



2011



International
Hospital
Federation

Strategic Options for the Hospital Market

Keep your Knowledge
at the State of the Art!
Register Now!

September 22 and 23, 2011 in Berlin, Germany

With
Simultaneous
Translation

- Emerging Markets: Gulf Region (Saudi-Arabia, Dubai) • India • China • Russia • Brazil
- Management of Increasing Financial Pressure – Opportunities and Threats in a Highly Competitive Environment
- The Future Role of E-Health and IT for the Hospital Market – Integrated Solutions for Patients
- Hospital Benchmarking as Competitive Advantage – Strategies for a Successful Quality- and Riskmanagement
- Reengineering and Process-Optimizing as Tools to Improve Safety, Quality and Hygiene
- Globalization of Health Services – Successful Strategies of Internationalization
- Quality and Accreditation in Health Care



Moderation:



Eric De Roodenbeke
CEO, International Hospital
Federation (IHF), France

Discuss at hospital world²⁰¹¹ with international experts!



Welcome to the eighth edition of **MCC hospital world**.



MCC hospital world 2011 conference is a unique opportunity for Europeans to learn more on the major changes affecting health care services in Europe and in emerging markets. This conference provides specific focus on delivery of health care by the private sector.

This year special attention is being given to BRIC countries which are set to become the dominant economies in the coming decade with a third of world population and an immense potential for growth in health care expenditure. In addition to BRIC countries, there will be opportunities for participants to engage in exchanges of dialogue which will enable them to better understand the reasons the private sector is gaining additional share of the market in OECD countries whilst the Middle East remains a vibrant market for health care.

Participation in this conference will provide a 360 degree perspective on most relevant topics for healthcare decision makers, through presentations from key experts in the countries where the major developments are being witnessed. Roundtables will offer the opportunity to open an international perspective through dialogue among key players in the emerging markets. Networking time will also allow one-on-one question and answer times with the said leaders.

Attending **MCC hospital world** 2011 is a great one stop-shop event with an international outreach.



Eric De Roodenbeke,

CEO, International Hospital Federation (IHF), France

Dear Ladies and gentlemen,



globalization and internationalization are increasingly important, but the question is, how to handle these trends as they affect the hospital market?

The 2011 **MCC hospital world** 2011 will again convene over 200 CEOs, senior executives and government officials from all sectors of the Hospital Industry to exchange ideas in order to foster innovative, solution-oriented strategies to advance health care cost-effectiveness, access, quality and delivery. The **MCC hospital world** 2011 will provide you numerous opportunities to exchange experiences and ideas.

Take this opportunity to expand your horizons and prepare for your future.

I look forward to meeting you at **MCC hospital world** 2011 on September 22 and 23 this year in Berlin.



Hartmut Löw

Partner, Executive Director, MCC

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at the State of the Art!
Register Now!**



International
Hospital
Federation

The International Hospital Federation (IHF) founded in 1947, is successor to the International Hospital Association, established in 1929. The IHF is the unique international organization representing decision makers leading the healthcare sector. It is the worldwide forum and knowledge hub for hospitals, national hospital associations and healthcare organizations, united with the purpose of improving the health of society, offering policy guidance and facilitating the exchange of strategic information and experience in health sector management. The character of the IHF is that of an independent, not for profit, non-governmental organization.

Contact: International Hospital Federation, 13 Chemin du Levant, Ferney Voltaire 01210 – France
Tel: +33 4 50 42 60 00 Fax +33 4 50 42 60 01, email: info@ihf-fih.org; Website: www.ihf-fih.org

MCC is your competent partner in event management

Whether you are planning a congress, a specialist seminar, a customer-event or a press conference. MCC has its very own brand of sector-specific know-how and is up to speed with topics of current interest. Our many and varied contacts in top management offer us unique access to top-class speakers.

We can not only deliver the concept for and organise your congress, we can also conduct the event professionally. We will take care of all the details and steer your event plans to success - turnkey! Whether we're talking congress, seminar, workshop, exhibition, road-show, training or incentive, together we'll come up with a made-to-measure concept for your target group. The quality of our events speaks for itself!

