

Frankfurter Allgemeine





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

> With Simultaneous Translation

Strategic Options for the Hospital Market

September 22 and 23, 2011 in Berlin, Germany

- **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:

Discuss at hospital world²⁰¹¹ with international experts!



















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



Barts and The London NHS







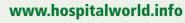


































Welcome to the eighth edititon of MCC hospital world.



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 e 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

Keep your Knowledge 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 Anoufriev 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 Filippo Monteleone CEO, Cork Director General, University Hospital, Ireland France



Filippo Stephen O'Brien
Monteleone Chairman, Barts and
Director General,
Général de Santé,
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 Insitute, McKinsey & Company Inc., Germany



J. W. L.



1st day of congress

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





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 Anoufriev, 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







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 Institute, 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

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

SPONSORING/EXHIBITION

Are you interested in positioning your company, products and services in a targetgroup oriented manner

Give us a call 449 (0)2421 12177-19 We will be happy to advise you.

5:20pm ROUND TABLE NO. 1 Opportunities in BRIC Countries Dr. Francisco Roberto Balestrin de Roodenbeke Dr. Jose Carlos de Souza Abrahao Sergej Anoufriev Prof. Shan Wang Dr. B. K. Rana



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!





10:45am DISCUSSION:

Dr. Gillian Leng

Dr. B. K. Rana

Dr. Helmar Wauer



2nd day of congress:

Friday, September 23, 2011

Hospital Benchmarking as a Competitive

Advantage – Strategies for Successful

9:30am Introduction by the moderator





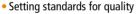
Eric De Roodenbeke, CEO, International Hospital Federation (IHF), France

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



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

11:00am Coffee Break and Exhibition

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

People in the Focus of Care

Moderation: Eric De Roodenbeke

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

12:30pm Questions and Discussion HRM International – learn from each other!







Dr. Abdulaziz Al Shamekh



Johnny Van der Straeten

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

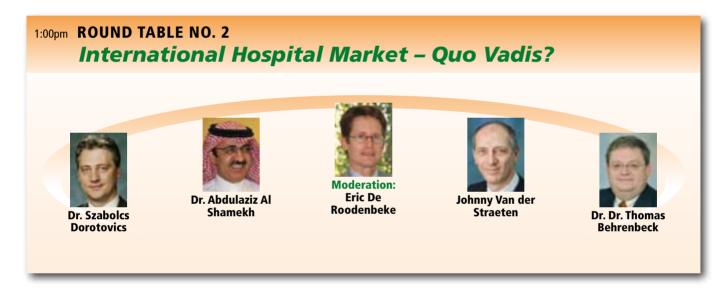
12:40pm Technology and the New Face of Medicine

- '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



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:

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New Kranzler Eck · Near the zoo / Kurfürstendamm 22, Passage

Brandenburg Gate · Pariser Platz / southern gate house

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MCC/

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 world** ²⁰¹¹ 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)

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Position	Department
Last name	First name
Position	Department
2	_
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E-Mail: mcc@mcc-seminare.de
Internet: www.mcc-seminare.de

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. Cancelations 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 \in 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

Nürnberger 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.