

# 16th European Health Forum

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## GASTEIN

2nd to 4th October 2013

Final programme

# Resilient and Innovative Health Systems for Europe

Building Resilient Healthcare Systems

Free-Trade Zone Europe-US. Implications for Health Systems

Investing in Health

Mental Health. The Motor for a Healthy Economy

mHealth for Innovation. Health at your Fingertips

Non-Communicable Diseases



# Welcome



Dear participants, friends and colleagues,

As you may know we have had a change in management and in the presidency. In the course of this first year of working for the European Health Forum I have learned a couple of crucial things:

- Gastein is unique and well-liked.
- Gastein needs to build on that and develop further.

A big thank you to my colleagues from the EHFG core team who have been extremely supportive and patient and open for changes and new developments this year. Lucy Freundel, Maria Dziubinska, Louise Boyle and Claudia Pfarrmaier – I really appreciate working with you!

## What's new at the EHFG?

**Programme:** As you may have noticed and as you will see during the conference, we are working on a more content-driven approach. We have worked very closely with our new Advisory Committee and the individual programme planners to ensure scientific quality and greater adherence to the main theme of the conference. Furthermore, you will notice that we have encouraged programme planners to use more creative formats and methods and to allow more time for discussion and interaction. Please bear with us – this is work in progress and we are planning on further elaborating these goals in the coming years.

**Networking:** One thing most participants appreciate about Gastein as a location and as a conference is the opportunity to network with other European colleagues on all levels. We have again organised three evening events which will enable that (look out for the 50s-night on Thursday!) and we have also aimed at creating a more networking-friendly atmosphere at the conference centre to encourage and ease communication during the conference days.

**Young Forum Gastein:** We have been told in talks with colleagues who have attended the EHFG many times that we should make the Young Forum Gastein scholars more visible in the conference. This year, two Young Gasteiners were the evaluators of the European Health Award and will introduce the shortlisted projects. Apart from the usual closed formats, Young Gasteiners will this year also be involved in both plenaries and the Parallel Forum Session on NCDs.

**Visibility:** In order to make the EHFG visible throughout the year, we have been co-organising some events with partner organisations. There are plans to intensify collaborations to co-organise events in the course of the next year.

**Online registration:** We have implemented a new online registration system which enables participants to make their credit card payment directly online.

**Special fees:** In order to encourage participation from two important groups of stakeholders, we have implemented a special fee for employees of NGOs and for government officials at the local, national and European level.

**Identity design:** As you may have noticed, we have further developed our identity design to mirror the developments of the EHFG in general.

**Environment:** We have stopped printing the conference reports and programme announcements this year in order to achieve our goal of becoming more of a “green conference”.

Welcome to the EHFG 2013! We hope that you will enjoy this year's conference. Please approach us and feel free to share your opinion and ideas with us to help us develop further.

Best wishes,

Dorli Kahr-Gottlieb  
Secretary General  
International Forum Gastein

# Forewords



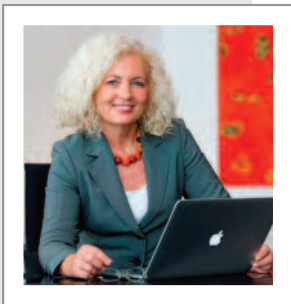
## Helmut Brand, President, International Forum Gastein

Recent developments in Europe show that we have selected a late-breaking topic for this year's European Health Forum Gastein. Some European countries are on their way to economic consolidation and we have witnessed the introduction of new governance models in banking and finance. These developments will have direct or indirect consequences on health and health systems.

I am convinced that in the course of this year's conference we will identify the necessary ingredients for a health system to be both resilient and open for innovative approaches, in order to come out of the crisis strengthened and to be able to address the manifold future responsibilities.

For the plenaries we have won important speakers who will share a helicopter-perspective with the audience and update us on recent developments. We look forward to working interactively with you in the fora and workshops and to involving you in discussions on particular topics and cases related to our main theme of Resilient and Innovative Health Systems for Europe.

I would like to welcome you to Gastein and wish you an informative and fruitful EHFG 2013!



## Karin Kadenbach MEP, Board Member, International Forum Gastein

I am very pleased that this year's 16th European Health Forum Gastein will focus on resilient and innovative health systems since this is our only way to meet the challenges of the economic crisis, aging population and health inequalities. EU Member States have the main responsibility for health policy and provision of healthcare to European citizens. But there are areas where cooperative action at EU level is indispensable. These include amongst others major health threats and issues with a cross-border impact, such as pandemics, as well as those relating to free movement of goods, services and people.

Being a member of the committee of Environment, Public Health and Food Safety (ENVI) in the European Parliament, my goal is to create European solutions to health-related problems. The European Parliament has gained co-legislative powers in the vast majority of issues, making it very influential in improving legislation concerning health issues. Recent examples of our committee's work comprise the safety of pharmaceutical products, the fight against counterfeit medical products, cross border healthcare and the defence of patients' rights. More explicitly, we are currently adapting the legislative framework for medical devices and clinical trials.

My commitment is for socially equitable, affordable access to health services, and to encouraging a healthy lifestyle. Those that take active responsibility for their own health are not just ensuring their own well-being. They are also helping to make sure health systems remain affordable in the future.

I look forward to learning more about different perspectives concerning resilient and innovative health systems for Europe in the course of this year's forum. This will definitely help me to gain new insights which will be useful for my work as a health politician.



## Günther Leiner, Honorary President, International Forum Gastein

As in previous years, the European Health Forum Gastein addresses the most topical and pressing problems affecting European health. This time we follow up on topics discussed not only 2012, but in the course of the last few years in Gastein.

I trust the EHFG 2013 will provide an excellent opportunity to discuss how innovation can serve European health systems in strengthening them and ensuring their resilience against the impact of the financial crisis, with which some of the Member States are still dealing.

I am very pleased to welcome so many high-level speakers to Gastein this year. As always, the EHFG is unrivalled in the opportunity it provides for international dialogue and interdisciplinary exchange and has the potential to generate real ideas and solutions to improve public health in Europe.

# Forewords



## Alois Stöger, Minister of Health, Austria

A well-functioning public healthcare system is a fundamental feature of a modern community. In order to fulfil their tasks and to cope with future challenges our health systems must incessantly evolve and adapt to the constantly changing environment. Ensuring sustainable funding which has to be based on the overall economic development is essential for the functioning of public healthcare systems.

A system of solidarity-based financing within a social security system into which all population groups contribute can ensure comprehensive, high quality care freely accessible to all. But these systems as well as the purely tax-financed systems must be continuously adjusted. In a number of European countries the economic crisis has had a crucial impact on healthcare. This year's European Health Forum Gastein will yet again provide opportunities to discuss measures to solve existing problems and to introduce best-practice models.

All measures taken at the European level not only contribute to the recovery of national economies, they also contribute to the recovery of national health systems. The demand for European cooperation also in this context is increasing and should be supported by all of us.



## Spyridon-Adonis Georgiades, Minister of Health, Greece

As is well known Greece has been particularly exposed to and affected by the global economic and financial crisis. The Greek health system has learned the hard way from the crisis. Nonetheless, the challenges that have been brought about are viewed nowadays as delayed opportunities waiting to be exploited.

In this context, the Greek Ministry of Health has developed strategic international partnerships with key players in global health and responds to the financial crisis by introducing a major reform of its healthcare sector towards improving the health system performance and sustainability, while ensuring access to and quality of healthcare.

The strategic pillars of the Greek healthcare reform process aim at reorganising and modernising the system, particularly with regard to health financing, the rationalisation of expenditures and service delivery, including the consolidation of the health sections of the Insurance Funds in one new organisation, the introduction of a new hospital reimbursement system based on Diagnosis Related Groups (DRG), better allocation of hospital beds and clinics, and the revitalisation of primary healthcare.

We were successful in the areas of e-prescribing and e-procurement, while we achieved good progress in the rationalisation of expenditures in pharmaceuticals and in hospital costs. We recently introduced a pilot mechanism, "Health Voucher" which will ensure access of the uninsured to primary healthcare services.

Our objective is to build a healthcare system both resilient and open to innovation in order to come out of the crisis stronger, able to anticipate and adapt to future challenges.

In this respect I consider that the choice of the theme of this year's European Health Forum Gastein lies at the centre of the health policy agenda and provides an excellent opportunity to discuss different approaches and share innovative and successfully implemented initiatives for more effective health systems.

# Forewords



## Fergal Lynch, Deputy Secretary General, Department of Health, Ireland

Building innovative and resilient healthcare systems and meeting the growing demand for healthcare with limited resources represent key challenges facing Member States today.

The issue was discussed at the Informal meeting of Health Ministers in Dublin held during the Irish Presidency of the Council of the European Union.

The challenge for policy makers and service providers, in times of financial crisis, is to focus on initiatives that mitigate the impact of the fiscal difficulties on the health system and that target achievement of greater efficiency and effectiveness in health sector spending.

It is also critical to keep an eye on the longer-term challenges of health systems. We need to ensure that short-term measures to achieve savings are not inconsistent with the challenges facing European societies, e.g. the need for strong Primary Health Care systems, health-in-all policies, and interventions which tackle risk factors related to non-communicable diseases. The challenge is to ensure that pressure to take rapid action does not limit the policy options available, resulting in policy responses which do not align with long term health policy goals.

