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# HEALTHCARE

• MANAGEMENT FORUM •

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11th March 2013 • Zagreb • Croatia

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WHERE HEALTHCARE LEADERS MEET!

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Poštovani kolega,

Moja je čast i zadovoljstvo pozvati Vas na događaj pod nazivom Global Healthcare Management Forum – jedan od najinovativnijih događaja u današnjem svijetu rastućih trendova i izazova s kojima se možete susresti u industriji menadžmenta u zdravstvenoj skrbi.

Program događaja temelji se na tri mjeseca opsežnog istraživanja u suradnji s nekima od najvećih i najcjenjenijih svjetskih zdravstvenih stručnjaka. Sve prezentacije interaktivnog su karaktera s ciljem da Vam pomognu stvoriti upravljačku strategiju svjetske klase na ovom području. Prijavom za sudjelovanje imati ćete priliku čuti revolucionarne rasprave:

- Osobna medicina: novi izazov
- Istraživanje uspješnih pristupa i učinkovitosti pružanja zdravstvene skrbi
- Upravljanje rizicima u bolnici: medicinski, ali i ekonomski izazov
- Process Improvement-korisni alati
- Klinički standardi: međunarodni izazov
- Quality Management u bolnicama - nužnost, važnost i načini za izvrsnost
- M-Health-The Quiet Storm: kako da pacijent bude u središtu pozornosti, a također i isplativ

Global Healthcare Management Forum pruža bogatu paletu govornika stručnjaka čiji rad u zdravstvu pozitivno utječe na globalni svijet zdravstvene skrbi. Izuzetno smo ponosni što će na ovom događaju govoriti glavni izvršni direktori (CEO) iz 4 bolnice te ravnatelj europske lječničke udruge. Prijavom na ovaj događaj biti ćete u mogućnosti čuti i izmijeniti ideje sa sljedećim stručnjacima:

- Bruce Komiske, Chief, Chicago Memorial Hospital, Sjedinjene Američke Države
- Tarmo Martikainen, Chief Executive Officer, The Coxa Hospital for Joint Replacement, Finska
- Prof. Dr. Rainer Sibbel, Frankfurt School of Finance & Management, Institute for International Health Management
- David W. Morgan, FRCS, Clinical Director, Heart of England NHS, Velika Britanija
- Vincenzo Costigliola, Director, European Medical Association, Italija
- Peter Kappert, President, Swiss Leading Hospitals, Švicarska
- Carlo Ramponi, MD, MBA, Managing Director Europe, Joint Commission International, Italija
- Lesley Doherty, Chief Executive Officer, Bolnica Royal Bolton, Velika Britanija
- Jorge Juan Fernández García, Director E-Health & Health 2.0, Innovation Department, Hospital Sant Joan de Déu, Španjolska

Kako biste se prijavili na Global Healthcare Management Forum molimo pošaljite nam email na [kosta.petrov@thepworld.com](mailto:kosta.petrov@thepworld.com) ili na [register@thepworld.com](mailto:register@thepworld.com).

Takodjer, prijaviti se možete i tako da nas nazovete na broj telefona **+3892 5 111 350**.

Veselim se našem susretu u ožujku.

**Kosta Petrov**

Chief Experience Officer

THE P WORLD

Proud Organizer of the Global Healthcare Management Forum

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## WHY YOU MUST ATTEND THIS YEAR'S MOST ANTICIPATED HEALTHCARE EVENT:

- Unparalleled networking opportunities
- Speakers from the world's most recognised hospitals and clinics
- Topics based on your feedback during our research to cater for your needs
- Best keynotes in the business to help you take your management to the next level
- Forward looking case studies to set the benchmark for your organisation
- To be the best you must join the best!

## SOME OF THE INSTITUTIONS THAT HAVE ATTENDED THE GLOBAL HEALTHCARE MANAGEMENT FORUM

Fond za zdravstveno osiguranje Crne Gore

DZ Trstenik

SB Varaždinske Toplice

ZC Smederevo

DZ Valjevo

KC Vojvodine

"UMC-RH Lebanon"

KB "Sestre Milosrdnice"

Gradski zavod za plućne bolesti i TBC

OB Pula

VMA Beograd

DZ Bela Palanka

PROJEKAT

OB Požarevac

"OB Bar Crna Gora"

Fond za zdravstveno osiguranje Crne Gore

"Institut za zaštitu zdravlja, Banja Luka, Republika Srpska"

DZ Inđija

DZ Vlasotince

PROJEKAT

Komora zdravstvenih ustanova Srbije

DZ Grocka

DZ Smederevska Palanka

Hrvatski zavod za zdravstveno osiguranje

DZ Sečanj

DZ Srbac

OB Vinkovci

DZ Lučani

DZ Ada

OB Vranje

ZC Valjevo

DZ Sjenica

OB Varaždin

"Ruđer-Medikol Dijagnostika d.o.o.,

"Poliklinika Oxy, Pula, Hrvatska"

