"It is a pleasure for me to address the OPEN DAYS 2008, the most important annual conference of European regional and local experts.

The OPEN DAYS comes at a time when there is growing recognition that investing in health is crucial if the EU wants to become more competitive and to promote a better quality of life for its citizens. Healthy citizens are the key for a healthy economy. Improving the number of years lived in good health will impact on labour participation, productivity, and economic growth. To improve citizens' health across the EU, health concerns must be at the heart of policy making at all levels. Regional and local authorities have a key role to play in developing and implementing policies to promote health and provide healthcare to citizens.

I hope all of you will be able to visit the OPEN DAYS 'Health village' in the Investors' Café at the Committee of the Regions. It will address a range of key issues such as improving health promotion and healthcare, tackling health inequalities, and exploring information and communication technologies for health. Participants will have the opportunity to exchange views and learn about health investment possibilities at regional and local level."

Androulla Vassiliou
Member of the European Commission responsible for Health
Tuesday 7th of October 2008

09:00 - 10:45 – Regions working for sustainable health systems: a shift towards preventive care
DG Health and Consumers
Venue: Committee of the Regions, Room JDE52 (165 people)
Moderator: Mr. Patrice Iebeu, Director, Europe+ Foundation
Speakers:
Ms. Androulla Vassiliou, EU Commissioner for Health
Mr. Sandro Sandri, Health Regional Minister of Veneto Region, Italy
Mr. Steven Vanackere, Health Regional Minister of Flanders Region, Belgium
Ms. Marina Gili i Fàbrega, Health Regional Minister of Catalonia Region, Spain
Mr. Heinrich von Wullin, President, COCIR
Dr. Cornelius Erbe, Senior President, DAK Germany
Dr. Josep Figueras, Director, European Observatory for Health Systems and Policies
Mr. Robert Madelin, Director General, DG Health and Consumers, European Commission
Abstract: European healthcare systems are under mounting pressure to respond the challenges of population ageing, changing patterns of diseases, citizens’ rising expectations, mobility of patients and a shortage of health professionals. European regions and citizens can clearly benefit from investing in health in order to improve the access and quality of health services and reduce overall costs.

11:15 - 13:00 – Implementing the care cycle approach to healthcare improvement
EUREGHA, COCIR
Venue: Committee of the Regions, Room JDE63 (62 people)
Moderator: Mr. Wolfgang Bayer, KPMG Health Care, Austria
Speakers:
Mr. Wolfgang Bayer, KPMG Health Care, Austria
Mr. Paul Mott, Executive Member, COCIR
Mr. Goran Henriksson, Senior Public Health Advisor of Västra Götaland Region, Sweden
Prof. Dr. Eckart Fleck, German Heart Institute, Germany
Dr. Henrik Rud Andersen, Department of Cardiology, Aarhus University Hospital, Denmark
Ms. Caroline Shaw, CEO, Christie Hospital NHS Foundation Trust, North West England, United Kingdom
Mr. Chris Harrison, Medical Director, Christie Hospital NHS Foundation Trust, North West England, United Kingdom
Abstract: Healthcare providers and users suffer from fragmented delivery organized around functions and medical specialties rather than patients and diseases. In a ‘care cycle’ approach medical specialists, nurses, and technicians need to be organized into integrated teams to deal efficiently with diseases from prevention and early diagnosis through to treatment, monitoring and follow-up. Such teams can provide better quality care at lower cost.

14:30 - 16:15 – Community programmes in the field of health: first results and future challenges
DG Health and Consumers
Venue: Committee of the Regions, Room JDE63 (62 people)
Moderator: Mr. Christophe Bertrand, Head of Unit "Health Programme and Knowledge Management", DG Health and Consumers, European Commission
Speakers:
Ms. Donata Meroni, DG Health and Consumers, European Commission
Ms. Henriette Hanson, Project Manager, Lead organisation: South Denmark European Office
Mr. André Cocha, Project leader, Lead organisation: Fédération Nationale des Observatoires Régionaux de la Santé (FNORS), France
Ms. Silvia Dedichi, Project leader, Lead organisation: Istituto superiore di sanità, Italy
Ms. Maria Grazia Dente, Project Coordinator, Lead organisation: Istituto superiore di sanità, Italy
Abstract: Results from projects from the first Public Health Programme 2003-2007 will be presented as particularly influential in shaping policy at European level or in shaping good practice. The second Health Programme 2008-2013 aims to improve and protect health, develop an integrated approach towards effective co-operation with the member states and a dialogue with key partners interested in health, such as regions and local bodies.

