

acumen public affairs appointed by European Health Forum Gastein to run press office in 2016

Brussels, 25 April 2016: acumen public affairs announced today that the agency has been awarded the contract to provide media relations support to the 19th European Health Forum Gastein (EHFG). The annual high level European health policy conference will be held in Bad Hofgastein, Austria on 28-30 September 2016.

Commenting on Acumen's appointment, Professor Helmut Brand (President of the European Health Forum Gastein) said: "We are enthusiastic about working with the Acumen team and look forward to welcoming even more of the health policy-making community and beyond at this year's conference. In line with what is currently on the agenda of decision-makers, our discussions will address the issues of diversity and the impact of demographics on Europe's health systems".

High ranking EU policy makers, international scientists, leading health specialist, academics and representatives of the NGO and industry sectors will attend the conference to discuss the changing needs that are brought along by changing population structures, and the challenge of providing better care and sustainable health services despite demographic transformations. Acumen will provide press office support in the lead up to, and throughout the event.

Acumen partner, Abigail Jones said: "We are really looking forward to building on the success of previous years to strengthen and promote the European Health Forum Gastein as the European health policy conference of the year."

Notes to Editor:

For more information on the conference, visit the [EHFG website](#) or for media requests feel free to email us at press@ehfg.org

About Acumen

Acumen, an independent Brussels-based consultancy, set up in September 2010 by Elaine Cruikshanks, Abigail Jones and Giles Keane, offers an integrated approach to communications and public affairs. Its growing client portfolio includes Cargill Europe, Cembureau, Dupont, European Broadcasting Union (EBU), Eli Lilly, the International Federation of Pharmaceutical Manufacturers Associations (IFPMA), LEO Pharma, MasterCard, Merial, Mitsubishi, Merck Sharpe & Dohme (MSD), Nominet, Novartis, Public Libraries 2020, Sandoz, Syngenta and TIE.

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