DZ Ivanjica

OB Zrenjanin

KBC Dragiša Mišović

KBC Osijek

OB Užice

Institut za majku i dete

DZ Srbobran

DZ Blace

DZ Doljevac

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## SPEAKERS

The Global Healthcare Management Forum features presentations by some of the world's most acclaimed healthcare experts. Attending the Forum will enable you to hear groundbreaking presentations by:



- **BRUCE KOMISKE** -

CHIEF

CHICAGO MEMORIAL HOSPITAL

USA



- **TARMO MARTIKAIEN** -

CHIEF EXECUTIVE OFFICER

THE COXA HOSPITAL  
FOR JOINT REPLACEMENT

FINLAND



- **PROF. DR. RAINER SIBBEL** -

FRANKFURT SCHOOL  
OF FINANCE & MANAGEMENT

INSTITUTE FOR INTERNATIONAL  
HEALTH MANAGEMENT



- **DAVID W. MORGAN** -

FRCS, CLINICAL DIRECTOR

HEART OF ENGLAND NHS

UK



- **VICENZO COSTIGLIOLA** -

DIRECTOR

EUROPEAN MEDICAL ASSOCIATION

ITALY

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## SPEAKERS

WHERE HEALTHCARE LEADERS MEET!



- **PETER KAPPERT** -

PRESIDENT

SWISS LEADING HOSPITALS  
SWITZERLAND



- **CARLO RAMPONI MD MBA** -

MANAGING DIRECTOR EUROPE

JOINT COMMISSION  
INTERNATIONAL  
ITALY



- **LESLEY DOHERTY** -

CHIEF EXECUTIVE OFFICER

ROYAL BOLTON HOSPITAL  
UK



- **JORGE JUAN FERNÁNDEZ GARCÍA** -

DIRECTOR E-HEALTH & HEALTH 2.0  
INNOVATION DEPARTMENT

HOSPITAL SANT JOAN DE DEU  
SPAIN

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## OFFICIAL AGENDA

**08.00**

REGISTRATION AND MORNING COFFEE

**09.00**

CHAIRMAN'S OPENING REMARKS

**09.15**

PERSONALIZED MEDICINE: A NEW CHALLENGE



**VINCENZO COSTIGLIOLA**

DIRECTOR

EUROPEAN MEDICAL ASSOCIATION

ITALY

Dr. Costigliola graduated in Medicine from the University of Naples (Italy) in 1972 and in Anaesthesiology and Intensive Care from the University of Pisa (Italy) in 1978. He also attended post-graduate studies in Rheumatology, Dermatology, Proctology, Oncology, Surgery, Drugs Abuse, Emergency Treatment, Disaster Action, Hospital Organization, Medical Teaching Methodology and Computer and Audio-Visual Training for the Medical Profession.

His professional experience ranges from senior military positions as Chief of Medical Services in the Italian Navy for a number of years, responsibility of the outpatients clinic of the Shape Hospital in Belgium and family practice in Italy and Belgium. Dr. Vincenzo Costigliola is now the President of European Medical Association (E.M.A.) and European Depression Association (E.D.A.). He is also Family Practice, at Centre Medicis – Brussels and Medical Advisor: at W.E.U. (Western European Union), and NATO Bruxelles, Italian embassy, consulate and representative to EU. Dr. Costigliola is also Member of Editorial Advisory Board of "Psychiatry in Primary Care Journal". He has extensive experience in informatics' health programmes, and Teaching experiences. He attended nationals and internationals conferences as a speaker. He is member of the Steering Committee Health First Europe, and stakeholder Nutrition & Health 2020.

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10.00

## RISK MANAGEMENT IN HOSPITALS: A MEDICAL AS WELL AS ECONOMICAL CHALLENGE



**PROF. DR. RAINER SIBBEL**

FRANKFURT SCHOOL OF  
FINANCE & MANAGEMENT

**INSTITUTE FOR INTERNATIONAL HEALTH MANAGEMENT**

Since October 2004, holder of the Chair for International Health Management at the Frankfurt School of Finance & Management, Academic Director of the MBA – International Hospital and Healthcare Management programme and head of the Institute for International Health Management.

Born July 3rd, 1967. From 1993 to 1999, research assistant at the Institute of Industrial and Health Care Management, University of Münster, Germany (Prof. Dr. Dietrich Adam). In 1997, awarded a degree as Doctor of Business Administration (dissertation topic: Fuzzy-Logic and Production Planning and Control). From 1999 to 2004, postdoctoral research assistant at the Chair of Operations Management, Bayreuth University, Germany (Prof. Dr. J. Schlüchtermann). January 2004, Habilitation (qualification for rank as professor; topic: Capacity Planning and Organisation for Interactive Services in Hospitals). In March 2004, visiting professor at Shanghai International Studies University.

