

1st Announcement

**15th  
European Health Forum  
Gastein**

3rd to 6th October 2012

# Crisis and Opportunity

## Health in an Age of Austerity

Public health 2050

Sustainable health systems

Personalised medicine

Non-communicable diseases

Health communication

Global governance

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# Parallel Forums

## Global governance for health

### *The European perspective*

Global health governance addresses those health issues that transcend national boundaries and governments and call for actions on the global forces that determine the health of the people. It aims at applying a whole-of-government and whole-of-society approach, addressing a synergetic set of policies in both health and non-health sectors.

This session will address Europe's responsibilities, commitments and opportunities for global health governance:

- The implementation of global health agreements and their influence on Europe
- The context and impact of European global health initiatives
- Challenges and opportunities for Europe
- Europe's future role in global health governance issues

Organised by Global Health Europe and Maastricht University

## The path to sustainable health systems

Demand for health care will increase in the coming decades, which raises implications for fiscal sustainability.

The sessions will address foreseeable trends and paths to increase value in health systems.

- Concept of fiscal space, sustainability and trends in financing
- Policies to diversify the revenue base for health spending and to control public expenditures in health
- Current trends to increase value for money through payment by results and coordination of care
- Policy changes needed to respond to patients with complex needs

Organised by OECD, sponsored by MSD

## A global personalised medicine

### *Can Europe lead the way?*

Personalised medicine calls for appropriate governance strategies at all levels as it challenges the way health care systems are set up. For instance, early molecular testing to identify the right treatment for each patient is transforming the clinical approach to cancer. Timely advice from policy makers and other stakeholders is needed to help prepare Europe for changes in how society deals with well-being, health, ageing, diet and disease.

- Personalised medicine – new scientific paradigms, organisational changes, regulatory issues and bottlenecks
- Public Private Partnerships – who are the drivers, what are the incentives?
- Access to personalised medicine – adding value for citizens and health systems?
- European policy making –leading the global way in times of financial crisis

Organised by ESF, MPIMG, IPHG Maastricht University. Sponsored by AMGEN, Pfizer

## The public health challenges of 2050



Identifying tomorrow's challenges and opportunities for health allows investment in the right public health research now.

- What will be the main public health challenges to be addressed in 2020–2050?
- Which external factors will influence these developments, e.g. climate change, demographic changes, developments in energy and transport?
- Which scientific and technological developments will shape the future?
- How can we be better equipped to address these problems?
- What is the role of public health research?
- How can public health research be structured and prioritised to face up to these challenges?

Organised by European Commission, DG RTD

## Communicating health



### *Making sure health remains a top priority, even during times of austerity*

Communicating health is a challenge in several ways. Health advocacy is vital in reaching decision makers and creating mobility for the health agenda, especially during a time of austerity. We need to discover how best to communicate to policy makers, health professionals, patients and the general public in the digital age.

The debate will consider the following questions:

- How can we communicate health data and the effectiveness of new technologies to politicians to help them make the right decisions?
- How can we ensure citizens are health literate and aware of healthy lifestyles? What campaigns are successful and why?
- How can the Digital Agenda for Europe forward health policy?

Organised by European Commission, DG SANCO and DG INFSO

## Non-communicable diseases

### *From prevention policies to health systems response*

Following the 2011 UN High Level meeting, non-communicable diseases (NCDs) remain high on the policy agendas of countries in Europe and beyond. Session 1 will review the toolbox of preventative approaches being utilised. Session 2 will look at health system responses including financial and organisational innovations, and the challenges faced in implementing and evaluating disease management approaches in different health system contexts.

- The policy spectrum: from nudge to taxation
- Working with industry: lessons learned from existing collaborations
- Health system responses to NCDs: financial and organisational innovations
- Approaches to the management of NCDs and the policy context for chronic care

Sponsored by Ministry of Health, Taiwan

# Plenary Sessions



EHFG 2009 discussed “Financial crisis and Health” as European economies entered recession. We concluded that “policy leadership” and “resilience” of communities would be required to steer through the financial and debt crisis.

Recession has endured and is deepening in many parts of Europe with new evidence of its impact on health and health systems. In response, austerity measures and budget cuts have been introduced to restore economic stability.

