moderated by **MARTIN SEYCHELL**. It will explore possible solutions around:

- how to secure continuous medicine supplies for our patients,
- how to ensure monitoring and early notification of interruptions to the medicines supply chain to find alternative solutions in a timely manner,
- the role and responsibilities of the European Union, Member States and other stakeholders.

The full list of speakers will be announced shortly.

LUNCH WORKSHOP 6

We are what we eat

The power of a healthy gut and disruptive nutrition policies

12.00 – 13.30, Friday, 4 October 2019

Organised by the **United
European Gastroenterology
(UEG)**



This session will focus on the impact of nutrition on gastrointestinal (GI) health, outlining risks associated with unhealthy diets and calling for food reformulation policies to improve (digestive) health. The session will particularly introduce lifestyle-related GI diseases and disruptive innovations in the GI space around creating gut balance by modulating the microbiome. The latest innovations in therapeutic GI treatment and prevention, looking into the intake of oral antibodies and use of probiotics & prebiotics, will be highlighted. On the policy side, a comparative overview of innovative approaches to nutrition policy from the EU and beyond will be considered. After setting the scene with a keynote, we will hear from an expert panel as well as from you, the audience, in an interactive discussion moderated by a science journalist.

MARKUS PECK-RADOSAVLJEVIC, Chair Public Affairs Committee, United European Gastroenterology (UEG)

RONIT ENDEVELT, Director of the Nutrition Department, Ministry of Health, Israel (tbc)

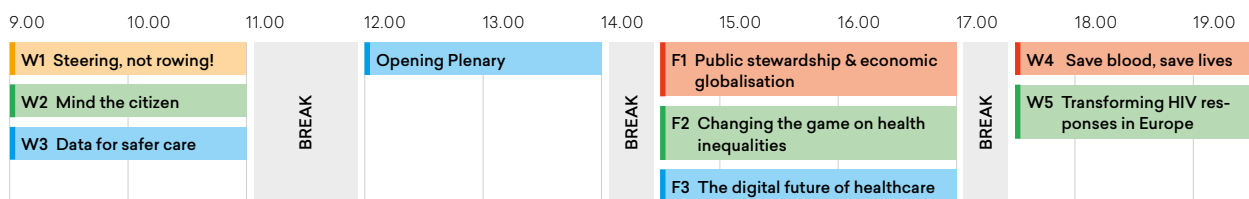
GUNNAR WEIKERT, CEO, Inventages Venture Capital (tbc)

NIKOLAI PUSHKAREV, Policy Coordinator Food, Drink & Agriculture, European Public Health Alliance (EPHA)

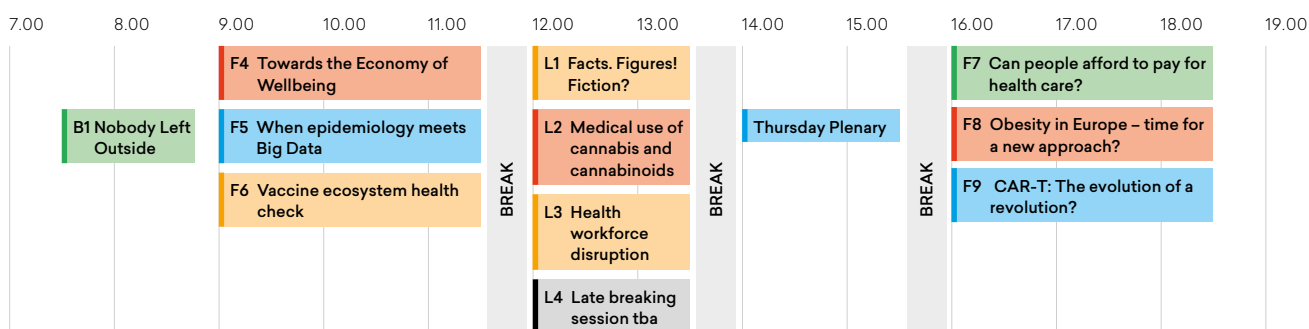
Moderated by **ANYA SITARAM**, Global health & science journalist, Rockhopper Media

