

# HEALTH 2010

## Unleashing Business Opportunities in Times of Change

September 16th, 17th 2010  
Vienna, Austria



In an era of increasing chronic health conditions, an ageing population and higher costs for new medical devices and technologies, the demand for private health insurance is increasing. With this, the opportunities all over the world for both life and non-life insurance companies are growing, and the industry is seeing the current climate as a chance to flourish in all of its markets.

Today, all countries have some form of private medical health insurance that is supplemental to a public health system. With the increasing costs for health services, how is this mixed system of public and private health coping with current and future health needs? With the outlook for other insurance products still uncertain in today's climate, the need to react and enter this growth market is now!

This international event brings together the highest level of speakers and participants from a wide variety of countries to share innovative programmes, visionary strategies and latest best practices. Join us and benefit from this one time opportunity to unleash business opportunities and take the lead on the challenges that lie ahead.

### Key Topics to be Addressed Include:

- Challenges Facing Healthcare Providers and Insurers
- New Opportunities in Health Insurance Products
- Innovative Solutions for the Provision of Healthcare & Insurance
- Capitalizing on Opportunities for Health Insurance Optimal Results
- Funding & Supplying Health: Goals for 2011 & Beyond
- Prioritizing Customer Health Needs
- Effective Sales & Marketing Strategies that Produce Optimal Results
- The Demographic Challenge in the Insurance Sector

### Invited Speakers Include:

- Ron Buchan  
CEO  
Allianz Worldwide Care, UK
- Dr. Stefan Kottmair  
Managing Director  
Almeda, Germany
- Alistair How  
Managing Director  
BUPA International, UK
- Dr. Axel Paeger  
CEO  
AMEOS Hospital Group, Switzerland
- Dr. Leon Luyten  
Chief Medical Information Officer  
Antwerp Hospital, Belgium
- Charles-Etienne de Cidrac  
Head of International Group Insurance  
AXA, France
- Patrick Jeurissen  
Director of Health  
Ministry of Health, Welfare & Sports  
The Netherlands
- Dr. Pavel Veprek  
Advisor to CEO  
VZP Insurance, Czech Republic
- Dr. Jose Luis Pardo  
Hospital Director  
Adeslas Hospitals Group, Spain
- Markus Spellmeyer  
Head of International Sales & Marketing  
Signal Iduna Group, Germany
- Ed Navarro  
Global Head of Accident & Health  
Zurich, Switzerland
- TBA  
European Commission, Belgium \*
- Jens Stacker  
CEO  
Innovas, Germany
- Dr. Omer Karahan  
Managing Director, Member of the Board  
Acibadem Health & Life Insurance, Turkey
- Henri Laurent  
CEO Health  
Swiss Life, France
- Frans Elberse  
Director Health Insurance  
Oracle Health Insurance, The Netherlands
- Ing. Vlastimil Cerný  
Managing Director  
Yale Medical Consulting, Czech Republic

### SILVER SPONSORS



08:30 Registration & Morning Coffee

09:00 Welcome & Chairman's Opening Remark

## 1. WHERE THE INDUSTRY IS HEADING: VISIONS FOR THE FUTURE

### 09:10 Challenges Facing Healthcare Providers and Insurers in a Changing Society

- Future radical trends in the practice of medicine: from reactive to proactive
- How these trends will affect healthcare providers, insurers and pharmaceutical companies
- The consequent future shape of the healthcare delivery and financing market

**Ron Buchan, CEO, Allianz Worldwide Care, UK**

### 09:50 Global Convergence of Private & Public Health

- Moving towards a sustainable stage that will define the next decade
- Increasing contribution from the private health sector
- Building a strategic partnership between government and insurer to drive innovation in healthcare provision
- Impacts on hospital services

**European Commission, Belgium \***

10:30 Refreshments & Networking Break

## 2. ACCELERATING GROWTH IN CHANGING TIMES

### 11:00 CASE STUDY: The Contribution of Private Health Insurance to Healthcare – A Partnership that Works

- Private insurance in a reforming health sector
- The increase in co-payments and contributions to the public health insurance sector
- Providing obligatory health insurance
- Collaboration to relieve pressure from hospital waiting lists

**Henri Laurent, CEO Health, Swiss Life, France**

### 11:40 eHealth: Telemedical Methods in Disease Management

- An overview of its effect on healthcare
- Challenges & opportunities, the possible & the practical
- Defining metrics and benchmarks to measure clinical and economic outcomes
- Refunding & beyond, models of risk and gain share