The way forward is to reduce the cost of services, not the services themselves through a range of actions that encompass structural and service reform as well as efficiency measures. Indeed, in our country we have embarked on the most fundamental reform of our healthcare system since the foundation of the State.

I believe, over the coming days that there will be much fruitful discussion and exchange of views on lessons we are learning from navigating our health systems through the current period of fiscal tightening.



## Tonio Borg, EU Commissioner for Health

I am very much looking forward to going to Gastein, to discuss, with many stakeholders, key issues affecting Health in Europe today, in particular the shaping of sustainable, resilient and innovative health systems and the importance of investing in health.

Health systems in Europe are called upon to deliver more and better healthcare within limited health budgets. There is no "one size fits it all solution" to achieve this and guarantee access to healthcare to everybody in Europe – now and for generations to come. Each country in the European Union needs to develop its own set of in-depth reforms, including a more cost-effective provision and use of health services and medicines, a balanced mix of staff skills, a stronger focus on primary healthcare and disease prevention and a greater uptake of health technology, in particular eHealth solutions.

The European Commission is keen to support Member States in their efforts. In 2013, within the European Semester process, the Commission recommended specific reforms in the health system of 11 Member States aimed at improving their cost-effectiveness and sustainability.

I am persuaded that discussions in Gastein can provide a valuable input to the Member States and the Commission, and help identify innovative models to address these challenges.

# Forewords

## Zsuzsanna Jakab, WHO Regional Director for Europe



The opportunity for an open, rigorous dialogue between politicians, decision-makers, and experts from civil society, national governments, business and academia on resilient and innovative health systems for Europe, provided by the 16th European Health Forum Gastein, could not have come at a more opportune time. WHO Europe gathered and analysed the evidence of the impact of the economic crisis on health and health systems performance for discussion with the 53 Member States at the WHO High Level Meeting in Oslo, 17–18 April 2013. Two broad observations stand out clearly from the evidence: first, the economic crisis has adversely affected many of the social determinants of health; second, given that health needs tend to increase when unemployment rises and household incomes fall, the policy responses introduced may themselves have an added impact on population health.

It is clear that mental health is highly sensitive to economic downturn. The incidence of infectious diseases (e.g. HIV infections) has increased sharply in some of the hardest hit countries, where preventive programmes (e.g. needle exchange) and early treatment services have been scaled back as a result of budget cuts. This demonstrates the importance of protecting preventive services for which demand increases during times of economic crisis. Similarly, protecting in particular the poor and vulnerable from the financial risks of accessing care at a time of increased demand, is critical to avoid further impoverishment.

Health gains made in recent decades are under threat, but what can be done? The WHO Regional Office for Europe's mandate to support Member States is set down clearly in the Health 2020 policy framework and strategy, "[...] putting forward innovative approaches that strengthen core health system functions [...], renew(ing) efforts to find people-centred solutions resilient to economic downturns."

Since the onset of the financial crisis, the WHO Regional Office for Europe has worked directly with countries and partners in Europe to help them reform and adapt their health systems. The policy lessons and recommendations which came out of the High Level Meeting in Oslo, based on the evidence gathered and the five years of intensively assisting EU Member States, once again underline the need to extend the influence of health protagonists to fiscal and labour market policies, maintaining social safety nets and ensuring health budget cuts are absorbed first and foremost through efficiency gains before shifting the burden to the patients and their families.

There are lessons to be learned and opportunities to be grasped to keep or move towards universal health coverage. I look forward to engaging in productive discussions with you at the Forum which I will then feed into the WHO High Level Meeting on Health Systems for Health and Wealth, 17–18 October, in Tallinn, Estonia.

# Forewords



## **Wilfried Haslauer, Governor of Salzburg**

As Governor of Salzburg it is a great pleasure for me to cordially welcome everyone taking part in the 16th European Health Forum 2013 in the Gastein Valley in the province of Salzburg.

For many generations people have come here from near and far to the midst of the central Alpine region to benefit from Gastein's thermal springs in curing a broad range of ailments.

As problems in the health services throughout Europe are becoming increasingly similar, it is only logical in the spirit of the European Community to try and find appropriate solutions on a joint basis for now and for the future. The European Health Forum Gastein offers a unique forum for dialogue at the highest possible level. The results of the latest scientific research are discussed, and reliable and tested practices are presented. The aim is to achieve the continual improvement of our health systems and to ensure flexibility in adjusting to new challenges.

I should therefore like to wish the European Health Forum Gastein 2013 every success, and I hope that all participants have a pleasant stay in Salzburg.



## **Friedrich Zetting, Mayor of Bad Hofgastein**

With this year's main theme "Resilient and Innovative Health Systems for Europe", the European Health Forum Gastein addresses once again highly topical issues of pivotal importance to European health.

We can observe how some of the European countries affected by the financial crisis are growing stronger, while others are still fighting it. There is a need to develop measures and policies at national and European levels which contribute to the ongoing strengthening of our health systems. In my opinion, the Gastein Forum provides an ideal meeting point for numerous international experts and policy-makers to debate these issues and consider future policy directions.

On behalf of the community of Bad Hofgastein I would like to extend a warm welcome to all participants and wish you a successful and productive conference!



## **Gerhard Steinbauer, Mayor of Bad Gastein**

Welcome to the Gastein Valley for the 16th European Health Forum Gastein!

This year's conference motto "Resilient and Innovative Health Systems for Europe" offers a wide spectrum of interesting and important discussion points. Indeed, innovation has to be embraced in order to improve the sustainability and resilience of European healthcare.

Communication and cooperation within and between countries are key instruments for improving public health and will be high on the Congress agenda this year.

I wish you a pleasant stay in our beautiful Gastein Valley and hope that the unique mix of participants that the conference attracts ensures enlightening and solution-oriented debates on the timely and important topics that are the focus of the conference this year.

# General Information



The different workshops, parallel forum sessions and social events of the European Health Forum Gastein will take place at the Conference Centre or Kursaal in Bad Hofgastein or at venues situated within walking distance. These pages give detailed information about venues, and important telephone numbers.

You will find details about the Social Programme in the last section of this folder.

#### Registration Desk:

T1: 00 43 (0) 6432 3393 233

T2: 00 43 (0) 6432 3393 237

F: 00 43 (0) 6432 3393 249

#### EHFG Office:

T: 00 43 (0) 6432 3393 270

F: 00 43 (0) 6432 3393 271

#### EU Office:

T: 00 43 (0) 6432 3393 234

F: 00 43 (0) 6432 3393 219

#### Registration Desk opening hours

1 October 2013, Tuesday: 12:00–22:00

2 October 2013, Wednesday: 07:30–20:30

3 October 2013, Thursday: 07:30–20:30

4 October 2013, Friday: 07:30–20:00

5 October 2013, Saturday: 07:30–12:00

## Conference venues



Conference Centre,  
Bad Hofgastein

#### Location of:

Conference Centre Room 1

Conference Centre Room 2

Kursaal,  
Bad Hofgastein

#### Location of:

Kursaal A

Kursaal B





# General Information

## Name Badges



Upon registering in Bad Hofgastein, you will receive your personal delegate name badge, indicating your name and your organisation.

Look out for the EFHG staff with red badges. We'll be happy to help!



Please wear your name badge so that it is clearly visible at all times.

Your name badge will be checked at the entrance to the event dinners. Conference staff will deny access to participants who are unable to produce a valid name badge, regardless of the circumstances!

## Social Programme

The EHFG has compiled a substantial activity programme, including receptions, dinners, sightseeing tours and a Social and Wellness Programme. Please refer to the relevant section in this folder for further details.

## Accompanying persons

Accompanying persons who have booked their hotel via the EHFG are invited to participate in all of the evening events. Participation in the EHFG conference sessions and lunches is not included.

Please note our interesting Social Programme for accompanying persons and contact the Information Desk for detailed information and any bookings, if these have not already been made online. You will find more information about the Social Programme in the relevant section in this programme folder.

## Interpretation Service



An interpretation service will be available for Workshop 1 (English – Russian) and the Closing Plenary (English – German).

## Accessibility

Our facilities are easily accessible to guests with disabilities.

For further enquiries or to advise us of your access needs, please contact our team at the Registration or Information Desk.



Please note that the EHFG is a no-smoking conference.



Please switch off your mobile phones during all sessions.

# General Information

## Lunches

Lunch will be provided at the conference venues on all three conference days. There will be ample vegetarian options.



On Wednesday 2nd October lunch will be offered in the Kursaal.

On Thursday 3rd October lunch will be served in the different lunch workshop rooms. Additionally, a lunch break will be offered in the Kursaal. Lunch workshops feature a combination of a light buffet lunch and a concentrated working environment. The lunch break offers the opportunity of unrestricted networking in a relaxed atmosphere.

On Friday 4th October you are invited to join the EC reception lunch in the tent next to the Kursaal.

## Dinners

For those participants and accompanying persons who have booked their hotel accommodation via the EHFG office all evening events are included. If you did not book your hotel via our office you can purchase dinner tickets at the Registration Desk until noon of the same day that the dinner takes place.



On the evening of Wednesday 2nd October we would like to invite you to the Kursaal for the “Welcome Reception” with a finger-food buffet of Austrian specialities.

The “Networking Dinner” on Thursday 3rd October is a sit-down dinner that will take place in the Festival Hall next to the Hotel Palace.

