



# Healthcare

## D E N M A R K

Program for

The 2014 Healthcare DENMARK Ambassador meeting

4. version

## Program

The main objective of the 2014 Healthcare DENMARK Ambassador meeting is to give you a comprehensive introduction to Danish healthcare and especially to Danish healthcare excellence and strongholds.

### 27. October

We will start with an introduction session, where the chairman of Healthcare DENMARK, Mrs. Mariann Fisher Boel will welcome you to Denmark.

Through keynote speeches, an official welcome will also be given by the Danish Regions and by the Danish Chamber of Commerce.

After the introduction and keynotes we will give you an overview of the Danish Healthcare system, the values of Danish Healthcare, how the system is organized and which stakeholders are involved.

A short networking reception followed by dinner in Copenhagen will conclude the first day of the meeting.

### 28. October

#### Danish Healthcare Transformation

We will start the second day of the visit with a session on Danish Healthcare Transformation, which will cover the ongoing efforts to transform the healthcare system to cope with the increasing, future demands for healthcare. This session will also include information about the Danish strategy for future initiatives to accelerate the transformation of Danish healthcare.

Speakers in this session will be the Ministry of Health and key-stakeholders involved in the transformation, like Danish Regions and Local Government Denmark.

#### IT as a catalyst for change

Information Technology is playing a major role as a catalyst for changing and transforming the Danish healthcare system. In this session the role of the national e-health portal (sundhed.dk) will be explained and the future direction will be illustrated through a presentation by one of the major full-scale Telehealth projects in Denmark.

#### Integrated Care

Patient Centered Healthcare requires a closer cooperation between different healthcare actors. Being able to connect the dots between the social system and healthcare is also becoming increasingly important. This session will present some of the leading Integrated Care projects in Denmark from different angles of the healthcare system, including Patient Centric chronic patient support, Assisted Living and healthcare/social service integration.

#### Healthcare Innovation

Healthcare Innovation is a focus area for many Danish Universities and research institutions. All Danish Regions and all hospitals in Denmark have Healthcare Innovation as a priority. This session will present some of the most recent and most impressive innovated solutions and concepts, including Hospital Logistics, New Hospital construction concepts and Telehealth.



#### [Danish Healthcare on an international scene](#)

Healthcare solutions and products (including pharma) is actually the biggest export industry in Denmark accounting for more than 80% of all Danish export. This session will focus on some of the biggest Danish healthcare export companies from the healthcare service sector, the pharma industry and healthcare supply sector.

#### [Denmark, the perfect healthcare test market](#)

Denmark has come a long way transforming our healthcare system to future demands, and plans for the next 5 years are accelerating this process. This means that the Danish market for new and innovative solutions are 5 – 10 years ahead of the markets in most other countries. Therefore, Denmark is a perfect test market for international companies that wants to bring their products from development and into full implementation. This session will include a case story from an international healthcare company, which has seen the value of Denmark as a test market. The session will also include a presentation from Region South, which explains the support and incentives to international companies, offered by the Danish Regions.

#### [Reception with HRH Crown Princess Mary](#)

The 2014 Healthcare DENMARK Ambassador meeting will close with a reception with the participation of Her Royal Highness Crown Princess Mary, who is the Patron of Healthcare DENMARK.

## Detailed program

October 27, 2014	
> 16:00	<b>Arrival &amp; check-in</b>
<b>16:00-17:15</b>	<b>Welcome to the 2014 Healthcare DENMARK Ambassador event</b>
16:00-16:05	<ul style="list-style-type: none"> <li>• Welcome and introduction <i>Mariann Fischer Boel, Chairman of the Board Healthcare DENMARK</i></li> </ul>
16:05-16:15	<ul style="list-style-type: none"> <li>• Keynote speech <i>Jens Alsbirk, Deputy Chief Executive, Danish Chamber of Commerce</i></li> </ul>
16:15-16:25	<ul style="list-style-type: none"> <li>• Introduction to the Danish Healthcare System <i>Naja Warrer Iversen, Chief Consultant Ministry of Health</i></li> </ul>
16:25-16:35	<ul style="list-style-type: none"> <li>• Keynote speech <i>Adam Wolf, CEO, Danish Regions</i></li> </ul>
16:35-16:45	<ul style="list-style-type: none"> <li>• Keynote speech <i>Helle Gaub, Project Director, Region Zealand</i></li> </ul>
16:45-17:15	<ul style="list-style-type: none"> <li>• Networking reception</li> </ul>
19:00	<b>Dinner in Copenhagen</b>