**Dr. Stefan Kottmair, Managing Director, PhD, MSs Almeda, Germany**

12:20 Networking Lunch

## 3. INNOVATIVE SOLUTIONS FOR THE PROVISION OF HEALTHCARE

### 13:30 Challenges and Opportunities for the Hospital in the Digital Age

- Mastering the data and the exponential growth
- Turning data into information and knowledge
- Alterations to the business model
- Working together with colleagues and patients

**Dr. Leon Luyten, Chief Medical Information Officer Antwerp, University Hospital, Belgium**

### 14:10 Managing Change and Your Client: Challenges for Private Hospital Development

- Ensuring competent private hospital management
- Treatment protocols for private clients
- Changes in private healthcare delivery

**Dr. Axel Paeger, CEO, AMEOS Hospital Group, Switzerland**

### 14:50 Requirements of International Health IT Systems

- Editing emergent markets successfully through efficient and flexible customizable core IT systems
- Establishing an integrated process control approach to flexible design of features
- More automated, integrated and cross-processing operation
- Effective use of multimedia communication technology, particularly the Internet
- Faster and more flexible product development

**Jens Stacker, CEO, Innovas, Germany**

15:30 Refreshments & Networking Break

## 4. NEW OPPORTUNITIES IN HEALTH INSURANCE PRODUCTS

### 16:00 Innovative Approaches to Employee Benefits

- Staying ahead of the game
- Educating employees about benefits
- Customizing an innovative and competitive benefits scheme
- Formulating a cost-effective Employee Benefits Programme

**Charles-Etienne de Cidrac, Head of International Health Insurance, AXA, France**

### 16:40 Accident & Disability

- Disability in numbers
- Why are agents reluctant to sell disability insurance?
- The principles of health and disability insurance selling
- What does it take to have someone purchase DI?
- Disability application and how to avoid or minimize a lawsuit

**Ed Navarro, Global Head of Accident & Health Zurich Insurance, Switzerland**

17:20 Chairman's Summary & Closing Remarks

08:30 Re-registration & Morning Coffee

09:00 Welcome & Opening Remarks from the Chair

## 5. PRODUCE OPTIMAL RESULTS PRIORITIZING CUSTOMER HEALTH NEEDS

### 09:10 Affording to be Privately Insured

- Why is Healthcare so expensive?
- High costs for healthcare and the impacts on customers
- Creating awareness and encouraging customer engagement
- Affordable healthcare doesn't need to be done only on the customer's country
- Using tele-medicine

**Dr. Omer Karahan**

Managing Director, Member of the Board

**Acibadem Health & Life Insurance, Turkey**

### 09:50 CASE STUDY: ZP MEDIA – Establishing a Healthcare Payer Under Dynamic Market Conditions

- Setting up a new organization in less than a year
- Supporting core business processes
- Adapting to changing market conditions – new regulations & introducing new products
- Creating transparency through customer insight

**Ing. Vlastimil Cerný, Managing Director**

**Yale Medical Insurance, Czech Republic**

**Frans Elberse, Director Health Insurance**

**Oracle Health Insurance, The Netherlands**

10:30 Refreshments & Networking Break

## 6. EFFECTIVE SALES & MARKETING STRATEGIES

### 11:00 CASE STUDY Signal Iduna - The Challenge: Finding the Right Distribution Mix for Your Products!

- Three countries – Three different needs
- What is necessary for a successful mix?
- Results from Signal Iduna

**Markus Spellmeyer, Head of International Sales & Marketing, Signal Iduna Group, Germany**

### 11:40 The Different Approaches to Selling Health Insurance

- Selling under life – a compatible product
- The growing use of insurance sales agents
- The difficulties in marketing products in the current time

**Alistair How, Managing Director**

**BUPA International, UK**

12:20 Strategic Interactive Lunch

## 7. HEALTHCARE: GOALS FOR 2011 AND BEYOND

### 13:50 A Comparative Perspective of the For-Profit Hospital Sector

- How does for-profit hospital ownership develop within different health systems?
- Why differ the for-profit hospital sector among countries?
- The impact of the remuneration of capital and physicians on for-profit ownership
- Business models of for-profit hospital companies: scale, scope and acquisitions
- Interruptions of for-profit hospital growth
- Cases of the US, UK, Germany, and The Netherlands

**Patrick Jeurissen, Director of Health,**

**Ministry of Health, Welfare & Sports, The Netherlands**

### 14:30 Case Study Adeslas: The Spanish Alzira Model – A Model For the Future?

- Spain's Health Systems
- Public Private Partnership: The Alzira Model
- Performance
- Lessons Learned