On the night of Friday 4th October we will treat you to a “Conclusion Dinner” which will take place at the Hotel Europäischer Hof in Bad Gastein.

More information about the evening events can be found in the Social Programme section of this folder.

Please wear your name badge when attending all evening events as they will be checked upon entry.

## Restaurant recommendations

If you are not able to join one of our event dinners or prefer to have your dinner in a smaller group, you may like to dine in one of the restaurants in the centre of Bad Hofgastein. Please note that the cost for lunch and dinners outside of our official events is not covered by the EHFG.

We would like to recommend the following restaurants:

**Restaurant Alte Post** (Austrian)  
T: 00 43 (0) 6432 6260

Kirchenplatz 4, 5630 Bad Hofgastein  
Open: 10:00–15:00, 17:00–22:00

**China Restaurant Lin** (Chinese)  
T: 00 43 (0) 6432 2178 6

Salzburger Straße 4, 5630 Bad Hofgastein  
Open: 11:30–04:30, 17:30–22:30

**Restaurant Kraut und Rüben** (Vegetarian)  
T: 00 43 (0) 6432 2201

Pyrkerstraße 3, 5630 Bad Hofgastein  
Open: 10:00–21:00

**Restaurant Tröpferl** (Austrian)  
T: 00 43 (0) 6432 6335

Pyrkerstraße 20, 5630 Bad Hofgastein  
Open: 11:00–23:30 (kitchen until 21:30)

**Restaurant Berglift** (Austrian)  
T: 00 43 (0) 6432 6219

Gasteiner Bundesstraße 252, 5630 Bad Hofgastein  
Open: 12:00–20:30

# General Information

## Transport

### Airport shuttle

If you have booked your hotel through the EHFG Office, our airport Shuttle Service is at your disposal for transfers between Salzburg Airport and Gastein Valley. For bookings please contact the Shuttle Service Desk at the Bad Hofgastein Conference Centre or call T: 00 43 (0) 06432 3393 227.

Shuttles to Munich Airport can be booked but will incur an additional charge.

In order to confirm your return airport shuttle service, please register 24 hours prior to your departure at the Shuttle Service Desk. You will receive a confirmation slip with your shuttle departure time and the pickup location. **Please note that you will only be guaranteed a return shuttle by finalising your departure details and receiving confirmation from the Shuttle Service Desk.**

### Taxi

A taxi service is provided for hotels not located within walking distance of the Conference Centre. This free service is only provided between conference hotels and conference venues.

For details on the scheduled shuttle service between the towns of Bad Hofgastein and Bad Gastein, please refer to the separate Shuttle Service Schedule leaflet available in the folder at your hotel reception.

Please contact your hotel reception or the EHFG Shuttle Service Desk T: 00 43 (0) 6432 3393 227 or (after 23:00) T: 00 43 (0) 6432 6933 if you need further information.

## Services

### Meeting Rooms

The Registration Desk will be pleased to reserve a meeting room for you. You can also contact your hotel reception to book a meeting room. Technical facilities can be made available upon request and may incur an additional service charge.

### Lost & Found

Please contact the Registration Desk regarding lost or found objects.

### Messages

You can leave messages for other participants at the Information Desk.

### Website – [www.ehfg.org](http://www.ehfg.org)

You can find all the latest news about the EHFG on our website, which also includes a virtual Press Centre.

### WiFi internet access

WiFi internet access is provided in the entire Conference Centre, in the Kursaal as well as in the lounge areas of most hotels. Furthermore there is a local wireless internet access in the town centre of Bad Hofgastein.

### Press and Media Service

T: 00 43 (0) 6432 3393 239

T: 00 43 (0) 6432 3393 255

### Tourist Information

Kur- und Fremdenverkehrsverband, Kurverwaltung

T: 00 43 (0) 6432 3393 260

Monday–Friday 08:00–18:00

Saturday 09:00–12:00

# General Information

## Bad Hofgastein

### Useful numbers

Lost and found T: 00 43 (0) 6432 624023  
Tourist office T: 00 43 (0) 6432 33 93 260  
Police T: 00 43 (0) 59133 5142  
Fire brigade T: 00 43 (0) 6432 6347  
Ambulance T: 00 43 (0) 6432 8500 0

### Emergency Number

European Emergency Number 112

### Banking

Raiffeisenbank Gastein, Kaiser-Franz-Platz 4  
T: 00 43 (0) 6432 6152  
Oberbank AG, Kurgartenstraße 27  
T: 00 43 (0) 6432 8751  
Salzburger Sparkasse, Kirchplatz 9  
T: 00 43 (0) 5010 0410 02  
Volksbank, Kurgartenstraße 7  
T: 00 43 (0) 6432 8306  
Postsparkasse, Postgasse 4  
T: 00 43 (0) 5776 7756 30  
Each with a cash machine (Visa and Mastercard).

### Physicians

Dr Gerhard Hofer, Kirchplatz 6  
T: 00 43 (0) 6432 6228  
Dr Robert Költringer, Kurgartenstraße 30  
T: 00 43 (0) 6432 7447

### Dentists

Dr Reinhard Morawa, Achenstraße 17  
T: 00 43 (0) 6432 6144  
Dr Annelies Zettinig-Schnitzhofer, Kirchenplatz 9  
T: 00 43 (0) 6432 6453

### Pharmacy

Kurapotheke, Dr Hugo Hörtnagl, Pyrkerstraße 5  
T: 00 43 (0) 6432 6204  
Mon-Fri 08:00–12:15 and 14:30–18:00,  
Sat 08:00–12:00 and 16:00–18:00,  
Sun 10:00–12:00

## Bad Gastein

### Useful numbers

Lost and found: T: 00 43 (0) 6434 3744 21  
Tourist office: T: 00 43 (0) 6434 2531 560  
Police: T: 00 43 (0) 59133 5143  
Fire brigade: T: 00 43 (0) 6434 2107  
Ambulance: T: 00 43 (0) 6432 8500 0

### Emergency Number

European Emergency Number 112

### Banking

Oberbank AG: Böcksteiner Bundesstraße 1  
T: 00 43 (0) 6434 6292  
Raiffeisenbank Gastein: Böcksteiner Bundesstraße 5  
T: 00 43 (0) 6434 2122  
Salzburger Sparkasse, Bahnhofsplatz 7  
T: 00 43 (0) 5010 0410 33  
Cash machine (Visa and Mastercard) at all banks as well as the centre of Bad Gastein (next to Hotel Weismayr)

### Physicians

Dr Florian Greinwald, Kaiser-Franz-Josef-Straße 43  
T: 00 43 (0) 6434 2187  
Dr Martin Mayerhofer, Mozartplatz 8  
T: 00 43 (0) 6434 2493  
Dr Hannes Wolf, Bundesstraße 12  
T: 00 43 (0) 6434 2915  
Doctor on call weekday nights (19:00–07:00) and weekends (24 hours): T: 141

### Dentists

Dr Alexander Linecker, Stubnerkogelstraße 50  
T: 00 43 (0) 6434 2045 2  
Dr Erwin Salbrechter, Poserstraße 10  
T: 00 43 (0) 6434 3404

### Pharmacy

Kurapotheke und -drogerie, Mag. Pharm. Diemut Strasser KG, Böcksteiner Bundesstraße 1c  
T: 00 43 (0) 6434 2218  
Mon-Fri 08:30–12:00 and 14:30–18:30,  
Sat 08:30–12:00

The Bad Gastein and Bad Hofgastein pharmacies have a weekly rotating schedule of night and weekend services. Check opening hours by calling T: 00 43 (0) 06432 8500 0 (weekdays) or 141 (Sunday).

# General Information

Category

## Bad Hofgastein Hotels

★★★★★

Grand Park Hotel C4-1 Kurgartenstraße 26 T: 00 43 (0) 6432 6356 0

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Hotel Zum Stern B7-48 Weitmoserstraße 33 T: 00 43 (0) 6432 8450