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10.45

## NETWORKING AND REFRESHMENT BREAK

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**11.15**

## LEADING AN ORGANISATIONAL LEAN TRANSFORMATION

- EMBEDDING A LEAN APPROACH TO ORGANISATIONAL PHILOSOPHY - LEAN AS A CHANGE AGENT •
- TRUSTING LEAN METRICS, CASE STUDIES •



**LESLEY DOHERTY**

CHIEF EXECUTIVE OFFICER

ROYAL BOLTON HOSPITAL  
UK

Lesley joined the NHS in 1976 a qualified nurse and midwife with varied clinical and operational experience across health care provision, including regional and national roles. She joined Bolton in 2003 as Director of Nursing, moving to include the day to day management of the Trust in 2005. In October 2010 she was appointed Chief Executive.

**12.00**

## PROCESS IMPROVEMENT USING LEAN TOOLS

- FOLLOW THE PATIENT: IMPROVE OUT PATIENT CLINIC •
- FOLLOW THE NURSE: IMPROVE WARD LAY OUT •
- FOLLOW THE MATERIAL: IMPROVE STERILIZATION PROCESS •



**TARMO MARTIKAINEN**

CHIEF EXECUTIVE OFFICER

THE COXA HOSPITAL FOR JOINT REPLACEMENT  
FINLAND

16 years experience in various positions of automotive industry working various positions of procurement, supply chain, factory management and the last 3 years as managing director of Pilkington Automotive Finland Oy responsible of organization of 1200 employee. Also had opportunity to work in US almost 2 years responsible for global best practises and productivity improvement of value ad. operations. Since 2009 managing director of Coxa Oy in Tampere, Finland, the largest joint replacement hospital in Nordic countries focusing in high quality, cost effective elective joint replacement surgeries.



**12.45**

## QUALITY MANAGEMENT IN HOSPITALS-NECESSITY, IMPORTANCE AND WAYS TO EXCELLENCE



**PETER KAPPERT**  
PRESIDENT

**SWISS LEADING HOSPITALS**  
SWITZERLAND

Peter Kappert the founder of SSH and Chairman of the Board is responsible for the international and national representation. Peter Kappert has studied economics and business management in Switzerland and England. He is experienced in international business and collaboration with different cultures, having lived and worked in Hong Kong, Australia, Germany, Belgium and England. Since 1991, Peter Kappert maintains leading positions in the Swiss healthcare sector. For over 15 years, he fulfilled the function as CEO of the Sonnenhof Ltd. Bern, before being elected Chairman. He was one of the founders of the Swiss Leading Hospitals and is President of the association. Between 1999 and 2006 he was Chairman of the Swiss Association of Private Hospitals and Member of the Board of the Swiss Hospital Association. Since 2005, he is Member of the Board of the European Association of Private Hospitals. He is Chairman of two subsidiaries of the Sonnenhof Ltd. Bern, PET Diagnostics Ltd. (a company running a Positron Emission Tomograph, founded by Sonnenhof Ltd. Bern in cooperation with the University Hospital of Berne) and City Emergency Bern (jointly owned by Sonnenhof Ltd. Bern and the University Hospital of Berne). He is a Member of the Board of Chinamed Bern, the third subsidiary of Sonnenhof Ltd. Bern managing centers of Traditional Chinese Medicine.

**13.30**

## LUNCH FOR SPEAKERS AND DELEGATES

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14.30

## SHARING MY EXPERIENCE OF THE OPENING OF THE LURIE'S CHILDREN'S HOSPITAL AND CREATING A LIVING SCIENCE CENTER - A MUSEUM / EXPERIENCE THAT WILL INFLUENCE BEHAVIOR AND CHANGE THE HEALTH OF CHILDREN AROUND THE WORLD



**BRUCE KOMISKE**

CHIEF

**CHICAGO MEMORIAL HOSPITAL**

USA

Bruce Komiske is a healthcare executive who has had the opportunity to plan, build and operate four new hospitals, the most recent, Hasbro Children's Hospital in Providence, Rhode Island. Hasbro has received significant national and international attention with its "Parents as Partners" approach to both the planning process and the operation, as well as for the unique "Healing Environment" created by involving the community. Mr. Komiske has been asked to speak and consult with hospitals throughout the U.S. and most recently in England, Eastern Europe, and the Orient on the inclusive planning process which has helped to achieve enthusiastic response from all project constituencies.

