



Club of Amsterdam
Summit for the Future

January 26 – 28, 2005

Amsterdam, The Netherlands

Club of Amsterdam

Summit for the Future: Healthcare

Date: January 26-28, 2005, Amsterdam, The Netherlands

Location: HES Amsterdam School for Business

Costs: € 1.000 - 1.214 (incl. VAT)

Summit2005@clubofamsterdam.com

<http://www.clubofamsterdam.com/press.asp?contentid=373&catid=61>

Registration Form:

[http://www.clubofamsterdam.com/contentsummit/registration/Summit for the Future registration.doc](http://www.clubofamsterdam.com/contentsummit/registration/Summit_for_the_Future_registration.doc)

Gain critical insights and a deeper understanding of the issues that will shape the Knowledge Society. The Summit for the Future 2005 is an international conference that brings together experts, thought leaders, policy makers and knowledge workers.

Is Globalisation the single biggest factor affecting all our visions and strategies for 2020? Is it a threat to the fabric of society - or are those who do not join the people we should be keeping an eye on? Are all innovation and production gradually shifting to the BRICK countries by 2020 (Brazil, Russia, India, China, Korea)? Will Europe simply turn into the world's retirement home? Or will the current knowledge centres in UK and The Netherlands switch to Ireland, Sweden, Finland and Australia? How can we change Brain Drain into Brain Gain - or perhaps Brain Circulation is a better phrase?

At the end of January 2005, we're putting the pick of the strategic thinkers together for our first "Summit of the Future". It will be a creative clash of inspiration. We will debate the significance of global trends in the open plenary sessions - followed by simultaneous workshops in five key knowledge streams:

- ▶ [Trade / Service Industry](#)
- ▶ [Energy](#)
- ▶ [Healthcare](#)
- ▶ [Media & Entertainment](#)
- ▶ [Science & Technology](#)

Each Knowledge Stream can be attended by 25-30 participants.

The results of these workshops will then be discussed in the final plenary forum.

We currently have confirmed participants from Canada, China, Egypt, France, Gambia, Georgia, Germany, Greece, Luxembourg, Mali, Nepal, New Zealand, Portugal, South Africa, Switzerland, The Netherlands, UK ...

If you like thinking "out of the box", the Club of Amsterdam Summit may prove to be the best conference of 2005.

Healthcare Knowledge Stream

Major Trends:

- ▶ **Economic:** imbalance of smaller budgets vs. higher costs & demands (aging population);
- ▶ **Medical consumers:** empowered patients; rising expectations and demands; 'value for money'-sense;
- ▶ **Professionals:** medical knowledge-Bang - strain on intellectual capacities of medical professionals; patient safety at risk;
- ▶ **Innovations:** rising potentials of healthcare IT-solutions (eHealth); slow adoption/business redesign;
- ▶ **Genomics:** steep increase diagnostic & therapeutic possibilities.

Globally, healthcare is under major strain, economically and technically. The last 2 decades, innovative use of information technology has catalyzed enormous international knowledge exchange among medical professionals and researchers. For that matter, the Internet has been the major driving force for an aging population of medical consumers to become demanding, informed patients who are increasingly faced with higher healthcare (insurance) costs, while governmental support for healthcare is diminishing in several countries. In a new era of information society, rising demands and swift adoption to new technologies are competing for a new balance. In the next decades goals as patient safety, healthcare outcomes, e-health, business intelligence and redesign will lead in a rapidly changing healthcare environment towards a new equilibrium in costs, care and cure.

Why should you attend?

The Healthcare Stream at Summit for the Future 2005 is a unique opportunity for to change ideas and learn from profound experts on healthcare innovation and e-health opportunities. Within a European context the most relevant trends and strategic issues concerning healthcare reform will be presented and discussed within a top-notch group of experts, all with field knowledge and expertise.

Goals:

- ▶ understand key drivers of change
- ▶ tackling key barriers for health care innovation
- ▶ learn from long term visions with short term goals
- ▶ network with thought leaders, policy makers and experts.

Who should attend?

The main objective is to bring together thought leaders, policy makers and knowledge workers to gain a deeper understanding and more insights regarding critical elements in their industries and how they relate to a European Knowledge Society. Especially for the Health Care Stream the following groups should attend:

- ▶ healthcare policy makers, e.g. governmental leaders
- ▶ business healthcare strategists
- ▶ medical associations, e.g. board members
- ▶ corporate executives, e.g. CEOs pharmaceutical industry, IT-industry

The speakers at the Opening Event:

Tom Lambert, Chief Executive, Centre for Consulting Excellence,
Vladimir Petrovsky, former Director-General of the UN in Geneva,
Glen Hiemstra, Futurist, Futurist.com,
Wendy L. Schultz, Futurist, Infinite Futures

The speakers about the future of Healthcare:

Joerg-Peter Schroeder, Healthcare Solution Manager EMEA, Microsoft
Advancing healthcare through ehealth technology

Joerg-Peter Schroeder leads the Healthcare business in the public sector in EMEA. Accountable for health related projects and programmes, i.e. HIS, mobility, e-health, healthcare-portals, human services and healthcare leadership.

Geoff Royston, Head of Operational Research, Department of Health, England
An overview of the situation in the UK. What will be the major trends / developments influencing the health status of the British population?

Dr. Geoff Royston has been responsible for a number of "futures" exercises in the health field and is particularly concerned with ensuring they add maximum value to organisational and business decision making.

Tamsin Rose, General Secretary, European Public Health Alliance (EPHA)
How to sustain access and equity in a world with expanding technological possibilities.

EPHA aims to promote and protect the health interests of all people living in Europe and to strengthen the dialogue between the EU institutions, citizens and NGOs in support of healthy public policies.

Gio Tettero, Managing Director, Siemens Medical Solutions, Director, Siemens Netherlands

The impact of future medical technology for healthcare system development.

Petra Wilson, Associate Director for EU Affairs, European Health Management Association

Meeting the Challenges of Connected - what can Europe do for us?

The European Health Management Association (EHMA) is a membership organisation committed to improving healthcare in Europe by raising standards of managerial performance in the health sector.

Kevin Dean, Director, Public Sector Healthcare, Internet Business Solutions Group, Cisco

Connected Health - moving beyond eHealth to reform healthcare

Kevin Dean is one of IBSG's senior Directors, and focuses on public sector healthcare, helping Customers to develop their strategies and implementation plans for networked health information management and technology.

Bert Gordijn, PhD, Secretary of the European Society for Philosophy of Medicine and Healthcare, Clinical Ethicist, Assistant Professor of Medical Ethics, University Medical Centre Nijmegen, Department of Ethics, Philosophy and History of Medicine

University Partner Healthcare: **Medical Faculty Basel**, Switzerland

and the Knowledge Stream Leader **Ronald Schreuder**, CEO, STG/Health Management Forum The Netherlands *Ronald Schreuder is a management consultant / policy-advisor, particularly with respect to health and healthcare related issues, with over 25 years experience. He has worked in consultancy positions inside The Netherlands, but also for the European Union and for the World Health Organization (WHO)*

Exhibitions

Agenda 21 and Rio + 10 Development Targets by Bayer CropScience
World Summit Award Infolution

Partners of the Summit for the Future are:

Bayer CropScience, HES Amsterdam School of Business, Medical Faculty University Basel, Switzerland, École Polytechnique, Paris, KnowledgeBoard, Association for International Broadcasting, Fuel Cell Markets, H2World, The World Future Society, Health Management Forum, Shaping Tomorrow, European Health Telematics Association, Medical Knowledge Institute, Entertainment Media Verlag, World Summit Award, WFSF

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