Hotel Norica C4-2 Kaiser-Franz-Platz 9 T: 00 43 (0) 6432 8391 0

Hotel Sendlhof D5-17 Pyrkerstraße 34 T: 00 43 (0) 6432 3838 0

Hotel Österreichischer Hof C4-16 Kurgartenstraße 9 T: 00 43 (0) 6432 6216 0

Hotel St. Georg B4-7 Dr. Zimmermann Straße 7 T: 00 43 (0) 6432 6100 0

Hotel Kärnten B4-5 Dr. Zimmermannstraße 9 T: 0043 (0) 6423 6711 0

★★★★

Hotel Völserhof D4-10 Kurpromenade T: 00 43 (0) 6432 8288 0

Hotel Germania D4-15 Kurpromenade 14 T: 00 43 (0) 6432 6232

Hotel Alte Post D4-32 Kirchenplatz 4 T: 00 43 (0) 6432 6260

Hotel Carinthia C4-4 Dr. Zimmermann Str. 2 T: 00 43 (0) 6432 8374

Hotel Das Moser C4-6 Kaiser-Franz-Platz 2 T: 00 43 (0) 6432 6209 0

Hotel Palace D5-3 Alexander Moser Allee 13 T: 00 43 (0) 6432 6715

Hotel Astoria C3-12 Salzburgerstr. 24 T: 00 43 (0) 6432 6277

★★★

Pension Berglift B5-49 Bundesstraße 252 T: 00 43 (0) 6432 6219

Haus Schafflinger C3-107 Grünlandstraße 14 T: 00 43 (0) 6432 6131 0

Hotel Zum Toni D6-59 Eisenstein 1 T: 00 43 (0) 6432 6629

Hotel Rauscher D5-24 Kurpromenade 20 T: 00 43 (0) 6432 6412 0

Pension Ortnerhof E5-54 Feldingweg 18 T: 00 43 (0) 6432 6741

Hotel Winkler C/D4-21 Pfarrgasse 4 T: 00 43 (0) 6432 6248 0

Hotel Friedrichsburg D4-31 Pyrkerstraße 8 T: 00 43 (0) 6432 6290

Hotel Alpina B4-11 Parkstraße 5-15 T: 00 43 (0) 6432 8475

Hotel Tauernblick B4-40 Parkstraße 5 T: 00 43 (0) 06432 8475

Hotel Alpenhof C4-26 Knoblachergasse 4 T: 00 43 (0) 06432 6430

Haus Mühlbacher D4-34 Kurpromenade 3 T: 00 43 (0) 06432 6446 0

Pension Gstrein C4-83 Wasserfallgasse 7 T: 00 43 (0) 6432 6485

Pension Sunkler D5-47 Pyrkerstraße 36 T: 00 43 (0) 664 6526 967

## Bad Gastein Hotels

★★★★★

Europäischer Hof G2-43 Miesbichlstraße 20 T: 00 43 (0) 6434 2526 0

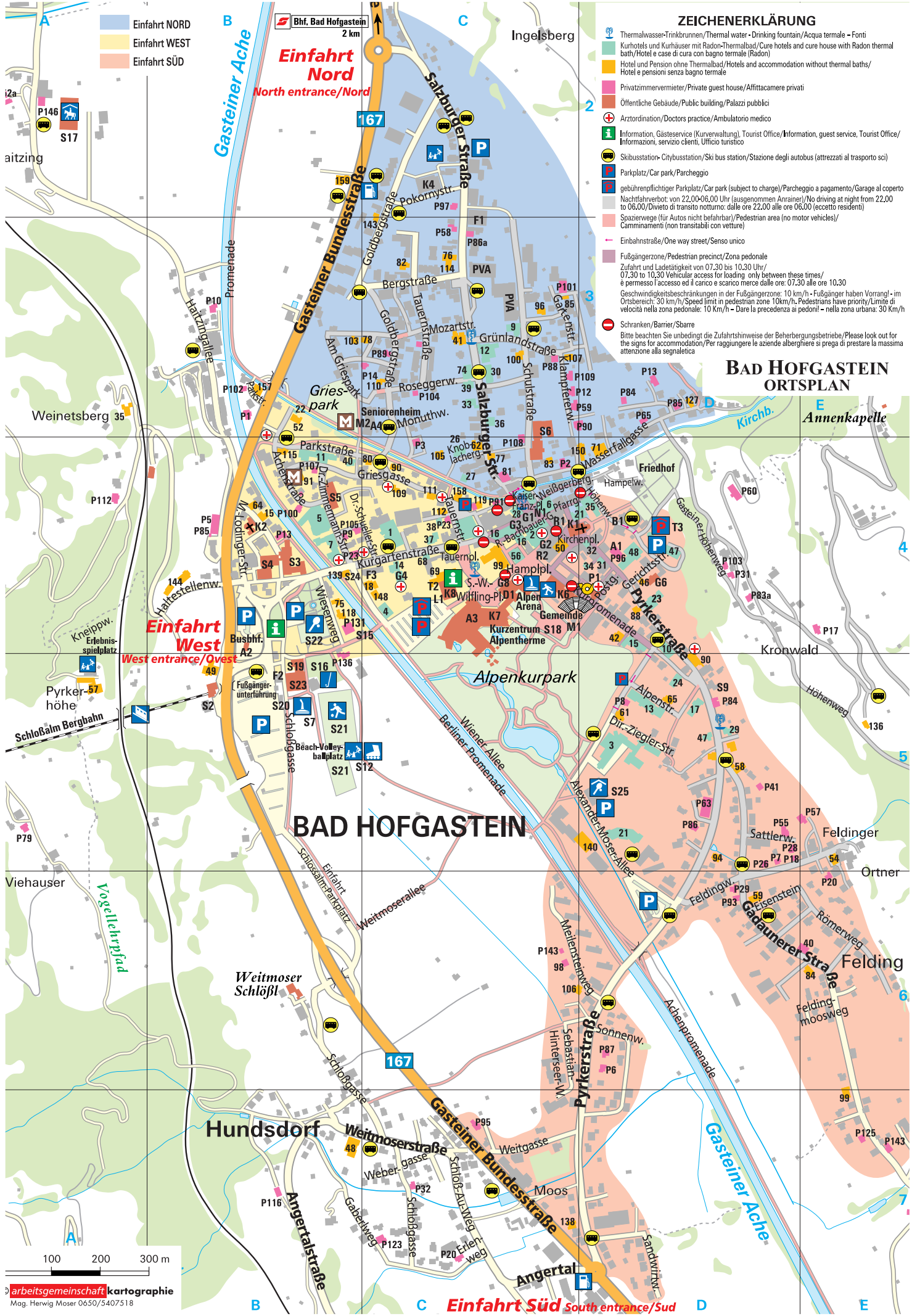
★★★★

Hotel Bellevue G4/G5-5 Karl-Heinrich-Waggerl Straße 9 T: 0043 (0) 6434 6006 0

★★★

Hotel Mozart G4-12 Kaiser-Franz-Josef-Straße 25 T: 00 43 (0) 6434 2686

Pension Kerschbaumer G5-87 Karl-Heinrich-Waggerlstraße 26 T: 00 43 (0) 6434 2433



**ZEICHENERKLÄRUNG**

- Thermalwasser-Trinkbrunnen/Thermal water - Drinking fountain/Acqua termale - Fonti
- Kurhotels und Kurhäuser mit Radon-Thermalbad/Cure hotels and cure house with Radon thermal bath/Hotel e case di cura con bagno termale (Radon)
- Hotel und Pension ohne Thermalbad/Hotels and accommodation without thermal baths/Hotel e pensioni senza bagno termale
- Privatzimmervermieter/Private guest house/Affittacamere privati
- Öffentliche Gebäude/Public building/Palazzi pubblici
- Arztordination/Doctors practice/Ambulatorio medico
- Information, Gästeservice (Kurverwaltung), Tourist Office/Information, guest service, Tourist Office/Informazioni, servizio clienti, Ufficio turistico
- Skibusstation- Citybusstation/Ski bus station/Stazione degli autobus (attrezzati al trasporto sci)
- Parkplatz/Car park/Parcheggio
- gebührenpflichtiger Parkplatz/Car park (subject to charge)/Parcheggio a pagamento/Garage al coperto
- Nachtfahrverbot: von 22.00-06.00 Uhr (ausgenommen Anrainer)/No driving at night from 22.00 to 06.00/Divieto di transito notturno: dalle ore 22.00 alle ore 06.00 (eccetto residenti)
- Spazierwege (für Autos nicht befahrbar)/Pedestrian area (no motor vehicles)/Camminamenti (non transitabili con vetture)
- Einbahnstraße/One way street/Senso unico
- Fußgängerzone/Pedestrian precinct/Zona pedonale
- Zufahrt und Ladetätigkeit von 07.30 bis 10.30 Uhr/07.30 to 10.30 Vehicular access for loading only between these times/permesso l'accesso ed il carico e scarico merce dalle ore: 07.30 alle ore 10.30
- Geschwindigkeitsbeschränkungen in der Fußgängerzone: 10 km/h - Fußgänger haben Vorrang! - im Ortsbereich: 30 km/h/Speed limit in pedestrian zone: 10 km/h - Pedestrians have priority/Limite di velocità nella zona pedonale: 10 Km/h - Dare la precedenza ai pedoni - nella zona urbana: 30 Km/h
- Schranken/Barrier/Sbarre

**BAD HOFGASTEIN ORTSPLAN**

**BAD HOFGASTEIN**







09:00–12:00

### Pre-conference Workshops

Kursaal A

W1 Tackling NCD in Russia & CIS



Conference Centre Room 2

W2 Patient-centred care

Conference Centre Room 1

W3 Resilient Gx policy

12:00

### Exhibition

Kursaal Tent/Foyer

EC Poster Exhibition

12:30–14:30

### Opening Plenary

Kursaal A

Welcome address and official opening

EU-Trio Presidency debate

Keynote speech: Bailing out healthcare through innovation:  
what can we learn from one another?

15:00–18:00

### Parallel Forums (session 1)

Conference Centre Room 2

F1 Mental health. The motor for a healthy economy

Kursaal A

F2 Investing in health. From health to wealth

Conference Centre Room 1

F3 Free-Trade Zone EU-US

18:00–18:30

### Exhibition

Conference Centre

Young Forum Gastein Poster Presentation

18:30–20:00

### Workshops

Conference Centre Room 2

W4 Knowledge translation

Conference Centre Room 1

W5 Health economics

21:00

### Welcome Reception

Kursaal A

European Health Award Ceremony

# Workshops

## W1

### Tackling NCD in Russia & CIS

09:00 – 12:00  
Wednesday  
2 October 2013  
Kursaal A

#### **Harnessing innovations to improve access and quality of NCD treatment in Russia and CIS**

How to tackle Non-Communicable Disease (NCD) is a growing topic of importance in emerging markets and middle income countries. The Russian Federation could be perceived as a benchmark country in this group with regard to how NCD issues are being addressed.