Get to know us, and let's get going on it!

Information under +49 (0)2421 12177-0 or www.mcc-seminare.de





Dr. Jose Carlos de Souza Abrahao
President CONFEDERACAO NACIONAL DE SAUDE & President, International Hospital Federation (IHF), Brazil



Dr. Abdulaziz Al Shamekh CEO, Sultan Bin Abdulaziz Humanitarian City, Saudi Arabia



Sergej Anoufrieu CEO, St. Petersburg Association of Clinics, Russia



Dr. Francisco Roberto Balestrin de Andrade Vice President of the Advisory Board, Brazilian Association of Private Hospitals, Brazil



Dr. Dr. Thomas Behrenbeck Consultant, Associate Professor of Medicine, Mayo Clinic, USA



Eric De Roodenbeke CEO, International Hospital Federation (IHF), France



Dr. Szabolcs Dorotovics Managing Director, Johns Hopkins International, LLC, USA



Salah Fakhouri CEO, Health Management, Dubai



Prof. Dr. Thomas Ittel CEO and Medical Director, University Hospital Aachen, Germany



Matt James Chief Executive, H5 Private Hospitals Alliance, United Kingdom



Prof. Farit Kadyrov Deputy Director, Central Institute of Public Health, Russia



Dr. Gillian Leng Deputy Chief Executive, National Institute for Health and Clinical Excellence, UK



Tony McNamara CEO, Cork University Hospital, Ireland



Filippo Monteleone Director General, Général de Santé, France



Stephen O'Brien Chairman, Barts and The London NHS Trust, UK



Prof. Dr. h.c. Fried Oelschlegel COO, Healthcare Development Holding Co., Saudi Arabia



The Hon. Arthur T. Porter P.C. MD, Director General and CEO, McGill University Health Centre, Montreal, Quebec, Canada



Dr. B. K. Rana Deputy Director, NABH, India



Johnny Van der Straeten CEO, Antwerp University Hospital, Belgium



Prof. Shan Wang President, Peking University People's Hospital, China



Dr. med. Helmar Wauer Hospital Business Director, Charité Berlin, Germany



Dr. Reinhard Wichels Manager of the Hospital Institute, McKinsey & Company Inc., Germany

IMPRESSIONS MCC hospital world 2009



1st day of congress

Thursday, September 22, 2011

8:30am **Check In and Quick Breakfast**9:30am **Opening**

Dr. Jose Carlos de Souza Abrahao,
President CONFEDERACAO NACIONAL DE SAUDE & President,
International Hospital Federation (IHF), Brazil

9:50am **Introduction by the moderator**

Eric De Roodenbeke,
CEO, International Hospital Federation (IHF), France



Opportunities and Threats in a Highly Competitive Environment

10:15am **A long way ahead – Accomplishments, Goals and Challenges of Hospital Care in the Kingdom of Saudi Arabia**

Prof. Dr. Dr. h.c. Fried Oelschlegel,
COO, Healthcare Development Holding Co., Saudi Arabia

- As everywhere – The Healthcare Reform Program – a never ending story
- Short overview – structures, demands and accomplishments of Hospital Care in the Kingdom
- Old and new challenges demanding new minds sets in the society
- The 5 year Healthcare Reform and Developing program BALSAM
- Driving a Lamborghini in the Desert – Infrastructures
- Investments in people – the key for sustainability
- The “bottom up” approach; how we view “Healthcare Cities” in the Arab Region
- Emerging and promising opportunities for international collaboration

10:35am **The future for private hospitals in Britain**

Matt James, Chief Executive,
H5 Private Hospitals Alliance, United Kingdom

- Context – the role of private hospitals in Britain
- Current developments – including the Coalition Government’s Health and Social Care Bill
- Future prospects – opportunities and challenges
- One specific challenge – demonstrating quality advantage through data

11:00am **Coffee Break and Exhibition**

Buy 2 - Get 3!