**Dr. Jose Luis Pardo, Medical Director, Adeslas Hospitals Group, Spain**

15:10 Refreshments & Networking Break

### 15:30 Improving the Formulation and Delivery of Health Products

- Challenges to developing pharmaceutical products for the public
- Ongoing cost cutting: the effect on growth products
- Strategies for achieving acceptable costs
- Agreements between health insurance funds and pharmaceutical firms regarding the supply of innovative medicinal products

## 8. THE DEMOGRAPHIC CHALLENGE IN THE INSURANCE SECTOR

### 16:10 How the Health Insurance Sector is Responding to and Solving the Demographic Changes

- What the catalysts are for demographic changes and how they are affecting the demand of health insurance
- International strategies to create a sustainable health system
- Fulfilling patient expectations
- How the social partners can support the sector's efforts to address the challenges

**Pavel Veprek, Advisor to CEO**

**VZP Insurance, Czech Republic**

17:00 Closing Remarks & Close of Conference

### 12:20 STRATEGIC INTERACTIVE LUNCH

In order to bring added value to the conference we plan to arrange an interactive session during the lunch on Day 1. We will invite all of our participants to be actively involved in this session to share international and local experience, and in return take away new ideas and inspirations from industry peers across the globe.

#### What can you expect?

The discussion will commence during the 'STRATEGIC INTERACTIVE LUNCH' on Day 1 at 12:20. Each table is assigned with a strategic topic relating to the conference content. Conference participants will select a table based on the topic they would like to discuss, and the questions they would like answered. We strongly recommend that each table nominate a leader who will chair the discussion.

**REGISTRATION DETAILS**

PLEASE COMPLETE THE FORM USING BLOCK CAPITALS  
AND FAX BACK TO +420 224 210 242

Please complete a separate Registration Form for each delegate. You can make photocopies of this form if necessary.

**DELEGATE DETAILS**

Full Name: .....

Job Title: .....

Company: .....

Direct Tel.: .....

Mobile: .....

Fax: .....

Email: .....

Signature &amp; Date: .....

**COMPANY DETAILS**

Address: .....

City: ..... Post Code: .....

Country: .....

VAT Reg. Number: .....

**CONFIRMATION**

Once a conference space has been allocated to you, we will write to confirm the date and receipt of your payment.

**PAYMENT**  Conference Fee: 1641 Euros

Fee includes conference participation, conference materials including luncheons and refreshments during the 2-day event and all service and VAT charges

**CREDIT CARD PAYMENT DETAILS**

Please charge my:

 Amex  Diners  JCB Visa  Mastercard

Card Holder's Name: .....

Card Number: .....

Valid From: ..... / ..... Expiry Date: ..... / .....

CVC Number – {Visa &amp; Mastercard only}

{Last 3 digits on back of card}: .....

Billing Address – {Amex &amp; Diners only and only if different from mailing address already given}: .....

Date &amp; Card Holder Signature: .....

**ALTERNATIVE FEES** Option to buy conference material: 300 Euros**SPONSORSHIP**

A limited amount of exhibition space and other packages are available for leading solution providers to attend the conference. For further information, please contact: **Laurent Casano**

+420 234 250 250 | [lcasano@uni-global.eu](mailto:lcasano@uni-global.eu)**WITH THANKS**

I would like to thank everyone who assisted with the research and organisation of this conference, particularly the speakers for their support and commitment. **Sabrina Hadek**, Senior Conference Producer

+420 234 250 225 | [sabrina@uni-global.eu](mailto:sabrina@uni-global.eu)**Accommodation**

Hotel accommodation and travel expenses are not included in the registration fee.

**UNIGLOBAL**

Conference code: HI\_2010\_07.06.sab

**Terms & Conditions**

1. Substitute delegates are welcome, but at least 3 day's notice of the change must be given. 2. If Uniglobal decides for any reason to cancel the event, the full refund of the registration fee will be made to the registered customer. However, no refunds or part refunds shall be made by Uniglobal for changes in event programme, dates, venue, or speaker composition. 3. In the event that Uniglobal changes the dates or postpones the Conference, delegate payments at the postponement date will be credited towards the rescheduled date. 4. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future Uniglobal event. 5. Cancellations received in writing by 28 July 2010, will be refunded in full less an administrative charge of 25% of the conference fee. Should you need to cancel your registration after this date, the registration fee remains payable in its entirety. 6. All cancellations must be done in writing stating the mailing date. 8. Registered delegates who cancel their attendance or do not show at the event will receive conference documentation.