During the course of the workshop a clear action plan of work on NCD should be developed.

D Borisov, ERL, Russian Federation

Representative of Federal Ministry of Health, Russian Federation

Ei Alexeeva, Federal State Budgetary Institution "Scientific Center of Children's Health", Russian Academy of Medical Sciences, Russian Federation

R Khabriev, Institute of Public Healthcare, Russian Federation

Representative of the Ministry of Health, Kazakhstan

V Yanin, Minister of Public Health, Krasnoyarsk Region, Russian Federation

Other participants will include:

Representatives of the Federal and Regional Healthcare Authorities from Russian Federation and CIS countries  
WHO representatives

Healthcare administrators

Representatives of Patients' Advocacy Groups and NGO leaders

Co-chaired by O Chestnov, Assistant Director-General, NCD and Mental Health, WHO



Organised by Non-  
commercial Partnership  
Equal Right to Life

## W2

### Patient-centred care

09:00 – 12:00  
Wednesday  
2 October 2013  
Conference Centre  
Room 2

#### **Exploring barriers and solutions to putting people at the heart of chronic disease management in Europe, taking inspiration from diabetes as a model disease**

Chronic diseases pose an ever growing burden on societies across Europe at a time of economic crisis. There is growing recognition of the need to implement innovative healthcare solutions to better prevent, detect and control chronic diseases. At the heart of this are the people and families living their daily lives with chronic conditions. Empowering these people and delivering patient-centred care will be essential to maintain sustainable healthcare systems.

By using diabetes as a case study, this workshop will:

- Explore the social and psychological barriers to implementing patient-centred care.
- Map the current landscape of patient-centred diabetes care in Europe.
- Facilitate dialogue on how to improve patient involvement, self-management and psychosocial support as part of innovative healthcare.
- Share best practice in the area of patient-centred care taking diabetes as a model.

The workshop takes point of departure in the Diabetes Attitudes Wishes and Needs 2 (DAWN2™) study.

A Forbes, Professor in Diabetes Nursing, King's College London, UK

A Bevers, Board Member, International Diabetes Federation Europe, The Netherlands

J Kröger, Doctor, Centre for Diabetes Care, Hamburg-East, Germany

M Comaschi, Professor, ICLAS Rapallo, Italy

S Eik Skovlund, Global Director Patient Research and Engagement, Novo Nordisk, Denmark

Moderated by N Fahy, Independent Consultant and Researcher, United Kingdom



Sponsored and  
organised by  
Novo Nordisk

# Workshops

W3

## Resilient Gx policy

09:00 – 12:00

Wednesday  
2 October 2013

Conference Centre  
Room 1

### Will generic use policy stand up to resilience?

Despite the promise of generics (Gx) in lowering costs there are concerns around outcomes and total healthcare costs which are currently not addressed in generics policies. This workshop will examine the concerns with generics policies and the need for more rational off-patent policies in order to strengthen healthcare systems and widen the discussion beyond the current paradigm of from lowest-price-priority to value-based priority (cost per health outcome).

The speakers will build on an overview of healthcare policies regulating on-patent and off-patent pharmaceuticals in relation to healthcare efficiency and the underlying definitions before presenting evidence around the impact of such policies on health outcomes, access to drugs and economic parameters as well as considering funding scenarios.

Alternative models for value based decision making and core drivers of value will be discussed and elaborated with the audience by using a structured group discussion approach.

N Maniadakis, Professor, National School of Public Health, Greece

Z Kalo, Professor, Eötvös Loránd University (ELTE), Hungary

J Shen, Abbott Products Operations AG, Switzerland

H Chung, Head of Health Policy Research, Swiss Re Services Ltd., UK

Moderated by

D Brixner, Professor, Pharmacotherapy Outcomes Research, University of Utah, USA

AP Holtorf, Health Outcomes Strategies GmbH, Switzerland



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# Opening Plenary

12:30 – 14:30  
Wednesday  
2 October 2013

Kursaal A

The future development of health and health systems will be at the core of this year's EHFG. We aim to build on last year's topic of Health in an Age of Austerity by taking the discussion further and asking:

- What are the key strategies to make health systems resilient?
- What are the most important innovations to promote health system performance and resilience?
- How can decision makers best introduce and implement these innovations?

## Welcome address and official opening

[H Brand, President, International Forum Gastein](#)

[Z Jakab, Regional Director, WHO Regional Office for Europe](#)

[P Testori Coggi, Director-General, DG Health and Consumers, European Commission](#)

## EU-Trio Presidency debate

[V Andriukaitis, Minister of Health, Lithuania](#)

[A Georgiades, Minister of Health, Greece](#)

[F Lynch, Deputy Secretary General, Ministry of Health, Ireland](#)

Moderated by [J Figueras, Director, European Observatory on Health Systems and Policies](#)

## Twitter round-up

[M Davies, Executive Director, HAPI](#) and [P Giepmans, Young Forum Gastein Scholar](#)

## Keynote speech

[UE Reinhardt, James Madison Professor of Political Economy, Professor of Economics and Public Affairs, Woodrow Wilson School of Public and International Affairs, Princeton University, USA](#)

### **Bailing out healthcare through innovation: what can we learn from one another?**

On the back of growing prosperity in the industrialized countries during the post-WWII decades, health systems in most countries became complacent and lapsed into a "business as usual" modus operandi.

Several economic pressures on healthcare in recent years have awakened health sectors out of their slumber. The aging of populations is actually the least of these problems. More important has been a gradual but inexorable shift of global economic growth from the developed countries to the increasingly price- and quality-competitive emerging markets. The more sluggish economic growth in the developed world caused by that shift has been amplified by outsourcing of labor to computers and by man-made problems, such as reckless fiscal policies in some countries, including the US, reckless policies in private banking and, in Europe, an ill-conceived and hence ill-structured common currency area, the Eurozone.

Jarred by financial pressures these developments have brought to bear on healthcare, which can bail itself out only by embracing or at least accepting disruptive innovations that will redistribute economic privilege within health sectors and, we hope, control better the health sector's claim on real and financial national resources.

In my presentation, I propose to examine the terrain in which innovations are required and are, indeed, already underway. There is much the developed nations can learn from one another in this regard and, indeed, also from industrial-engineering advances in healthcare being developed in the emerging markets.

# Forum 1

## Session 1 Mental health. The motor for a healthy economy

15:00 – 18:00

Wednesday

2 October 2013

Conference Centre  
Room 2

Mental health will be the motor for a healthy economy in the 21st century. In order to successfully face current and future economic, social and public health challenges, all relevant policies and mental healthcare services must be reshaped based on smart, innovative, cost-efficient and integrated delivery models.

In this forum we will aim to analyse the value of targeted policy measures and the different components integrated policy approaches should encompass. Participants will be invited to analyse the integration of mental health promotion and the management of brain diseases into broader health and employment policies in order to effectively tackle current and future social and economic challenges.

In the session's debates we will consider the following questions:

- The broader health, social and economic impact of mental health
- The value of prioritising mental health and key development outcomes in health, employment and research policies as well as healthcare planning
- Innovative policy measures that could be undertaken at global, EU and national levels in order to support integrated policy approaches to mental health, holistic disease management and prevention models across health, employment and research policies
- Case studies of depression and alcohol dependence and their impact on the workplace and productivity

### Innovative mental health delivery models in times of austerity and financial crisis

Introduction by R Madelin, Director-General, DG CONNECT, European Commission

The discussion will focus on the following questions:

- What is the real value of health prevention strategies in the area of mental health?
- What approaches and policy trends are occurring at global and regional levels?
- What is the role of the European Union in the improvement of mental health and holistic, targeted policies?
- Which key components should integrated mental health policies encompass?
- What innovative experiences in health management could be successfully applied to mental health management and service planning?
- What are the crucial patient needs that will set up tomorrow's mental health landscape?

Case studies on alcohol dependence and depression will be analysed.

### Round-table discussion with:

G Černiauskas, Vice Minister of Health, Lithuania

D McDaid, Scientific expert, Editor of Eurohealth

M Pearson, Head of Health Division, OECD

A Kautz, Vice President, European Liver Patients Association (ELPA)

K Lynch, Minister of State for Disability, Equality and Mental Health, Ireland

M Hübel, Head of Unit, DG Health and Consumers, European Commission

Moderated by P Kelly, Journalist



Organised by  
Lundbeck A/S

# Forum 2

## Session 1 Investing in health. From health to wealth

15:00 – 18:00  
Wednesday  
2 October 2013

Kursaal A

As a result of the financial and economic crisis, several Member States of the European Union reduced their budgets which led to a drop in health expenditure for the first time in decades.

Beyond the possible direct or indirect effects on the health of the population, budgetary constraints force countries to rethink *how* to reform their health systems to make them fit for purpose to address growing challenges such as an ageing population, patients' expectations and technological progress with at times decreased resources.