16:45-18:30 – Putting prevention and promotion into practice in regions
DG Health and Consumers
Venue: Committee of the Regions, Room JDE63 (62 people)
Moderator: Mr. Massimo Miranda, Director, Regional Reference Centre of Reference for Health Promotion, Veneto Region, Italy
Speakers:
Mr. Michael Hübner, Head of Unit "Health Determinants", DG Health and Consumers, European Commission
Mr. Dominic Harrison, North West Region, United Kingdom
Mr. Reinaldo Garcia, Executive Member, COCIR
Ms. Tatjana Buzeth, Director of the Centre for Health and Development, Ministry of Health, Slovenia
Dr. Peter Schroeder, Faculty of Health, Medicine and Life Sciences Department of International Health, Maastricht University, The Netherlands
Abstract: A good order of premature death and illness is preventable and much is known about how to do it. But putting it into practice is a challenge – with the result that many regions have yet to fully realise some potentially huge gains in the health, and wealth, of their communities.
This workshop will look at regions’ experiences in developing and implementing health promotion and disease prevention strategies. It will examine examples from a number of regions as well as providing some cross regional analysis. It will aim to draw out learning points on strategies for tackling key risk factors as well as on more generic methods of working between health and other policy areas, making the economic case and securing political commitment.
Wednesday 8th of October 2008

9:00 - 12:30 – Maximizing health gain: new financial models and the use of structural funds
Venue: West Midlands in Europe Office, Av. D'Auderghem 22-28 (90 people)

Speakers:
Mr. Sandro Sandri, Health Regional Minister of Veneto Region, Italy
Mr. Mare Sulveke, WHO European Office for Investment for Health and Development, Venice
Mr. John Walsh, Deputy Head of Unit “Thematic Development and Innovation”, DG Regional Policy, European Commission
Mr. Eloy Jimenez-Cantos, General Director of economic resources, Health Department of Valencia Region, Spain
Ms. Elena Stefikova, Head of Health and Human Pharmacy Department, Trinec - Tibor Badura, System Integration Director, Crystal Consulting Ltd.
Ms. Karina Bredunka, Director of the Department of Coordination of Operational Programs
Václav Rýznar, Head, Health Department of Olomouc Region, Czech Republic
Giancarlo Ruscitti, Secretary General of the Veneto Regional Health Department, Italy

Abstract: The EU Health Strategy "Together for Health" gives momentum to the role of health as a precondition for economic growth. A healthy population increases productivity, labor supply and reduces the burden of ill health, leading to disability, dependence and mortality. The workshop aims at demonstrating how new financial models aid an effective use of Structural Funds play a key role in achieving healthy results.

14:30-16:15 – Regional innovation for a healthier Europe
Venue: West Midlands in Europe Office, Av. D'Auderghem 22-28 (90 people)

Speakers:
Sir Albert Bore, Birmingham City Council and member of Committee of the Regions
Ms. Anne Ferreima, Member of the European Parliament (Environmental, Public Health and Food Safety Committee)
Mr. Pierre Lamy, Brussels Enterprise Agency, Brussels Capital Region, Belgium
Mr. Emmanuel Lemazurier, INERIS (French National Institute for Industrial Environment and risk), Picardie Region, France
Mr. Peter Saha, Tomas Bata University in Zlín, Czech Republic
Mr. Zoltan Szidassy, University of Debrecen, Eszak-Alföld Region, Hungary
Mr. Rob Chesters, Modlink, West Midlands Region, United Kingdom

Abstract: New technologies are inducing a revolution in the ways of organizing and promoting health. Trans-regional cooperation is needed in research and innovation, provision of infrastructures and services, training and mobility of human resources, the reduction of malpractice in hospitals and improved health care and prevention programmes. Projects from France, United Kingdom, Hungary and Belgium will be presented which could potentially be realised at the EU level.

16:45 - 18:30 – Reengineering hospitals
Venue: Veneto Region Office, Av. De Tervueren 67 (65 people)

Speakers:
Mr. Giancarlo Ruscitti, Secretary General of the Veneto Regional Health Department, Italy
Mr. Josep Figueras, Director, European Observatory on Health Systems and Policies
Mr. Pascal Garel, European Hospital and Healthcare Federation (HOPE)
Mr. Enric Mayoral, Head of European Affairs, Health Department, Catalunya Region, Spain
Ms. Marion Dinwoodie, Chief Executive, Medway Primary Care Trust, United Kingdom
Ms. Lina-Maria Voipio-Pulkki, Senior Medical Adviser, Association of Finnish Local and Regional Authorities, Finland (ibc)

Abstract: The position of hospitals in a wider sphere of healthcare provision is changing as more and more clinical interventions take place outside a hospital setting. This workshop will examine the principal challenges facing hospitals today, the role of the hospital in a regional healthcare system, the questions that policy-makers need to be asking about its future role, and local and regional experiences across the EU in hospital management and changing hospital structures.

Thursday 9th of October 2008

9:00-12:45 – eHealth: from early promise to sustainability
Venue: Committee of the Regions, Room JDE52 (150 people)

Part 1: 09:00 – 10:45 – eHealth – Sharing of experiences and lessons learned

Speakers:
Ms. Agneta Granstrom, County Council Commissioner and President of the Assembly of European Regions Network on eHealth
Mr. Gerard Connyn, Acting Director, DG Information Society and Media, European Commission
Mr. Nick Faby, Head of Unit "Health Information", DG Health and Consumers, European Commission
Mr. Eric Maurincomme, Chairman of Healthcare Committee of COCIR & Chairman of eHealth Industry Stakeholders Group for EU (2010) Subgroup on eHealth
Mr. Alexander Schanner, Programme-Manager, ARGE EIIGA, Austria
Ms. Simonetta Scalvini, Head of Telemedicine Service, Fondazione S Maugeri, Gussago, Italy
Mr. Patrice Degoutet, Director, Pompidou Hospital, France
Mr. Christian Lovis, Professor Boursier INS, Head of Clinical Informatics, University Hospital of Geneva, Switzerland

