

ANNUAL HEALTH CARE SUMMIT 2017

AGENDA SETTING: DOUBLING DOWN ON ACCESS TO HEALTH CARE

OCTOBER 10, 2017 | CAMPUS BIOTECH, GENEVA

WHY THE HEALTH CARE SUMMIT

- **Capture value.** Join 130+ health care stakeholders to hear the latest insights on the political health care agenda.
- **Forge connections.** Meet European and global policymakers, industry leaders and key drivers of change in health care.
- **Interactive agenda.** 1-day program featuring 360-degrees of interactivity via live program apps, networking breaks, and spotlight sessions.

WHAT WE'LL ASK

- What is the future of government drug pricing in Europe, and how will it impact pharmaceutical companies?
- How can governments address the lack of market incentives for costly health technologies?
- What regulatory improvements can increase health promotion and disease prevention in our communities?
- What are the biggest barriers to integration of IoT into health care?

SPEAKER LINEUP FEATURES



Vytenis Andriukaitis
Commissioner for Health
and Food Safety
EUROPEAN COMMISSION



Chris Fearne
Deputy Prime Minister and
Minister for Health
MALTA



Nicola Bedlington
Secretary-General
EUROPEAN PATIENTS'
FORUM



Karl Brauner
Deputy Director-General
WORLD TRADE
ORGANIZATION



Fumie Griego
Assistant Director-General
INTERNATIONAL FEDERATION
OF PHARMACEUTICAL
MANUFACTURERS &
ASSOCIATIONS



Ilona Kickbusch
Director, Global Health
Centre and Adjunct Professor,
GRADUATE INSTITUTE
OF INTERNATIONAL AND
DEVELOPMENT STUDIES

PRESENTED BY



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- ▶ connects the dots between the Continent's biggest power players
- ▶ delivers authoritative insight and analysis to the most influential stakeholders in EU politics and policy

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2016 HIGHLIGHTS



Conference room



Networking break



Drug Access Panel



Richard Bergström

HEALTH CARE SUMMIT | SCHEDULE

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8:30 AM COFFEE AND REGISTRATION

9:00 AM CHAIRMANS' WELCOME REMARKS

- ▶ Christian Oliver, Senior Policy Editor, overseeing Health Care, POLITICO
- ▶ Olivier Dessibourg, Science Correspondent, LE TEMPS

9:05 AM ABOUT CAMPUS BIOTECH

- ▶ Benoît Dubuis, Director, FONDATION CAMPUS BIOTECH GENEVA

9:10 AM OPENING REMARKS

- ▶ Gilles Pluntz, Senior Vice-President, Europe and Canada, FERRING

9:15 AM WHO REFORM OR REINCARNATION

Moderated by Sarah Wheaton, Senior Health Reporter, POLITICO

Following a prolonged period of criticism on its response to the Ebola outbreak, the new WHO DG faces the task of proving to the international community that the WHO is still capable of delivering on global health. Much of the election trail for the Director General has focused on the need for reform. What is the Director General's vision?

9:30 AM PANEL DISCUSSION - A GLOBAL MARKET MODEL FOR ACCESS TO MEDICINES

Moderated by Christian Oliver, Senior Policy Editor, POLITICO

The cost of health technologies and tools is a challenge for rich and poor countries alike. Despite their potential to effect great advancements in health care, a lack of market incentives means essential threats and neglected populations may continue to be overlooked. Must the right to health necessarily face off against intellectual property and trade? Or could the market be restructured to give different systems the medicines they need, at a price they can afford, at the right time?

- ▶ Peter Braun, Head of Global Access Strategy and Health Policy, ROCHE
- ▶ Karl Brauner, Deputy Director-General, WORLD TRADE ORGANIZATION
- ▶ Alexander Natz, Secretary General, EUCOPE
- ▶ Michal Svantner, Director, Department for Transition and Developed Countries, WORLD INTELLECTUAL PROPERTY ORGANIZATION

10:10 AM SPEED NETWORKING SESSION

10:30 AM REFRESHMENTS AND NETWORKING

10:50 AM PANEL DISCUSSION - FAIR DRUG PRICING

Moderated by Carmen Paun, Reporter, POLITICO

EU governments are banding together to purchase drugs in an attempt to get the best deal from pharmaceutical companies. Will more countries join these initiatives and what impact will this have on pharmaceutical companies? Could we see pan-European drug pricing and purchasing in the near future? Can this serve as a model for regional joint procurement programs beyond Europe, e.g. as considered by the East African Community?