In these parallel forum sessions the speakers will:

- Highlight the need for effective investments in health systems and the health status of the population
- Exemplify areas of investing in health that could lead to gains in efficiency of public spending, to better quality of care and to reducing inequalities in health
- Discuss different approaches to the reform of national health systems in the EU, including through prevention and health promotion
- Highlight examples of policy innovation in health systems
- Showcase good practice from Member Countries of the European Union

### Investing in health – the case for better public spending

Introduction and moderation of interactive discussion

J Figueras, Director, European Observatory on Health Systems and Policies

Investing in health

P Testori Coggi, Director-General, Health and Consumers, European Commission

Where to invest, where to cut? Healthcare reforms in times of austerity

R Arafat, Secretary of State for Health, Ministry for Health, Romania

M Szócska, Minister of State for Health, Ministry of National Resources, Hungary

### Resolving the efficiency and quality dilemma

Introduction and moderation of interactive discussion

S Giraud, Head of Unit, DG Health and Consumers, European Commission

Health systems performance assessment – in search for the magic formula

O Wigzell, Deputy Director-General, Ministry of Health and Social Affairs, Sweden

Health Technology Assessment – opportunities and limitations

R Tarricone, Project Director, HTA Project at CERGAS, Bocconi University, Italy

Patients' perspective

N Bedlington, Executive Director, European Patients' Forum



Organised by DG  
Health and Consumers  
of the European  
Commission

# Forum 3

## Session 1 Free-Trade Zone EU-US

15:00 – 18:00

Wednesday

2 October 2013

Conference Centre  
Room 1

The world's biggest free-trade zone negotiations between the EU and the US are a historic opportunity to address legacy issues such as the independence of the national regulatory authorities.

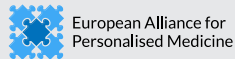
The EU Commissioner for Trade, Karel De Gucht, has called it a “living agreement” to be finished by the end of 2014. The Treaty of Rome (1957) was groundbreaking in promoting the idea of an “ever closer union”. Is that compatible with the Trans-Atlantic Free Trade Agreement (TAFTA)? Politics can shift the sands quickly, creating a “tragedy of the commons” scenario in which an overall positive outcome is blocked by special interests.

On the other hand, there is great hope that cooperation will reduce unnecessary regulation on both sides of the Atlantic. However, healthcare is not an arena where the free market works perfectly. For example, can the FDA and other American authorities accept European certificates without question and vice versa?

The parallel forum will discuss the pro-and-con implications for health focussing on products, services, providers and users. Above all, the opportunities for innovation collaboration will be analysed.

The forum will address:

- Medical devices and drugs – regulatory issues and bottlenecks
- Implications for personalised medicine and healthcare
- Importance of positioning
- Adding value for citizens and health systems



European Alliance for  
Personalised Medicine



Organised by  
European Alliance for  
Personalised  
Medicine, IPHG at  
Maastricht University  
and Max Planck  
Institute for Molecular  
Genetics. Supported  
by European Science  
Foundation

### Implications for health systems

#### Introduction

A Brand, Institute for Public Health Genomics, Maastricht University, The Netherlands

#### Expectations EU

B Merkel, Policy Analyst, DG Health and Consumers, European Commission

#### Open Society Foundations (OSF) perspective

E Torreele, Director, Access to Essential Medicines Initiative, Open Society Foundations, USA

#### Big Data perspective

J Ranck, Director of Digital Health, TeleManagement Forum, USA

#### Industry perspective

P Anhoury, Senior Executive, Accenture, France

#### Interactive Panel Discussion

Chaired by S Berghmans, VP Academic & Research Relations EU, Elsevier Global Academic Relations, The Netherlands

Co-chaired by K Steinhausen, European Science Foundation, France

# Workshops

W4

## Knowledge translation

18:30 – 20:00  
Wednesday  
2 October 2013

Conference Centre  
Room 2

### Research knowledge translation for policy development: barriers and facilitators

Evidence-based policy-making requires evidence emanating from research to be accessible and presented in such a way that it fits the needs of policy-makers.

Based on concrete experiences of research conducted under the EU's 7th Framework Programme for Research and Technological Development - Health Theme, this workshop will explore the barriers and facilitators in knowledge translation. Theoretical approaches and international experience in this field will be shared.

Scientific community, civil society and policy-makers: resistances and facilitators for transcribing knowledge into social reality on the sensitive subject of child abuse and neglect ([www.becan.eu/node/218](http://www.becan.eu/node/218))  
G Nikolaidis, Department of Mental Health & Social Welfare, Centre for the Study & Prevention of Child Abuse, Institute of Child Health, Athens, Greece

Knowledge translation to health care providers and policy makers in the field of pain medicine: bridging the gap between RCTs and real-world data ([www.pain-out.eu](http://www.pain-out.eu))

W Meißner, Department of Anaesthesiology and Intensive Care, Friedrich-Schiller University Hospital, Jena, Germany

From science to policy – transdisciplinary research in alcohol and the addictions ([www.amphoraproject.net](http://www.amphoraproject.net))  
P Anderson, Substance Use, Policy and Practice, Institute of Health and Society, Newcastle University, UK

Bridging the Research-Policy Gap within the WHO European Region – EVIPNet Europe  
T Kuchenmüller, Evidence and Intelligence for Policy-making, Division of Information, Evidence, Research and Innovation, WHO Regional Office for Europe

Moderated by B Kerstiëns, Head of Sector Public Health, DG Research and Innovation, European Commission



Organised by DG  
Research and Innovation  
of the European  
Commission

W5

## Health economics

18:30 – 20:00  
Wednesday  
2 October 2013

Conference Centre  
Room 1

### Stress test for health economics

Most European health systems face more or less similar conditions: health expenditures are rising for different reasons whereas available funding - depending on the general status of national economies - remains on the same level or is even decreasing.

Only a few countries plan to increase health expenditures in a moderate way in the years to come.

Measures have to be taken to maintain health systems resilient and innovative over a longer period.

Health economists are asked to offer support and provide their advice. But are their findings transferable into tangible health policy measures? Are decisions in health politics based on scientific evidence and good data or are decisions conditioned by other factors?

The goal of this workshop is to work out whether health economics is able to prepare or facilitate political processes and decision-making or if health economics has its strength only in retrospective analysis.

PC Smith, Imperial College London, UK

RB Saltman, Health Policy and Management, Rollins School of Public Health, Emory University, USA

CM Auer, Federal Ministry of Health, Austria

Chaired by T Czypionka, Institute for Advanced Studies, Austria



Organised by Federal  
Ministry of Health,  
Austria



# European Health Award

21:00  
Wednesday  
2 October 2013  
  
Kursaal A

The European Health Award is an annual award with prize money of €10,000 that highlights and rewards an initiative involving collaborative working in at least two European countries, which contributes in a clear and significant way to meeting some of the challenges facing Europe such as disparities in health status, access to services and the provision of treatment within Europe.

## Ceremony

International Forum Gastein together with Jury Members and Sponsors would like to invite you to the Award Ceremony which will take place during the Welcome Reception on Wednesday night.

## Award Sponsors

The European Health Award is kindly sponsored by the Austrian Federal Ministry of Health and the Forum of the Research-based Pharmaceutical Industry (FOPI).

More information about the Award and this year's short-listed projected can be found in the special section later in this folder.



## Austrian Federal Ministry of Health



Austrian Federal Ministry of Health/Bundesministerium für Gesundheit (BMG): Austria has one of the best healthcare systems in the world. The Ministry aims to ensure that this excellent standard of medical care is maintained in the future and further developed in a targeted way, through cooperation and communication with all partners in the healthcare system.

In 2013 the Ministry, together with a wide range of stakeholders, introduced a healthcare reform to secure the financial stability of the Austrian health system in a sustainable way. Measures of steering and re-organising the health system will ensure the availability and quality of health services for the future and will give room for further development of the system. Besides strengthening the role of primary care and implementing various legal and organisational changes, disease prevention and health promotion has been prioritised.

## Forum of the Research-based Pharmaceutical Industry in Austria



Forum of the Research-based Pharmaceutical Industry in Austria/Forum der forschenden pharmazeutischen Industrie in Österreich, FOPI, is the Austrian association representing 25 international pharmaceutical companies focused on innovation, research and development.

As a partner in health care, FOPI is committed to providing access to innovative medicines and therefore enabling the best medical care in Austria. FOPI helps to solve pressing societal problems by maintaining dialogue with patient organisations, prescribers, payers and key political stakeholders.

### Research contributes to a healthy system

Health means wealth, and the researching pharmaceutical industry can serve as a motor for growth in Austria and the whole of Europe. With a research quota of 15.3%, the researching pharmaceutical industry ranks ahead of all other sectors of industry. Developing a new pharmaceutical takes a long time, takes a lot of also financial resources and comes with a high level of business risk. Ultimately, the drug can only deliver its full value for the system once it is made available to the patient. For this it needs suitable framework conditions along the entire chain from research to market access.