Mr. Komiske received his Masters in Hospital Administration from Duke University and is a Fellow in the American College of Healthcare Executives. He is also the author of Family Partnership in Hospital Care and is the editor and creator of Designing the World's Best: Children's Hospitals (1999). In 1997, Mr. Komiske accepted the position of Executive Director of the Children's Hospital Foundation at Westchester Medical Center, in New York, where he is working with the Medical Center team to plan and build a new Children's Hospital, in addition to working with children's hospitals around the world as a consultant in the creation of "The World's Best".

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15.15

## CLINICAL STANDARDS: AN INTERNATIONAL CHALLENGE



**CARLO RAMPONI MD MBA**

MANAGING DIRECTOR EUROPE

**JOINT COMMISSION INTERNATIONAL**  
ITALY

Dr. Ramponi has held senior teaching positions at the Bocconi University School of Management, and on the Parma University Faculty of Medicine, the University of Milan Faculty of Medicine, and the Torino University Faculty of Medicine. Dr. Ramponi received his medical degree from Parma University, Italy, and an MBA from the University Luigi Bocconi, Milan, Italy.

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16.00

## M-HEALTH-THE QUIET STORM : MAKING HEALTHCARE PATIENT CENTRIC AND COST EFFECTIVE



**DAVID W. MORGAN**

FRCS, CLINICAL DIRECTOR

**HEART OF ENGLAND NHS**  
UK

David Morgan BSc, MB ChB, FRCS, FRCS Otol. is a Consultant Otolaryngologist and Clinical Director of ENT Services at Heart of England NHS Foundation Trust as well as an Associate Professor at the Clinical Research Institute at the University of Warwick. He qualified at Birmingham Medical School in 1981 and undertook surgical training in London, Boston, Sydney, Hong Kong and Bombay. He is an Honorary Senior Lecturer at the University of Birmingham and Warwick Medical School and was the Surgical Specialty Advisor to the National Patient Safety Agency (2000-2006). In 1999 he co-founded Medicdirect Ltd, a health information website. In 2005 he founded Safe Patient Systems Ltd following a 10 year privately funded research programme into the medical applications of expert computer systems. He is also a main board member of Medilink - West Midlands and on the AIM Healthcare Special Interest Group.

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16.45

## DIGITAL HEALTHCARE : NO LONGER AN OPTION, BUT A MUST! THE CASE STUDY OF HSJD - THE LIQUID HOSPITAL



### JORGE JUAN FERNÁNDEZ GARCÍA

DIRECTOR E-HEALTH & HEALTH 2.0  
INNOVATION DEPARTMENT

HOSPITAL SANT JOAN DEU  
SPAIN

Director of E-Health & Health 2.0 at Hospital Sant Joan de Déu (HSJD), which is the largest children's hospital in Spain and among the top5 in Europe. In 2010 the hospital started the project H2O – Liquid Hospital, an initiative which seeks to radically transform healthcare through an intensive use of technologies oriented towards the patient. HSJD aims to be a Liquid Hospital, going beyond the physical building blocks of the hospital. HSJD is the most relevant example in Europe where a hospital is using online care, telemedicine, mobile apps and health 2.0 tools to put the patient in the centre of care.

Jorge blogs irregularly about healthcare management and innovation at [www.saludygestion.com](http://www.saludygestion.com) and is a regular contributor to conferences such as Doctors 2.0 & You, Health 2.0 – Europe, World Health Care Congress – Europe, etc. He is also the author of "Las reglas de juego", an updated and expanded version of a free digital e-book that has been downloaded by more than 425.000 people, the most downloaded eBook in the history of Spanish Internet.

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## Global Healthcare Management Forum

REGISTER BEFORE 1 FEB 2013	REGISTER AFTER 2 FEB 2013
EUR 299 ONLY	EUR 359 ONLY

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For further information on current promotions and Group Discounts please contact Kosta Petrov on +38925111350 or kosta.petrov@theworld.com

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Job Title: ..... Email: .....

Tel: ..... Fax: ..... Mobile: .....

Name: .....

Job Title: ..... Email: .....

Tel: ..... Fax: ..... Mobile: .....

### COMPANY DETAILS

Company: .....

Address: .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:  
1000+ ■ 500-999 ■ 250-499 ■ 50-249 ■ 0-49 ■  YES, I would like to receive information about future events & services via e-mail

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Department: ..... Mobile: ..... Email: .....

### Payments

sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by bankers draft in EUR. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

### Bank Details:

Name Of The Bank: Ohridska Banka Skopje, Macedonia  
Account Number: 14-701-0004756.0  
IBAN: MK0753090100475688  
SWIFT: MKOHRDMM22

### Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a EUR200 administration charge. Registration fees for registrations cancelled 7 days of less before the Event must be paid in full. Substitutions are welcome at any time.

### Event Venue

#### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact Irena on our Hospitality Desk for assistance on:  
Tel: +38925111350  
Email: irena@theworld.com