October 28, 2014 , Morning	
<b>9:00-10:50</b>	<b>The Transformation of Danish healthcare</b>
9:00-9:15	<ul style="list-style-type: none"> <li>The Danish Healthcare Strategy <i>Naja Warrer Iversen, Chief Consultant</i> <i>The Danish Ministry of Health</i></li> </ul>
9:15-9:30	<ul style="list-style-type: none"> <li>Empowering Danish Patients <i>Erik Jylling, Executive Vice President Health Politics</i> <i>Danish Regions</i></li> </ul>
9:30-9:45	<ul style="list-style-type: none"> <li>Personalized Medicine in a public healthcare system <i>Erik Jylling, Executive Vice President Health Politics</i> <i>Danish Regions</i></li> </ul>
9:45-10:00	<ul style="list-style-type: none"> <li>Population Health and Prevention in Denmark <i>Christian Harsløf, Head of Division</i> <i>Local Government Denmark</i></li> </ul>
10:00-10:15	<ul style="list-style-type: none"> <li>The Danish National Biobank <i>Kristian Hveem, Scientific Adviser</i> <i>The Danish National Biobank, Statens Serum Institute</i></li> </ul>
10:15-10:30	<ul style="list-style-type: none"> <li>Hospitals of the future <i>Ole Ravnholt Sørensen, Senior Consultant</i> <i>Danish Regions</i></li> </ul>
10:30-10:55	<b>Panel discussion</b>
<b>10:50-11:10</b>	<b>Networking break</b>
<b>11:10-12:00</b>	<b>IT as a catalyst for change</b>
11:10-11:25	<ul style="list-style-type: none"> <li>The Danish E-health portal <i>Morten Elbaek Petersen, CEO,</i> <i>Sundhed.dk</i></li> </ul>
11:25-11:40	<ul style="list-style-type: none"> <li>Regional EMR's and E-health <i>Claus Andersen, Senior Architect</i> <i>Systematic Software Engineering</i></li> </ul>
11:40-12:00	<ul style="list-style-type: none"> <li>Telehealth – from pilot to big scale implementation <i>Tina Heide, Project Executive, Telecare North</i> <i>Region North</i></li> </ul>
<b>12:00-12:45</b>	<b>Lunch</b>

October 28, 2014 , Afternoon	
<b>12:45-14:00</b>	<b>Integrated Care</b>
12:45-13:00	<ul style="list-style-type: none"> <li>Integrated Care in the city of Odense <i>Heidi Juul Madsen, Head of Health Municipality of Odense</i></li> </ul>
13:00-13:15	<ul style="list-style-type: none"> <li>Patient Centered Care <i>Jakob Sylvest Nielsen, Citizen Service Center Manager Municipality of Lyngby</i></li> </ul>
13:15-13:30	<ul style="list-style-type: none"> <li>Healthcare/Social service integration <i>Lisbeth Munksager, Family Counseling dept. Manager Municipality of Helsingør</i></li> </ul>
<b>13:30-15:20</b>	<b>Healthcare Innovation</b>
13:30-13:45	<ul style="list-style-type: none"> <li>Hospital Logistics <i>Helle Markmann, Technical Team Manager Central Denmark Region</i></li> </ul>
13:45-14:00	<ul style="list-style-type: none"> <li>Intelligent Hospital Logistics <i>Niki Nicolas Grigoriou, CEO &amp; Software Architect Intelligent Systems</i></li> </ul>
14:00-14:15	<ul style="list-style-type: none"> <li>Telehealth <i>Henrik Ibsen, CEO Silverbullet</i></li> </ul>
<b>14:15-14:35</b>	<b>Networking break</b>
14:35-14:50	<ul style="list-style-type: none"> <li>Big Data in use today <i>The National e-health Authority</i></li> </ul>
14:50-15:10	<b>Panel discussion</b>