If you register 2 persons from your company we offer you an additional free-ticket!

11:30am **Brazilian Private Healthcare Market – Highlights**

Dr. Francisco Roberto Balestrin de Andrade,
Vice President of the Advisory Board, Brazilian Association of Private Hospitals, Brazil



- ANAHP
- Schematic View of Private Care in Brazil
- Segmental Analysis
- SWOT Analysis
- Quality Challenges

11:50am **Aligning Performance and Hospital Financing: An Opportunity to Optimize Care, Reward Professionals and Foster Innovation**

The Hon. Arthur T. Porter, P.C. MD,
Director General and CEO,
McGill University Health Centre, Montreal, Quebec, Canada



- Developing a performance-related culture
- Rewards and incentives
- Alignment in public healthcare systems
- Opportunities for the future

12:10pm **The Challenge of Implementing a National Cancer Strategy in a Severely Constrained Resource Environment**

Tony McNamara, CEO, Cork University Hospital, Ireland



- Strategy Formation Process
- Stakeholder Management
- Innovation in Strategy Implementation
- Clinical Leadership and Followership
- Maintaining Quality, Safety and Improving the Patient’s Experience

12:30pm **Medical Health Care in Russia Needs and Challenges**

Sergej Anoufrieve, CEO, St. Petersburg Association of Clinics, Russia

12:50pm **Générale de Santé’s New Strategic Approach to Integrated Healthcare Services**

Filippo Monteleone, Deputy CEO of Générale de Santé, France

1:15pm **Lunch**2:15pm **The Medical Service Reform in China**

Prof. Shan Wang, President,
Peking University People’s Hospital, China



2:45pm **DISCUSSION:**

Opportunities and Threats in a Highly Competitive Environment

Matt James



The Hon. Arthur T. Porter



Salah Fakhouri



Filippo Monteleone

Moderation: Eric De Roodenbeke

Re-engineering and Process-Optimizing as Tools to Improve Safety, Quality and Hygiene

3:00pm **How to survive an inpatient stay – perspectives of patients, clinicians and management**



Dr. Reinhard Wichels, Manager of the Hospital Insitute, McKinsey & Company Inc., Germany

Globalization of Health Services – Successful Strategies of Internationalization

3:30pm **Challenges in the Health Care Sector in the Gulf Region**



Salah Fakhouri, CEO, Health Management, Dubai

- Challenges of the Health Care Sector in the United Arab Emirates, State of Kuwait and Republic of Iraq

5:20pm **ROUND TABLE NO. 1**

Opportunities in BRIC Countries



Chair: Eric De Roodenbeke



Dr. Francisco Roberto Balestrin de Andrade



Dr. Jose Carlos de Souza Abrahao



Sergej Anoufrieu



Prof. Shan Wang



Dr. B. K. Rana

6:00pm **END OF DAY 1**

3:50pm **The Challenging Perspective: European Academic Medical Center Aachen-Maastricht**



Prof. Dr. med Thomas H. Ittel, CEO and Medical Director, University Hospital Aachen, Germany



- Specifics of the Regional Area: Aachen - Maastricht
- Particularities of the Dutch Health Care System
- Corresponding and Complementary Aspects of Dutch and German Academic Medical Science

4:10pm **Coffee Break**

4:40pm **Globalization of Health Services – Successful Strategies of Internationalization**



Stephen O'Brien, Chairman, Barts and The London NHS Trust, United Kingdom



5:00pm **Interaction between State and Private Health Care in Russia**



Prof. Farit Kadyrov, Deputy Director, Central Institute of Public Health, Russia



- The policy of Russia's leadership on the role of private business in the Mandatory Health Insurance (MHI) system
- Economic reasons for entering private clinics in the MHI system
- The extent of the specific private clinics in the MHI
- Necessary conditions for a full-fledged competition state (municipal) institutions with private producers

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**Give us a call +49 (0)2421 12177-19
We will be happy to advise you.**

7:15pm **Evening Dinner: Invitation by**



Dehlers, that is convincing gastronomy in close proximity to culture and theaters, to Friedrichstraße and the many interesting places in the new Berlin. You are not more than a few minutes walk away – from the “Deutsches Theater”, the “Berliner Ensemble”, the Friedrichstadt Palace, the Museum Island and more. You can expect – from a lovely and unusual crew – culinary surprises at its best.