- ▶ José Inácio Faria MEP (EPP), Member on the Environment, Public Health and Food Safety Committee, EUROPEAN PARLIAMENT
- ▶ Fumie Griego, Assistant Director-General, INTERNATIONAL FEDERATION OF PHARMACEUTICAL MANUFACTURERS & ASSOCIATIONS
- ▶ Nina Renshaw, Secretary-General, EUROPEAN PUBLIC HEALTH ALLIANCE
- ▶ Pascal Strupler, Director-General, SWISS FEDERAL OFFICE OF PUBLIC HEALTH

11:30 AM PANEL DISCUSSION - PREVENTION AND PATIENT ENGAGEMENT

Moderated by Olivier Dessibourg, Science Correspondent, LE TEMPS

The spotlight is increasingly on health promotion and disease prevention at the primary care level. Prevention and patient engagement come in many forms, from patient empowerment and caregivers' rights to public health product taxes on sugar and saturated fats and regulation on tobacco. National ministries give us a 360° perspective, using fiscal policies and regulation to create healthier societies and boost public health revenue. But can governments regulate their way into motivating people to make healthier choices and avoid negative health outcomes? What future for the role of caregivers and should policymakers and industry do more for them?

- ▶ Daciana Sârbu MEP (S&D), Vice-Chair of Committee on the Environment, Public Health and Food Safety, EUROPEAN PARLIAMENT
- ▶ Nicola Bedlington, Secretary-General, EUROPEAN PATIENTS' FORUM
- ▶ Päivi Sillanaukee, Permanent Secretary, Ministry of Social Affairs and Health, FINLAND
- ▶ Scott T. Williams, Vice President, Head of Global Patient Advocacy and Strategic Partnerships, MERCK

12:10 PM FIRESIDE CHAT - ANTIMICROBIAL RESISTANCE

Moderated by Nirvi Shah, Pro Editor, POLITICO

- ▶ Sally Davies, Chief Medical Officer, UNITED KINGDOM

12:25 PM NETWORKING LUNCH INTRODUCTORY REMARKS

TELEHEALTH DEPLOYMENT IN EUROPE: WHEN POLICY-MAKING SHAPES COUNTRY MATURITY

- ▶ Patricia Alegre, Global Market Access Director, AIR LIQUIDE HEALTHCARE



12:30 PM NETWORKING LUNCH

1:45 PM INTERVIEW - OUTCOME FROM THE MALTESE PRESIDENCY: CHILDHOOD OBESITY AND HEALTH STRUCTURAL CO-OPERATION

Moderated by Carmen Paun, Reporter, POLITICO

- ▶ Chris Fearne, Deputy Prime Minister and Minister for Health, MALTA

2:00 PM PANEL DISCUSSION - THE ROAD AHEAD FOR SDGs: HEALTH AGENDA FOR 2030

Moderated by Carmen Paun, Reporter, POLITICO

Opening interview with:

- ▶ Vytenis Andriukaitis, Commissioner for Health and Food Safety, EUROPEAN COMMISSION

Taking stock of the 2030 objectives, how can we best deliver on the Sustainable Development Goals (SDGs) health agenda? What is the EU's continued role in shaping and delivering on this agenda? How will it incorporate the feedback received from its regional consultations to ensure nationally-owned and context-specific approaches? What financial, trade and policy instruments will keep the agenda on track?