October 28, 2014 , Afternoon (continued)	
<b>15:10-16:10</b>	<b>Danish Healthcare on an international scene</b>
15:10-15:25	<ul style="list-style-type: none"> <li>Emergency services <i>Vice President Poul Mortensen</i> <i>Falck Emergency, Europe</i></li> </ul>
15:25-15:40	<ul style="list-style-type: none"> <li>The Pharma industry <i>Ida Sofie Jensen, CEO</i> <i>The Danish Association of the Pharmaceutical Industry</i></li> </ul>
15:40-15:55	<ul style="list-style-type: none"> <li>Danish Rehabilitation <i>Danish Rehabilitation Group</i></li> </ul>
15:55-16:10	<ul style="list-style-type: none"> <li>Medical Devices <i>Mark Kristen Draper, Director of Public Affairs and Access to Healthcare</i> <i>Program Manager</i> <i>Coloplast</i></li> </ul>
<b>16:10-16:40</b>	<b>Denmark – the perfect healthcare test market</b>
16:10-16:25	<ul style="list-style-type: none"> <li>Case story from Region South <i>Jens Ole Pedersen, Philips Healthcare Danmark,</i> <i>Governmental Affairs Manager Nordics and Business Development Manager</i> <i>Philips Healthcare Danmark</i></li> </ul>
16:25-16:40	<ul style="list-style-type: none"> <li>Healthcare industry growth - from a Region perspective</li> </ul>
<b>16:40-17:00</b>	<b>Conclusion – next Healthcare Denmark Ambassador event</b>
<b>17:10-18:00</b>	<b>Reception with Her Royal Highness Crown Princess Mary</b>

## Participants and Healthcare DENMARK Ambassadors

### Confirmed participants

#### **Mariann Fischer Boel, Chairman Healthcare DENMARK**

During the period 2004-2010, Mariann Fischer Boel was Denmark's member of the European Commission and European Commissioner for agriculture and rural development.

During the period 2001-2004 Mariann Fischer Boel was Minister for Food, Agriculture and Fisheries of Denmark



#### **Hans Erik Henriksen, CEO Healthcare DENMARK**

Hans Erik Henriksen was CEO of the innovative Danish healthcare-IT company Cetrea.

Before joining Cetrea, he was responsible for IBM Healthcare and Life Sciences in the Northern and Eastern part of Europe (the countries U.K., Ireland, South Africa, Germany, Austria, Switzerland, the Nordic Countries and Central and Eastern Europe).

Since 2008 he has also been engaged as board member in a number of different healthcare and healthcare-IT companies.

During 2012 he was a member of the Danish Government's Growth team for Healthcare and welfare solutions.



#### **Healthcare DENMARK Ambassador, Professor Dr. Volker Amelung, Chairman of the German Managed Care Association**

Professor Dr. Volker Amelung is chairman of the German Managed Care Association in Berlin. He is also professor at the Medical University of Hannover with special focus on international healthcare systems and Managed Care and Integrated Care.





**Healthcare DENMARK Ambassador Mr. Matthias Meirhofer, deputy chairman of Bundesverband für Gesundheits-IT and CEO of Meirhofer AG, Germany**

Mr. Matthias Meirhofer is deputy chairman of Bundesverband für Gesundheits-IT and CEO of the IT consulting company Meirhofer AG which he founded in 1987. He has studied Computer Science and Theoretic Medicine at the Technische Universität München. He initiated the information system MCC and he has been focusing on developing this further. With the establishing of the company for hospital information systems Mr. Meierhofer is concentrating on the focus area business development.

**Healthcare DENMARK Ambassador Professor Dr. Jakob Rehof, director, Fraunhofer Institute in Munich, Germany**

Since 2006, Prof. Dr. Jakob Rehof has been head of the Fraunhofer ISST. He was born in Denmark in 1960, studied computer sciences and mathematics at the University in Copenhagen (Denmark) and received a doctor's degree in informatics. Furthermore, he studied classical philology and philosophy; therefore, he brings new and for the IT branch unusual perspectives and approaches to the Institute.