We are looking forward to an exciting and inspiring evening with you!



2nd day of congress:

Friday, September 23, 2011

9:30am **Introduction by the moderator**



Eric De Roodenbeke, CEO, International Hospital Federation (IHF), France



Quality and Accreditation in Health Care

9:45am **Hospital Benchmarking as a Competitive Advantage – Strategies for Successful Quality- and Risk Management**



Dr. Gillian Leng, Deputy Chief Executive, National Institute for Health and Clinical Excellence, United Kingdom



- Setting standards for quality
- Measuring success – outcomes and indicators
- Incentives for improvement
- Overview of impact in the English Healthcare System

10:05am **India: Strategies for Quality Improvement and Risk Management**



Dr. B. K. Rana, Deputy Director, NABH, Quality Council of India, India



- Accreditation: A tool for Quality Improvement and Risk Management
- How Accreditation helps in minimising risk

10:25am **Benchmark-orientated Clinical Controlling subject to Academic Conditions**



Dr. Helmar Wauer, Hospital Business Director, Charité Berlin, Germany



- Financial Particularities of Academic Clinical Centers
- Benchmarking in Comparison with InEK and VUD
- Realisation of a Product Profitability Orientated Controlling

10:45am **DISCUSSION:**

Hospital Benchmarking as a Competitive Advantage – Strategies for Successful

Dr. Gillian Leng



Dr. B. K. Rana



Dr. Helmar Wauer



Moderation: Eric De Roodenbeke

11:00am **Coffee Break and Exhibition**

People in the Focus of Care

11:30am **Leadership Development – Untapped Opportunities to Learn from Each Other**



Dr. Szabolcs Dorotovics, Managing Director, Johns Hopkins International, USA



- Roles of leadership in a hospital: change management, alignment of physicians with organizational goals, nurture the culture of grass roots innovations
- Benchmarking and measuring improvement
- The Johns Hopkins experience: learning from each other across the globe

11:50am **Sultan Bin Abdulaziz Humanitarian City – Helping People to Help Themselves**



Dr. Abdulaziz Al Shamekh, CEO, Sultan Bin Abdulaziz Humanitarian City, Saudi Arabia



12:10pm **How to keep your star talent**



Johnny Van der Straeten, CEO, Antwerp University Hospital, Belgium

- Strategy and HRM
- Start with leadership development
- The creation of commitment
- Measuring of results

The Future Role of E-Health and IT for the Hospital Market – Integrated Solutions for Patients

12:40pm **Technology and the New Face of Medicine – ‘A Brave New World’**



Dr. Dr. Thomas Behrenbeck, Consultant, Cardiovascular Diseases, Mayo Clinic

- Development of new technology in the era of cost containment
- Promise of better treatment vs. incremental gain
- Integration of technology into existing practise patterns
- New technology and its place vs. guideline-driven medicine

12:30pm **Questions and Discussion**

HRM International – learn from each other!



Dr. Szabolcs Dorotovics



Dr. Abdulaziz Al Shamekh



Johnny Van der Straeten

1:00pm **ROUND TABLE NO. 2**

International Hospital Market – Quo Vadis?



Dr. Szabolcs Dorotovics



Dr. Abdulaziz Al Shamekh



Moderation:
Eric De Roodenbeke



Johnny Van der Straeten



Dr. Dr. Thomas Behrenbeck

1:30pm **Lunch**

2:30pm **End of Congress**

VISIT BERLIN...