- ▶ Vytenis Andriukaitis, Commissioner for Health and Food Safety, EUROPEAN COMMISSION
- ▶ Ilona Kickbusch, Director, Global Health Centre and Adjunct Professor, GRADUATE INSTITUTE OF INTERNATIONAL AND DEVELOPMENT STUDIES
- ▶ Mark Pearson, Deputy Director of Employment, Labor and Social Affairs, ORGANIZATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

2:55 PM PANEL DISCUSSION - HEALTH VALLEY: BIOTECH INNOVATION AND ITS IMPACT ON HEALTH CARE

Moderated by Christian Oliver, Senior Policy Editor, POLITICO

Switzerland's Health Valley is an innovator's hub, developing cutting-edge bio-technology that tackles critical challenges in health care. What is the optimal outcome in the public policy realm to ensure safety and transparency while supporting novelty and efficiency in health care provision? How do we showcase the added-value of bio-tech? Does it need a marketing campaign?

- ▶ Henry Markram, Founder and Director, BLUE BRAIN PROJECT
- ▶ Jack Metthey, Deputy Director-General, DG Research and Innovation, EUROPEAN COMMISSION

3:25 PM REFRESHMENTS AND NETWORKING

3:45 PM PANEL DISCUSSION - TECHNOLOGY: THE PATH FOR INCREASED ACCESS TO HEALTH CARE

Moderated by Olivier Dessibourg, Science Correspondent, LE TEMPS

Technology is facilitating access to health care. From wireless monitoring services and wearable devices to mobile apps and telemedicine, both patients and providers stand to benefit. However, important questions remain to be answered, notably, will this technology be costly and will it be subsidized? To what extent can IoT be applied in health care and what are the barriers to innovation?

- ▶ Ain Aaviksoo, Deputy Secretary General for E-services and Innovation, Ministry of Social Affairs, ESTONIA
- ▶ Felix Frauendorf, Co-Founder and Managing Director, AURORA HEALTH
- ▶ Miguel González-Sancho, Head of the Unit eHealth, Well-Being and Ageing, DG CONNECT, EUROPEAN COMMISSION

4:20 PM SPOTLIGHT SESSION - PRIORITIZING WOMEN'S HEALTH

Moderated by Sarah Wheaton, Senior Health Reporter, POLITICO

Governments have taken significant steps towards improving women's health, but it remains an "unfinished agenda" tied to low resources and conflicting priorities. What do women's health and impediments to access look like in both developing and developed countries? From insurance to contraception, and incorporating women into clinical trials, how do we see this through?

- ▶ Elke Anklam, Director of the Health, Consumers and Reference Materials Directorate, EUROPEAN COMMISSION JOINT RESEARCH CENTRE
- ▶ Sohier Elneil, Chair of the Board of Trustees, FORWARD and Consultant in Urogynaecology, UNIVERSITY COLLEGE OF LONDON, INSTITUTE OF WOMEN'S HEALTH
- ▶ Sinéad Hewson, Member of the Board, EUROPEAN INSTITUTE OF WOMEN'S HEALTH

4:55 PM CHAIRMANS' CLOSING REMARKS

- ▶ Christian Oliver, Senior Policy Editor, overseeing Health Care, POLITICO
- ▶ Olivier Dessibourg, Science Correspondent, LE TEMPS

5:00 PM NETWORKING DRINKS

HEALTH CARE SUMMIT | SPEAKERS

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EUROPEAN PARLIAMENT



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Member of the Board
**EUROPEAN INSTITUTE OF
WOMEN'S HEALTH**

MODERATORS



Nirvi Shah
Pro Editor
POLITICO



Ain Aaviksoo
Deputy Secretary General
for E-services and
Innovation, Ministry of
Social Affairs
ESTONIA



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and Adjunct Professor
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Strategy and Health Policy
ROCHE



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Alexander Natz
Secretary General
EUCOPE



Benoît Dubuis
Director
**FONDATION CAMPUS
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Sally Davies
Chief Medical Officer
UNITED KINGDOM



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Gilles Pluntz
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HEALTH**



Päivi Sillanaukee
Permanent Secretary,
Ministry of Social Affairs
and Health
FINLAND



Patricia Alegre
Global Market Access
Director
**AIR LIQUIDE
HEALTHCARE**

HEALTH CARE SUMMIT | REGISTRATION FORM

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