**Healthcare DENMARK Ambassador Mr. Jan Neuhaus, e-health executive, German Hospital Federation**

Mr. Jan Neuhaus is responsible for e-health in the German Hospital Federation. During his time at Fraunhofer ISST (Institute for Software and Systems Engineering), he was engaged in standardization for electronic journals that enables a data secure electronic communication in shared treatment scenarios. At Fraunhofer he was also responsible for projects such as the health card and other IT-tools in the stationary and out-patient sector.

**Healthcare DENMARK Ambassador, Mr. Paul Grundy, Global director of HC transformation at IBM, USA**

Mr. Paul Grundy Paul Grundy, MD, MPH, FCOEM, FACPM is the founding President of the PCPCC and IBM's Director of IBM Global Healthcare Transformation. In his role at IBM, Dr. Grundy develops and executes strategies that support IBM's health care industry transformation initiatives.

Dr. Grundy is also an Adjunct Professor at the University of Utah Department of Family and Preventive Medicine. In 2012, Dr. Grundy was elected to the Institute of Medicine; currently serves as a member of The Medical Education Futures Study National Advisory Board; and is Chair of Health Policy of the ERISA Industry Committee. Dr. Grundy has won three Department of State Superior Honor Awards, four Department of State Meritorious Service awards and a Department of Defense Superior Service award.



**Healthcare DENMARK Ambassador Mr. Ivo Nelson, Chairman of the Board, Next Wave Connect, USA**

Mr. Ivo Nelson is the founder and Chairman of the Board of the company Next Wave Connect. Mr. Nelson Founded Encore Health Resources LLC in 2009 and served as its Chairman. He served as the President and Chief Executive Officer of Healthlink Incorporated. He led IBM's global health care provider business and held leadership roles at EDS and Perot Systems. He has more than 27 years of service in the health care industry. He has breadth of knowledge and leadership experience. He developed health care businesses in Asia Pacific, Europe and the Middle East. He served as Chairman of the Texas Institute for Health Policy Research. He served as Vice Chairman of the Health Information and Management Systems Society (HIMSS). He has been a Member of Development Advisory Board of MedSynergies, Inc. Since November 2010. He served as a Director of Healthlink Incorporated. He is an Active Member in many health care IT industry associations.

**Healthcare DENMARK Ambassador, Mr. Thomas Kibasi, partner, Mckinsey & Company, U.K.**

Tom Kibasi is a partner in the London office and health systems and services practice of McKinsey & Company. Tom is leads healthcare analytics for the UK, and the Leading Systems Network, a global collaboration of health systems that support one another to compare and improve performance. He leads McKinsey's relationship with the World Economic Forum on health system financing and with Duke University on innovation in healthcare delivery.

From 2006-2007, Tom worked for the Chief Executive of the NHS, Sir David Nicholson, becoming his Senior Policy Advisor. Subsequently, from 2007-2008, Tom advised the newly-appointed health minister Professor the Lord Darzi of Denham, who was tasked by the Prime Minister with leading a year-long review of the NHS to set its strategy for the decade ahead, and described by the Financial Times as "the world's most ambitious attempt to raise the quality and effectiveness of an entire nation's healthcare".

Tom is an honorary lecturer at Imperial College, London where he helps to teach an MSc in Quality and Safety, and a MEd in Surgical Education. He sits on the Advisory Board of the World Health Care Congress which takes place annually in Washington, D.C. Tom holds a first class degree from Trinity College, University of Cambridge, where he was awarded the Hooper Declamation Prize.

**Healthcare DENMARK Ambassador Ms. Meg Hillier, MP, U.K.**

Ms. Meg Hillier was elected Member of Parliament for Hackney South and Shoreditch in 2005. Meg is Chair of the All Party Parliamentary Group on Nigeria and Vice-Chair of the All Party Parliamentary Group on Cycling.

Meg is also a member of the House of Commons public spending watchdog the Public Accounts Committee. You can find more about the Committee here.