Berlin is a fascinating ever-changing city. There are various opportunities to discover the capital and Germanys most dynamic city. A sight-seeing tour is the best way to get an impression of this city. For detailed information you can see Berlin online www.visitberlin.de or visit the Berlin Tourist Information:

- Central Train Station** · Ground floor / entrance to Europaplatz
- New Kranzler Eck** · Near the zoo / Kurfürstendamm 22, Passage
- Brandenburg Gate** · Pariser Platz / southern gate house
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MCC hospital world²⁰¹¹

Strategic Options for the Hospital Market
September 22 and 23, 2011 in Berlin, Germany

Who should not miss this congress:

- Decision makers within the health industry
- Hospital directors, administrative heads and medical directors
- State and private health insurance companies
- Management consultants for hospitals and insurance companies
- IT-service providers, solution providers for hospitals
- Fund managers, investment companies
- Providers of medical technology and medical information systems
- Union representatives and medical spokesmen

3 good reasons to participate:

The two-day congress **MCC hospital world²⁰¹¹** will provide a comprehensive overview of national and international issues effecting hospitals. You will receive fundamental insights into the activities of major market players. Use this opportunity to talk with leading international experts about chances and risks in the international health industry.



Delegate Registration Form

Yes, I/we want to take part in this congress.

- **Buy 2 - Get 3!** Yes, I/we will register three individuals from one company and we will receive a free ticket for the third person.
- Please send me more information about opportunities for cooperation/sponsoring.
- Unfortunately, I cannot take part in the above mentioned event, but I would like to purchase a copy of the abstracts for 295.- €. (VAT and delivery not included. Shipment is not intended for purposes of examination and obligates the recipient to accept the documents)

Congress Fee:

The fee for participation in the **two-day congress** incl. congress abstracts, lunch, dinner invitation, refreshments and small snacks during the breaks: **€ 1895.-**

Special rate for hospital employees and registered doctors for the **two-day congress**: **€ 795.-** plus VAT.

Participants from Eastern Europe and developing countries (named in the WHO-List) will be enabled to participate through substantially reduced prices. (VAT not included)

Conditions of participation:

Please simply complete the registration form and fax or send it to MCC as soon as possible. You can also register directly by E-Mail at mcc@mcc-seminare.de. Once your registration has been received by MCC in writing, we will send you a confirmation and invoice immediately – given that space is still available. Otherwise you will be informed promptly. Payment is accepted by bank transfer or by check.

Buy 2 - Get 3! Should at least three individuals from one company take part in the congress, we provide a free ticket for the third person.

Please note: You may only participate in the congress if the congress fee is paid in advance or at the congress. Cancellations must be made in written form. If you do not attend the congress or cancel your participation after August 22, 2011 the full fee will be due and cannot be refunded. If you cancel your participation up to and including August 22, 2011, we will charge an administrative fee of € 130.- (VAT not included). You may of course send a substitute. Please inform us about your substitute's name at least three days prior to the congress. Our general terms and conditions apply and are available upon request.

Date and venue:

September 22 and 23, 2011 in Berlin, Germany

Ellington Hotel Berlin

Nürnberg Str. 50-55

10789 Berlin, Germany

Phone: +49 (0)30 683 150

Fax: +49 (0)30 683 155 555

Hotel Accommodation: A limited number of rooms at a special rate is available. Please book your accommodation promptly. Ask for special rates and refer to the reservation code "MCC". For additional information about the hotel, rooms or hotel services, please contact the hotel directly. Accommodation rate: € 138.- per night/single room.

MCC reserves the right to modify the program if necessary.
Any liability for misprints excluded.

1	Last name _____	First name _____
	Position _____	Department _____
2	Last name _____	First name _____
	Position _____	Department _____
3	Last name _____	First name _____
	Position _____	Department _____
	Company _____	
	Street _____	
	Postcode _____	City _____
	Phone _____	Fax _____
	E-Mail _____	
	Date _____	Signature and company stamp _____

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Please pass this invitation also to interested colleagues.