PROGRAMME OVERVIEW

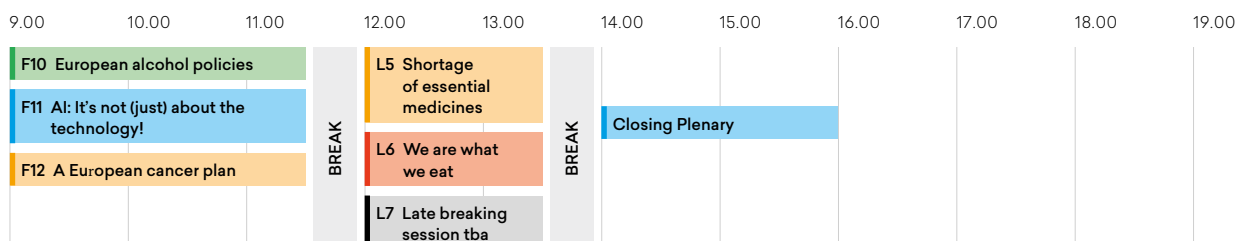
WEDNESDAY, 2 OCTOBER 2019



THURSDAY, 3 OCTOBER 2019



FRIDAY, 4 OCTOBER 2019



TRACKS

- I Disrupting innovation
- I Systems for change
- I Transforming societies
- I Future formulas

SESSION TYPES

- W Workshop
- F Forum
- L Lunch workshop
- B Breakfast workshop



EHFG 2019 HACKATHON



We are excited to announce the second EHFG Hackathon which will be taking place in Bad Hofgastein, Austria from 1-4 October, 2019 back to back with the EHFG 2019 conference. A hackathon nurtures competition built upon collaboration and aims for an acquisition of knowledge, which is expected to bring forward new ideas. In 2019, we hope to move forward the innovative format of intersectoral collaboration which promotes quick, unusual and unexpected solutions to already known problems. The aim is to bring together 35 participants from different backgrounds, coming from different countries, to work in teams in order to arrive at an innovative solution to a neat, well-defined problem within 3 days.

With an aim to tackle major health policy concerns and find out of the box solutions, the first EHFG Hackathon was organised last year in collaboration with our partner EIT Health. After fruitful cooperation, we are joining forces again this year to address a recurrent problem that requires immediate attention - vaccine hesitancy.

Marked as a top 10 threat to global health in 2019, and a top priority for the World Health Organisation (WHO), vaccine hesitancy threatens to compromise the progress made in fighting vaccine-preventable diseases. In the wake of the anti-vaccination movements growing popularity, there have been disease outbreaks in regions where they had previously been eradicated. Measles, for example, has seen a 30% increase in cases globally. In addition, negative beliefs based on myths, fear and misinformation are aggravating the problem. To find tangible solutions, inputs from a wide spectrum of professionals are urgently needed.

Applications are open for all with interest in health policies. If you are a health professional, an IT expert, a business specialist, a designer or other – at any rate an open-minded, creative thinker who enjoys working under pressure in teams with the goal of arriving at a joint solution, we are looking for you!

Organised by **EHFG & EIT Health**



EUROPEAN
HEALTH FORUM
GASTEIN



 EIT Health is supported by the EIT,
a body of the European Union

EHFG 2019 EUROPEAN HEALTH LEADERSHIP AWARD

This year's theme, "A healthy dose of disruption", is inviting us to shine the light on leaders that challenged the status quo, catalysing change in their environment.

We would like to thank all those who have nominated a candidate. The winner will be announced at the EHFG conference. The Award includes prize money of 10.000 EUR and is sponsored by the Austrian Federal Ministry of Labour, Social Affairs, Health and Consumer Protection.



Civil society & academia

600 EUR

Government & administration

800 EUR

Standard fee

1800 EUR

ORGANISER

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To register please visit www.ehfg.org



LET THE TRAIN TAKE THE STRAIN - TRAVEL GREEN TO THE EHFG 2019!

In connection with the EHFG's commitment to addressing the global climate crisis, we are encouraging our participants to choose climate-conscious options whenever feasible. We are happy to advise about international train travel to the conference - please get in touch! info@ehfg.org - www.ehfg.org

ACCOMMODATION

The beautiful Gastein Valley lies at the heart of the Hohe Tauern nature reserve, the largest of its kind in Central Europe. To make your conference stay as comfortable as possible, we have prepared a special EHFG hotel package, with services such as the evening events (conference dinners) & shuttle service from/ to Salzburg airport included. Our official conference carrier offers discounted flights to Salzburg and Munich.

CANCELLATION

The cancellation fee is 10 % of the total amount due until 6 September 2019, then 50% of the total amount until 25 September 2019 and 100% thereafter. Cancellation must be submitted in writing by email to office@ehfg.org.

CO-ORGANISER

 Bundesministerium
Arbeit, Soziales, Gesundheit
und Konsumentenschutz

IN COLLABORATION WITH



FURTHER PARTNERS



Gastein



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