



High-level EIH Conference- (version 01/09/15)

**Among opportunities for sustainable growth in Europe: The Global health**

22 September 2015, Brussels

Hosted by:

European Economic and Social Council (EESC)

Van Maerlant building, 2 rue Van Maerlant. B 1040 (ROOM VMA3)

PROGRAM

**9:30-10:00 Welcome Coffee**

**10:00-10:10 Opening and welcome address** Henri Malosse, EESC, President

**10:10-10:20 Forewords and Welcoming speech:** Bernard Mesuré, EIH Chairman

**10:20-10:30 Introductory keynote speech:** Pablo Zalba Bidegain, Vice President - Economic and Monetary Affairs, European Parliament.

**10:30-10:55 Economic Approach, diagnostics and challenges:**

Nicolas Bouzou, Director, fondateur d'Asterès

**10:55-11:10 State of play: Reminder the 2010 EIH study and 2030 projection**

Accenture (TBC)

**11:10-12:45 PANEL 1: THE NEEDS: How can healthcare contribute to growth and competitiveness?**

**Investments, new job opportunities, new markets, assistance to the person, urbanism...  
(Awareness /Activities/Actions)**

**Topics:** reducing unnecessary costs for society; health prevention as a market; unleashing export potential; new partnerships

**Introduction to the topic:** Accenture (TBC)

**Moderator:** Hans Martens EPC

**Panellist:** Nicolas Bouzou Asterès

**Panellist:** Thomas Heynisch Deputy head of unit Biotechnology DG Grow

**Panellist:** Christoph Schwiertz, DG Ecfm, European Commission

**Panellist:** Dr Roberto Bertollini Director WHO Brussels, and WHO chief scientist

**Panellist:** Patricia Fosselard, Secretary General EFBW



**Panellist:** Marie Monestier, president of the GESP

**Panellist:** Nicola Bedlington, Secretary General, European Patients Forum

**Q and A with the floor**

**12:45-13:30: Break and Buffet on the spot**

**13:30-15:00: PANEL 2: THE OFFERS: Global Health as a booster of innovation, how to move from health technologies to new health services models?**

**Info, Big data, roles, skills, training**

**(Awareness/Activities/Actions)**

**Topics:** acceptance of technological progress and innovation: are Europeans technologically risk averse or simply critical/demanding/questioning? smart-compute to smart-compete in health prevention; smart health: e-health, m-health, s-health; e.g. virtual health advisers; health education and training – knowledge technologies

**Introduction to the topic/Moderator:** John Higgins, DG Digital Europe

Keynote: from the Doctor-Patient relation to future virtual health advisor -smart citizen relation.

**Panellist:** Peteris Zilgalvis, Head of ICT unit for eHealth and Wellbeing DG Connect:

**Panellist:** Nicole Denjoy, General Secretary, COCIR

**Panellist:** Marc Lange, secretary General, European Health Telematics Association

**Panellist:** Jean Pierre Kempeneers, senior Director Government Relations and European Affairs, Philips

**Panellist:** Ole Qvist Pedersen, Senior Vice-President at Falck

**Q and A with the floor**

**15:00-16:30 PANEL 3: ACCESSIBILITY AND FUNDING: How to translate growth opportunities into business and operating models "affordable" for payers, patients, carers, and consumers?**

**Topics:** short-term return for long-term investments, responsible citizens: sharing personal health information, access to data, what can new technologies bring? participative decision making: involve citizens to shape a healthier future; towards a 'healthy living culture'; harm



reduction; awareness as a low cost action; adapting life style for better health prevention, why is it so difficult? It can be integrated in a broader social consciousness (preserve nature, my health, my durability...)

**Introduction to the topic:** Andrzej Rys, Director, DG Sanco Directorate D

Keynote: prevention, hygiene, lifestyle technology foresight elements in healthcare: personalized healthcare, taxation, sharing in the risk management, financing information...

**Moderator:** (TBD)

**Panellist:** Marc Tarabella, MEP, Chair of Sport Intergroup at EP

**Panellist:** Anne-Sophie Godon, Director of Innovation Malakoff Médéric

**Panellist:** Dr Phillipe Aillères, Direction Médicale Inter Mutuelles Assistance

**Panellist:** Romain Finas, Healthcare solutions development Director, MSD

**Panellist:** Michael Danon, directeur général adjoint groupe Pierre Fabre

**Panellist:** Frederic Arnaud Emulsar founder (Start-up)

**Panellist:** Madi Sharma, UK Member Employers group, EESC

**Panellist:** Josef Montag, **University** Mendel, and Brno

**Panellist:** John Chave, Director General, Cosmetic Europe

**Q and A with the floor**

**16:30- 16:45 Conclusions and way ahead:** Markus Beyrer, Director General Business Europe (TBC)

**16.45-17.00 General conclusion:** TBD

**17:00-17:30**

Press Conference

01. 09.2015