

eHealth in Europe: Empowering Patients and Offering Better Connected Healthcare Services



Tuesday 27th January 2015
Thon Hotel Brussels City Centre
Brussels



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Overview

Information and communication technologies (ICT) can provide European citizens with better and cheaper tools to improve the quality and delivery of social care, health monitoring and health records. In the digital age, it is essential to facilitate access to e-health and develop user-friendly services for all citizens and health professionals.

According to the European Commission figures, the costs of health and social care will rise substantially to about 9% of EU GDP in 2050. To ensure the control of healthcare costs whilst maintaining high quality care, information and ICT have an important role to play in transforming the European and cross-border healthcare landscape. With citizens being increasingly connected, new opportunities are arising to tackle economic and social challenges faced by European healthcare services across Europe. Through telemedicine, e-monitoring and mobile health, new technologies have the potential to empower patients to take an active role in their own healthcare and to help professionals with better monitoring tools and information.

eHealth is the fastest growing of the three main healthcare sectors in Europe and its objectives are clear: improving citizens' health and access to quality healthcare through data sharing between patients, health service providers and professionals as well as through information networks and electronic health records. Legal obstacles remain, however, since privacy; confidentiality; and data protection concerns need to be addressed to ensure legal clarity for e-health and mhealth services across Europe.

The European Commission has launched several initiatives over the past years, with the Action Plan 2012-2020 being the most up to date. The second ehealth Action Plan operates in the context of Article 14 of Directive 2011/24 on the application of patients' rights in cross-border healthcare. Its main objective is to support research and innovation; promote international cooperation; improve interoperability of ehealth services and ensure a wider deployment and facilitating uptake.

This International Symposium provides a timely opportunity for practitioners and stakeholders across Europe to discuss the latest development and challenges in improving eHealth services across Europe and to gain more understanding in EU actions in the sector. Public Policy Exchange welcomes the participation of all key partners, responsible authorities and stakeholders. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debates.

“ We need to keep the momentum in placing eHealth at the centre of shaping our future health systems; as a key tool to enable our systems to provide for the needs of our citizens for generations to come. Mobile Health is a particularly promising and growing sector”

- European Commissioner for Health Tonio Borg, May 2014

“ Today, most of us have mobile tools that put your healthcare into your hands, and into your front pocket. From apps that check your heart or blood sugar - to bracelets that monitor your exercise. These are simple, usable ways to get healthy - and stay healthy.”

- EU Commission Vice President Neelie Kroes, May 2014

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium



Why Attend?

- ✓ Gain knowledge on the ongoing development of eHealth across Europe
- ✓ Discuss legal aspects and uncertainties of eHealth and mHealth services
- ✓ Understand the economic and social benefits of access to eHealth
- ✓ Explore solutions and projects to improve and promote digital literacy

Who Should Attend?

- Health Professionals
- Healthcare Providers
- Public Health Authorities
- European Organisations
- European Institutions
- National Governmental Organisations
- Local Governmental Organisations
- Health Insurers
- Pharmaceutical Industries
- Hospitals
- Social Services
- Health Promotion Advisers
- Medical Associations
- Trade Unions
- Employers' organisations
- Public Health Unions
- Health Research Institutes
- International Centres for Health Protection
- Health Networks
- Patient Associations
- Charitable Foundations
- Associations of Schools of Public Health
- Health Forums
- Natural Medicine Associations
- Associations of Hospital Managers
- Hospital Pharmacists Associations
- Legal Health Professionals
- Academics and Researchers
- Local Authority Officers and Councillors

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Programme

09:15	Registration and Morning Refreshments
10:00	Chair's Welcome and Opening Remarks
10:10	Improving the eHealth Experience at EU Level <ul style="list-style-type: none">• Discuss the eHealth Action Plan 2012-2020 and Initiatives to Increase Legal Clarity• Understand the Legal Framework for eHealth• Consider how to Improve Interoperability to Improve Healthcare in Europe• Share Experience on Lessons Learnt from epSOS
10:40	First Round of Discussions
11:10	Morning Coffee Break
11:30	The Challenges of Telemedicine in Europe <ul style="list-style-type: none">• Defining Telemedicine and its Benefits• Telemedicine and Demographics: Targeting Remote Areas and the Ageing Population• Discuss Solutions to Facilitate the Setting up of Telemedicine Across Europe• Review Recommendations for Future Actions
12:00	Second Round of Discussions
12:30	Networking Lunch
13:30	Promoting Digital Health Literacy and Educating Users <ul style="list-style-type: none">• Raising Awareness Among Professionals and Patients• Promoting Better acceptance of ICT in Healthcare: Training and Skills for Professionals• Providing User-Friendly Solutions for Both Patients and Professionals• Evaluate the Palante Projects
14:00	Third Round of Discussions
14:30	Afternoon Coffee Break
14:50	The mHealth Revolution: Empowering Patients to Better Manage their Health <ul style="list-style-type: none">• Discuss Potential Issues and Barriers to mHealth Development: Data Protection, Trust and Lack of Awareness• Improving Disease Prevention Through Smart Apps• eHealth Monitoring: Patient Care for their Own Health• Evaluate Insights from Innovative Projects
15:20	Fourth Round of Discussions
15:50	Chair's Summary and Closing Comments
16:00	Networking Reception
16:30	Symposium Close

Please note that the programme is subject to change without notice

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact us on +44 (0) 20 3137 8630 or email info@publicpolicyexchange.co.uk

Event Details

Date: Tuesday 27th January 2015
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels



Speakers include

- ✓ **Frank Cunningham**, International Policy Officer, DG CONNECT, European Commission
- ✓ **Paul Pelsmaeker**, Chairman, Stichting Digitalezorg.nl
- ✓ **Henriette Hansen**, Project Manager, South Denmark European Office
- ✓ **Frederic Lievens**, International Coordinator, International Society for Telemedicine & eHealth (ISfTeH)
- ✓ **Fredrik Lindén**, Former epSOS Project Coordinator, SALAR
- ✓ **Sascha Marschang**, Policy Manager for Health Systems, European Public Health Alliance (EPHA)
- ✓ **Prof. Dr. Stefaan Callens**, lawyer Brussels bar (Callens law firm); professor Health Law at the KU Leuven

Forthcoming Events

- ✓ Free from Fear, Free from Pain: Eliminating Female Genital Mutilation in Europe
20th January 2015
- ✓ Europe 2020 Bridging the Digital Divide: Securing Equal Access to High-Speed Internet
21st January 2015
- ✓ Occupational Health and Safety in Europe: Fostering Healthy Workplaces for Sustainable and Inclusive Growth
24th February 2015