Outreach: Ms. Maria Carla Vincenzi, Head of COCIR Secretariat, Brussels
Mr. Gerard Connyn, Acting Director, DG Information Society and Media, European Commission
Mr. Jean-Philippe Dewaele, Director of Press Relations, DG Education and Culture, European Commission
Mr. Nick Faby, Head of Unit "Health Information", DG Health and Consumers, European Commission
Mr. Richard Guillet, Head of Health Division at DG Information Society and Media, European Commission
Mr. Jean-Paul Heschl, Director General of the Health Information Unit, U.S. Department of Health and Human Services
Mr. Philip Hlavak, Head of Unit "Health Information", DG Health and Consumers, European Commission
Mr. Eric Maurincomme, Chairman of Healthcare Committee of COCIR & Chairman of eHealth Industry Stakeholders Group for EU (2010) Subgroup on eHealth
Mr. Alexander Schanner, Programme-Manager, ARGE EIIGA, Austria
Ms. Simonetta Scalvini, Head of Telemedicine Service, Fondazione S Maugeri, Gussago, Italy
Mr. Patrice Degoutet, Director, Pompidou Hospital, France
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Mr. Patrice Degoutet, Director, Pompidou Hospital, France
Mr. Christian Lovis, Professor Boursier INS, Head of Clinical Informatics, University Hospital of Geneva, Switzerland
Part 2: 11:00 – 12:45 – Making eHealth a reality on a larger scale - amplifying its benefits
Venue: Committee of the Regions, Room JDE55 (55 people)
Speakers:
Ms. Agneta Granström, County Council Commissioner and President of the Assembly of European Regions Network on eHealth
Mr. Andrew McCormick, Permanent Secretary, Health Department, Social Services and Public Safety, Northern Ireland
Dr. Michael Wilks, President, Standing Committee of European Doctors (CPME)
Mr. Eric Mauricecunne, Chairman of Healthcare Committee of COCIR & Chairman of eHealth Industry Stakeholders Group for EU 2010 Subgroup on eHealth

Abstract: eHealth, combined with proper institutional organisation and human skills, is a key enabler to providing better quality and safer healthcare. It has the ability to empower citizens to better manage their health and lifestyle.
Interoperability of health information systems - including electronic health records and telemedicine services - is a current policy priority, aiming at supporting continuity of care, safety and mobility of patients.
Latest developments and good practice examples on these issues will be presented coming from several regions. Important concerns regarding data protection, health stakeholder support and creating a sustainable eHealth market will also be addressed.

Our job is to help make Europe’s citizens healthier, safer and more confident. Over the years the European Union has established EU laws on the safety of food and other products, on consumers’ rights and on the protection of people’s health. The Directorate General for ‘Health and Consumers’ of the European Commission has the task of keeping these laws up to date. It is national, regional or even local governments in EU countries who actually apply the EU’s health and consumer protection laws. It is their job to make sure traders, manufacturers and food producers in their country observe the rules. Nonetheless, part of our job is to check that this is really happening and that the rules are being applied properly in all EU countries.

The mission of the Unit ICT for Health is to contribute to better health status of all European citizens, to bring economic and productivity benefits to the health systems of all Member States, and to stimulate growth and competitiveness of the eHealth industry in Europe. The driving vision of the Unit is the concept of an ICT-enabled, citizen-centred health delivery system. The main lines of action concern: (1) Support to deployment of Europe-wide, interoperable eHealth tools and services; (2) Research on advanced eHealth solutions that empower individuals to manage their health conditions and lifestyles; improve patient safety by optimising medical interventions and preventing errors; enhance quality of care by offering personalised solutions for efficient treatment or management of chronic diseases; facilitate early diagnosis, prevention, as well as prediction of onset of diseases.

Created in 2006, EUREGHA is a free and open network with voluntary membership, compounded by regional and local authorities focused on public health. More than 150 organisations across Europe are already members and the network is growing fast day after day. It works as platform of discussion through which regions and local areas can exchange information and knowledge between themselves and the EU level in order to pursue the greatest attainable level of health. Its aims are to highlight the crucial role of regional and local health authorities in implementing the EU Health Strategy, to enable and facilitate partnerships and to share information among public institutions and other health stakeholders such as NGOs, trusts, academics and industries.

COCIR
Founded as a non-profit trade association in 1950, COCIR represents the radiological, electromedical and healthcare IT industry in Europe. As such, our members, leading European healthcare and IT industries and national trade associations play a driving role in developing the future of healthcare both in Europe and worldwide. COCIR encourages the use of advanced technology to support healthcare delivery worldwide. COCIR’s key objectives include promoting free worldwide trade of medical devices and maintaining the competitiveness of the European healthcare sector.

In order to attend these workshops please go to the OpenDays website (www.opendays-europe.eu) and register online.