**07:30–09:00**

### Breakfast Workshop

Kursaal B

B1 Outcome variation

**09:00–12:00**

### Parallel Forums (session 2)

Conference Centre Room 2

F1 Mental health. The motor for a healthy economy

Kursaal A

F2 Investing in health. From health to wealth

Conference Centre Room 1

F3 Free-Trade Zone EU-US

**12:30–14:00**

### Lunch Workshops

Norica Hotel

L1 Healthcare-associated infections

Grand Park Hotel

L2 Self-care perceptions

Conference Centre Room 2

L3 Schizophrenia and social inclusion

Conference Centre Room 1

L4 Navigating health systems

Kursaal Tent/Foyer

L5 Lunch Break

**14:30–17:30**

### Parallel Forums (session 1)

Kursaal A

F4 Building resilient healthcare systems

Conference Centre Room 1

F5 mHealth. Health at your fingertips

Conference Centre Room 2

F6 Non-Communicable Diseases. From research to action

**17:30–18:00**

### Ice Cream Break

Conference Centre Hall

**18:00–19:30 (17:45–20:15)**

### Workshops

Conference Centre Room 2

W6 Transatlantic lessons

Conference Centre Room 1

W7 State of Oncology 2013

Kursaal A

EC Anti-discrimination in health (17:45–20:00)

**20:30**

### Networking Dinner and Book Launch

Festival Hall, Hotel Palace

Launch of the new Austrian health system review (HiT)  
“Back to the 50s” themed dinner

# Breakfast Workshop

B1

## Outcome variation

07:30 – 09:00

Thursday

3 October 2013

Kursaal B

### **Moving towards safer and more efficient health services – evidence from the ECHO project on systematic variations in healthcare delivery**

Quality, access and efficiency of healthcare services are growing concerns in Europe and are at the heart of all debates in health policy-making and management. The European Collaboration for Health Optimization (ECHO) project is an international effort to deliver unique insights in the variation in utilisation, safety, efficiency of health systems and services using both a geographical and hospital approach.

This workshop brings you the first results of the project and shows how the output can result in better decision-making in healthcare. Participants will be engaged in discussions around the best possible uptake of results and how different stakeholders can engage in turning evidence into good decision-making.

E Bernal-Delgado, Head of the Health Services Research Unit, Aragon Health Sciences Institute (IACS)

J Bremner, Director, European Health Management Association (EHMA)

M Pearson, Head of the Health Division, OECD

The session is co-financed by the European Commission in the framework of the 7th Framework Programme (Grant Agreement FP7-health-2009-242189).

 **ECHO**  
EUROPEAN COLLABORATION FOR HEALTHCARE OPTIMIZATION



Organised by  
European  
Collaboration for  
Health Optimization  
(ECHO) project

# Mark your Calendar!

**17th  
European  
Health  
Forum  
Gastein**

**1–3 October 2014**

Gastein Valley, Austria

International Forum Gastein  
Tauernplatz 1  
5630 Bad Hofgastein  
Austria  
00 43 (0)6432 3393 270  
info@ehfg.org  
www.ehfg.org

# Forum 1

## Session 2 Mental health. The motor for a healthy economy

09:00 – 12:00  
Thursday  
3 October 2013

Conference Centre  
Room 2

Mental health will be the motor for a healthy economy in the 21st century. In order to successfully face current and future economic, social and public health challenges, all relevant policies and mental healthcare services must be reshaped based on smart, innovative, cost-efficient and integrated delivery models.

In this forum we will aim to analyse the value of targeted policy measures and the different components integrated policy approaches should encompass. Participants will be invited to analyse the integration of mental health promotion and the management of brain diseases into broader health and employment policies in order to effectively tackle current and future social and economic challenges.

In the session's debates we will consider the following questions:

- The broader health, social and economic impact of mental health
- The value of prioritising mental health and key development outcomes in health, employment and research policies as well as healthcare planning
- Innovative policy measures that could be undertaken at global, EU and national levels in order to support integrated policy approaches to mental health, holistic disease management and prevention models across health, employment and research policies
- Case studies of depression and alcohol dependence and their impact on the workplace and productivity

### Mental health in the workplace: Europe's greatest challenge in the 21st century?

Introduction by J Bowis, former Member of the European Parliament

The discussion will focus on the following questions:

- What are the social and economic impacts of brain diseases in Europe and globally?
- What impact do brain diseases have on work productivity and the broader community?
- What are the main research and policy gaps in this area which should be addressed to overcome health, social and economic challenges of the 21st century?
- What concrete components should targeted workplace policies encompass to promote mental health, prevent brain disorders and to help people stay and reintegrate at work?
- What is the role of the EU in supporting national efforts in this direction?

Case studies on alcohol dependence and depression will be analysed.

#### Round-table discussion with:

K Lynch, Minister of State for Disability, Equality and Mental Health, Ireland  
L Fransen, Director, DG Employment, Social Affairs & Inclusion, European Commission  
A Werthmann, Member of the European Parliament (ALDE, AT) (tbc)  
G Christodoulou, President elect, World Federation for Mental Health (WFMH)  
D Shenker, Director, Alcohol Health Network, UK  
P Anderson, Professor, Maastricht University, The Netherlands  
O Tscharnetzki, Medical Director, Unilever

Moderated by P Kelly, Journalist and P O'Donnell, Journalist, European Voice



Organised by  
Lundbeck A/S

# Forum 2

## Session 2 Investing in health. From health to wealth

09:00 – 12:00  
Thursday  
3 October 2013

Kursaal A

As a result of the financial and economic crisis, several Member States of the European Union reduced their budgets which led to a drop in health expenditure for the first time in decades.

Beyond the possible direct or indirect effects on the health of the population, budgetary constraints force countries to rethink *how* to reform their health systems to make them fit for purpose to address growing challenges such as an ageing population, patients' expectations and technological progress with at times decreased resources.

In these parallel forum sessions the speakers will:

- Highlight the need for effective investments in health systems and the health status of the population
- Exemplify areas of investing in health that could lead to gains in efficiency of public spending, to better quality of care and to reducing inequalities in health
- Discuss different approaches to the reform of national health systems in the EU, including through prevention and health promotion
- Highlight examples of policy innovation in health systems
- Showcase good practice from Member Countries of the European Union

### Prevention – a way to avoid the financing and ageing dilemma?

Introduction and moderation of interactive discussion

[C Needle](#), Director, EuroHealthNet

The economics of prevention

[M Pearson](#), Head of Health Division, OECD

Tackling the determinants of health – strategies for prevention and health promotion

[JF Ryan](#), Director of Unit, DG Health and Consumers, European Commission

Innovation in active and health ageing – preventing immunosenescence

[S Quilici](#), Senior Manager, Health Policy, Sanofi Pasteur MSD

### From health to wealth – priorities for investment by 2020

Round-table discussion:

[A Parvanova](#), Member of the European Parliament (ALDE, Bulgaria)

[W Piskorz](#), Head of Unit, Competence Centre for Inclusive Growth, Urban and Territorial Development, DG for Regional and Urban Policy (REGIO), European Commission

[PH Smit](#), Advisor, Agathellon

[M Kosinska](#), Secretary General, European Public Health Alliance

[P Garel](#), Chief Executive, European Hospital and Healthcare Federation (HOPE)

Moderated by [P Testori Coggi](#), Director-General, DG Health and Consumers, European Commission



Organised by DG  
Health and Consumers  
of the European  
Commission

# Forum 3

## Session 2 Free-Trade Zone EU-US

09:00 – 12:00

Thursday

3 October 2013

Conference Centre  
Room 1

The world's biggest free-trade zone negotiations between the EU and the US are a historic opportunity to address legacy issues such as the independence of the national regulatory authorities.

The EU Commissioner for Trade, Karel De Gucht, has called it a “living agreement” to be finished by the end of 2014. The Treaty of Rome (1957) was groundbreaking in promoting the idea of an “ever closer union”. Is that compatible with the Trans-Atlantic Free Trade Agreement (TAFTA)? Politics can shift the sands quickly, creating a “tragedy of the commons” scenario in which an overall positive outcome is blocked by special interests.

On the other hand, there is great hope that cooperation will reduce unnecessary regulation on both sides of the Atlantic. However, healthcare is not an arena where the free market works perfectly. For example, can the FDA and other American authorities accept European certificates without question and vice versa?

The parallel forum will discuss the pro-and-con implications for health focussing on products, services, providers and users. Above all, the opportunities for innovation collaboration will be analysed.

The forum will address:

- Medical devices and drugs – regulatory issues and bottlenecks
- Implications for personalised medicine and healthcare
- Importance of positioning
- Adding value for citizens and health systems



European Alliance for  
Personalised Medicine



Maastricht University



MPIMG



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Personalised  
Medicine, IPHG at  
Maastricht University  
and Max Planck  
Institute for Molecular  
Genetics. Supported  
by European Science  
Foundation*

### Implications for health systems

Global perspective

[D Ganten, President, World Health Summit, Germany](#)

Patient organisation perspective

[G McVie, EAPM secretary, European Alliance for Personalised Medicine, Belgium](#)

European Medicines Agency perspective

[F Ehmann, Scientific Support & Projects, European Medicines Agency \(EMA\), London, UK](#)

European Parliament perspective

[P Luhan, Member of Committee on Economic and Monetary Affairs \(ECON\), Member of the European Parliament \(EPP, Romania\)](#)

Interactive Panel Discussion

Chaired by E Anklam, Director, Institute for Reference Materials and Measurements, Joint Research Centre, European Commission

Co-chaired by S Berghmans, VP Academic & Research Relations EU, Elsevier Global Academic Relations, The Netherlands

# Lunch Workshops

L1

## Healthcare-associated infections: time to take responsibility

12:30 – 14:00  
Thursday  
3 October 2013

Norica Hotel

Healthcare-associated infections represent an urgent public health issue and a threat to the safety of European patients. Controlling and preventing these infections is therefore a responsibility for any healthcare system and any institution providing healthcare to European patients.