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Meg is a trustee of the charity War Memorials Trust and a member of the Digital Democracy Commission set up by the Speaker of the House of Commons.

Meg was a local councillor for eight years, and was the youngest ever Mayor of Islington in 1998/99. She was elected to the London Assembly to represent Hackney, Islington and Waltham Forest in 2000. Meg was elected to Parliament in 2005 and was a junior minister at the Home Office from 2007 to 2010.



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### Confirmation pending

**Healthcare DENMARK Ambassador Mr. Keith Toussaint, Executive Director, Collaborative Development, Mayo Clinic, USA**

Mr. Keith Toussaint is Executive Director of Collaborative Development at Mayo Clinic.

## Not able to participate in the 2014 Healthcare DENMARK Ambassador meeting

### **Healthcare DENMARK Ambassador Mr. David Brailer, CEO, Health Evolution Partners, USA**

Mr. David Brailer is CEO of Health Evolution Partners in USA. He was appointed the nation's first National Coordinator for Health Information Technology in May 2004. In this role, David was the architect of the nation's effort to bring our health care system into the information age. David led a bi-partisan effort that moved the US health care system toward transparency, quality and efficiency.

CareScience: David founded CareScience as a spin-out from The Wharton School and led it through several financings, strategic partnerships, an IPO and a strategic sale. Under David's leadership, CareScience established itself as an early leader in the use of the Internet to share health information and to improve the quality of care across the United States.

University of Pennsylvania School of Medicine and The Wharton School of Business: David founded the health information technology program at The Wharton School Health Management Program, taught health management and economics in the Wharton MBA program and lectured in The Wharton Executive Education program. David was an active patient-care physician in general medicine and in immune deficiency at the University of Pennsylvania.

### **Healthcare DENMARK Ambassador Professor George Crooks, Scotland**

Professor George Crooks O.B.E. joined NHS 24 in September 2006 and is now the Medical Director of both NHS 24 and the Scottish Ambulance Service.

George's role with NHS 24 encompasses supporting the governance, quality and safety of all clinical services; developing new services in partnership with other NHS organisations; management oversight of the Scottish Centre for Telehealth and the National Telecare Development Programme; and leading information governance, business continuity and emergency planning.

George was a General Practitioner in Aberdeen for 22 years. He subsequently became Director of Primary Care for NHS Grampian, with responsibility for all community-based independent contractor services. George has a particular interest in the field of unscheduled care, including the development of common assessment and triage processes across the NHS and the use of technology to support the delivery of high quality patient care to the population of Scotland.

**Healthcare DENMARK Ambassador Professor James Ferguson, Consultant Surgeon, NHS Crampian, Scotland**

Professor James Ferguson is a Consultant Surgeon in Emergency Medicine at NHS Crampian in Scotland. He is also the Clinical Lead for the Scottish center of Telehealth and Telecare and he is a Visiting Professor at the Robert Gordon University in Aberdeen in Scotland.

Participants from Denmark will include Healthcare DENMARK employees, members of the Board of Healthcare DENMARK, executives from the Danish Ministries, Danish Regions and Local Governments.

Executives from Confederation of Danish Industry, the Danish Chamber of Commerce and healthcare companies will also participate in the meeting.

In total we expect 25 – 30 participants.

## Venue

The 2014 Healthcare DENMARK event will take place at Borsen in Copenhagen.

Borsen is one of the oldest and most impressive buildings in Copenhagen. The building was built by King Christian IV during 1618- 1624 enabling it a symbol of Copenhagen as a trade centre and metropolis.

Originally Borsen was used as a commodity exchange and this is why it is nominated as one of the first exchanges in Europe.

Because the building is privately owned since 1857, there is normally no admittance. It is not a museum, but is owned by the Chamber of Commerce, which is an independent private business association for trade and services.





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## Travel and accommodation

Please contact International Marketing Manager Malene Nielsen (e-mail: [mnn@healthcare.denmark](mailto:mnn@healthcare.denmark), phone: +45 30456735) if you have questions or need assistance in relation to your travel booking.