**The plenaries will consider these questions:**

- How are policymakers taking into account the health consequences of their responses to the financial crisis?
- What will austerity mean for the future health of Europe’s citizens?
- Are we pursuing policies that will achieve sustained improvements in both health and economic growth?

**Speakers include:**

A Stöger, Minister of Health, Austria

J Dalli, EU Commissioner for Health and Consumer Policy, European Commission

Z Jakab, Regional Director, WHO Europe

M McKee, Professor, London School of Hygiene and Tropical Medicine

# Workshops



- Vaccination and the role of social media
- Dialogue, transparency and trust – what part do they play in aligning the pharmaceutical industry with social needs?
- Disease prevention A to V – putting a value on lifelong vaccination
- Connecting new science, research and healthcare needs – is the contract between society and pharmaceutical industry up for renewal?
- Be aware of your kidneys
- Innovative approaches to improve trust and uptake in vaccination
- Improving nutrition in Europe with flour fortification
- Getting health reform done
- Waking up to real solutions to chronic disease

[Additional sessions to be announced](#)

## Social programme



### Hallstatt and St. Wolfgang

The beautiful village of Hallstatt, surrounded by mountains and lakes, is a UNESCO World Cultural Heritage site. At Michael’s chapel visit the famous bone house with its decorated skulls. From St. Wolfgang Lake is a breathtaking panoramic view over the mountains and a 1183 Roman church with remarkable baroque winged altars.

### Dachstein – breathtaking views

The day trip to Dachstein takes you up in the sky and down into caves. Five different platforms – one entirely made out of glass – 400 meters high, give breathtaking views over the Salzkammergut and Hallstatt. The ice caves will enchant you with magical ice sculptures as an experienced guide leads you through gigantic ice curtains and icicles.

### Alpentherme Gastein

Here you can leave the strains and stresses of daily life behind and wind down to your heart’s content. With its extensive range of spa facilities, Alpentherme Gastein offers a programme that can be tailored to your individual requirements.



## European Health Award 2012

### Submit your project

**Deadline 29 May 2012**

Are you participating in a European initiative that addresses European health challenges in the field of public health or health care?

If so, you are invited to apply for the European Health Award to the value of 10,000 Euro, sponsored by Forum of Research-based Pharmaceutical Industry (FOPI) and the Federal Ministry of Health, Austria.

[For more details please visit www.ehfg.org/award.html](http://www.ehfg.org/award.html)

## Young Forum Gastein

This initiative is a joint action by the European Commission and the EHFG.

It offers young professionals involved in health research and policy-making in Europe a unique opportunity to learn about current developments in Europe and to network with high-level experts in the field of health.

# Booking Information

We provide a variety of services to assist you during your stay. Booking the congress and your accommodation through the International Forum Gastein will ensure that you benefit from the following services: direct shuttle service to and from Salzburg Airport (60 minutes) or Schwarzach-St. Veit/Bad Hofgastein railway stations; participation in EHFG sessions (restrictions may apply) and social events for all participants and partners including the weekend.

For further information and a registration form please contact the booking hotline or visit our homepage at [www.ehfg.org](http://www.ehfg.org). Hotel rates are available upon request. Accompanying persons (non-participants) staying in the same room pay 60% of the regular hotel rates.

All information in this announcement is subject to change.

<b>CONGRESS FEES</b> includes 10% VAT	<b>Early booking</b> until 8 June 2012	<b>Late booking</b> until 6 October 2012
<b>Standard fees</b>	<b>EUR 1550</b>	<b>EUR 1800</b>
<b>Reduced fee:</b> <i>available only to representatives of consumer/patient organisations and full-time staff of universities</i>	<b>EUR 395</b>	<b>EUR 495</b>
Cancellation fee is 10% of the total amount due until 7 September 2012, 50% thereafter. Cancellation must be submitted in writing.		

Booking hotlines: Tel: +43 (6432) 3393270; Fax: +43 (6432) 3393271; [office@ehfg.org](mailto:office@ehfg.org)

**Organiser:** International Forum Gastein

**Coorganisers:** Federal Ministry of Health, Austria  
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Land Salzburg

## Supporting Organisations:



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