The objective of this session is to engage key stakeholders, the state, the hospital, the patient and the healthcare inspectorate, as well as our audience, in a discussion about how Europe can provide the highest standards of hygiene and infection control in its innovative healthcare systems. ECDC will also be presenting the latest data available from across the EU countries.

JF Ryan, DG Health and Consumers, European Commission

E Presterl, Professor, Clinical Institute of Hospital Hygiene, Medical University of Vienna, Austria

J Wijngaarden, Chief Inspector of Public Health, The Health Care Inspectorate, Ministry of Health, Welfare and Sport, The Netherlands

L Souchet, European Patients' Forum

D Monnet, Senior Expert & Head of Programme, Antimicrobial Resistance and Healthcare-Associated Infections, European Centre for Disease Prevention and Control

Moderated by M Sprenger, Director, European Centre for Disease Prevention and Control (ECDC)



Organised by European  
Centre for Disease  
Prevention and Control

L2

## Self-care perceptions

12:30 – 14:00  
Thursday  
3 October 2013

Grand Park Hotel

### Epposi Self-Care Perception Barometer: Today's perception can lead to tomorrow's reality

Self-Care describes the activities undertaken by individuals and the wider community in order to improve health, prevent disease and manage illness. The take-up of Self-Care coincides with a growing interest in personal health and wellbeing, increased access to health information, and government funded public health promotions that have targeted smoking, obesity and consumption of alcohol. All this means that there needs to be fundamental change to entrench a powerful preventative health culture in the community, including the role of Self-Care for those who are able to take greater responsibility for personal health.

The workshop will explore the results of a major piece of quantitative research establishing a European baseline of public perceptions towards Self-Care gathered in ten EU countries. The session will cover issues such as: How do consumers define self-care? Who do they trust in its delivery? What are the opportunities and risks involved and how can these be managed from a policy to practice perspective?

Open fishbowl conversation leaders:

A Pavlickova, Programme Manager, Epposi

P de Raeve, European Federation of Nurses Associations (EFN)

I Passarani European Consumer Organization (BEUC)

V Clay, EU Government Affairs & Stakeholder Engagement, Pfizer

Moderated by J Bowman-Busato, Executive Director, Epposi



Organised by  
European Platform for  
Patient Organisations,  
Science and Industry

# Lunch Workshops

L3

## Schizophrenia and inclusion: perspectives, needs and solutions

12:30 – 14:00

Thursday

3 October 2013

Conference Centre  
Room 2

Only 8% of people living with schizophrenia in the UK are in employment (The Work Foundation, 2012). Is this the tip of an iceberg highlighting the true extent of social exclusion? What is the unrecognised potential for their active role in society? Hot on the heels of the World Federation for Mental Health 2013 World Congress, which dedicated its programme to social inclusion, this workshop seeks to address the many unanswered questions for people with, and affected by, schizophrenia:

- What is the level of social exclusion among those affected?
- How is social exclusion impacting everyday life for people affected by schizophrenia and their families?
- What are the benefits of social inclusion for people affected by schizophrenia – for individuals and for wider society?
- What are the policy solutions to support the social inclusion of people affected by schizophrenia, and members of the enlarged family unit?

This interactive session will report the findings of a new global study on social inclusion. A live survey will use your opinions to inform the relevant policy changes needed to enhance levels of social inclusion for those affected.



Organised by  
F. Hoffmann-  
La Roche Ltd

K Jones, Secretary General, EUFAMI

E Hanninen, Health and Social Policy Advisor

J Bowis, Health Policy Advisor

Moderated by N Fahy, Senior Advisor Health, A&R Edelman

L4

## Navigating health systems

12:30 – 14:00

Thursday

3 October 2013

Conference Centre  
Room 1

In April 2013 the Government of Norway hosted a WHO High-Level Meeting in Oslo on “Health systems in times of global economic crisis: an update of the situation in the WHO European Region”. The objective of this session is to review the latest evidence on the impact of the economic crisis on population health and on health systems in the WHO European Region, particularly in the following areas:

- Maintaining and reinforcing equity, solidarity and universal coverage
- Policy responses to growing fiscal pressure, with a focus on hard-hit countries and measures to improve efficiency
- Improving health system preparedness and resilience

Policy lessons and recommendations of the WHO High-Level Meeting in Oslo

H Kluge, WHO Regional Office for Europe

Health financing policy in times of economic crisis

T Evetovits, Acting Head, WHO Barcelona Office

Panel discussion with:

J Figueras, Director, European Observatory on Health Systems and Policies

C Needle, Director, EuroHealthNet

G Del Brenna, EU Task Force for Greece, ECFIN

Representative of the Lithuanian EU Presidency

Moderated by H Kluge, WHO Regional Office for Europe



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World Health  
Organization, Regional  
Office for Europe

L5

## Lunch Break

12:30 – 14:00

Thursday

3 October 2013

Kursaal Tent/Foyer

No presentations will be held in this session. This lunch break is designed as an informal gathering to encourage networking among delegates. You can use this valuable opportunity to make connections, seek out others with similar interests and develop personal and professional relationships.



# Forum 4

## Session 1 Building resilient healthcare systems

14:30 – 17:30  
Thursday  
3 October 2013

Kursaal A

Resilience is the intrinsic ability of a system to adapt and respond to unexpected internal and external pressures and shocks. Like bamboo, it does not crack but swings back, seizing the opportunity for strengthening and carrying out needed reform.

Resilience rests on strong governance including accountability, transparency, participation and integrity and policy capacity.

Do our responses to the financial crisis and other health system pressures also strengthen health system resilience? Are these reforms improving the alignment of accountability relationships and do we gain more transparency? Are citizens, patients and stakeholders involved when appropriate? Can we trust that the reforms are rolled out in a predictable manner? Did we have enough policy capacity to avoid reform failures?

Round 1 will provide the story line for the forum by clarifying the concepts of resilience and governance. Top policy makers will share their views, and we will discuss recent country experiences with a view to EU policies and civil society organizations.

Round 2 focuses on the health systems starting with the potential efficiency gains from structural reforms and how these reforms are linked to enhanced transparency and accountability. We will discuss the WHO agenda on strengthening health systems and recent country experience.

Together with the audience, we will thrash out good practice lessons for building resilient health systems.

### Strengthening health systems resilience: an introduction

Building resilient health systems in times of crisis: a brief outline

[J Figueras, Director, European Observatory on Health Systems and Policies](#)

What makes health systems resilient: a governance oriented framework

[S Greer, Professor, School of Public Health, University of Michigan, USA](#)

Health systems in times of crisis

[M Szócska, Minister of State for Health, Ministry of National Resources, Hungary](#)

Panel discussion:

[I de la Mata, Principal Adviser, DG Health and Consumers, European Commission](#)

[M Kosinska, Secretary General, European Public Health Alliance \(EPHA\)](#)

### Resilience through health system reform?

Introduction: Enhancing health systems performance

How large are the potential efficiency gains and what are the most promising areas for structural reform?

[PC Smith, Co-Director, Imperial College, UK](#)

Panel discussion:

[H Kluge, WHO Regional Office for Europe](#)

[D Dimitrova, former Deputy Minister, Ministry of Health, Bulgaria](#)

[H Cayton, Chief Executive, Professional Standards Authority](#)

Facilitated by [B Azaïs, Director Public Policy, MSD](#)



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Gastein

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# Forum 5

## Session 1

## mHealth. Health at your fingertips

14:30 – 17:30  
Thursday  
3 October 2013

Conference Centre  
Room 1

This parallel session will look at the recent developments and challenges in the area of mobile health ('mHealth'). The increasing penetration of smartphones, as well as the 3G and 4G networks, provides a significant boost to the use of mobile platforms for providing healthcare services.

Use of mobile technology for health and healthcare/social care has tremendous potential for patient engagement and improved clinical care. mHealth has already shown to be successful and cost-effective both when using applications assisting individuals in their own health and wellness management as well as when using mobile apps targeted at healthcare providers as tools to improve and facilitate the delivery of care.

However, there is a lack of awareness of added value and benefits of mHealth. Also, to achieve wider evidence-based mHealth deployment more data should be made available on the efficacy and cost-effectiveness of these solutions. Furthermore, guidance with respect to the application of regulation in the area of mHealth is needed, in order to protect privacy and security, standards and interoperability. Such guidance helps to ensure that the potential of mHealth with respect to the health sector, but also growth, jobs and trade, is realised.

This parallel forum will explore mHealth opportunities and challenges from multiple perspectives:

- The end-user perspective – citizens and patients experience and expectations
- Healthcare professional perspective: existing evidence on the benefits of mHealth – health impacts and cost effectiveness
- Researchers' perspective – challenges and opportunities
- Industry perspective – recent and possible future market developments
- Policy-maker perspective – regulatory issues related to mHealth

### Users' viewpoint

Understanding the user perspective

[M Stampe, Senior Business Development Manager, KMD, Denmark](#)

Use of mobile health apps in psychiatric practice

[S Kooij, Psycho-medical Programmes Expertise Centre Adult ADHD, The Netherlands](#)

Input from researchers

[J O'Donoghue, UCC's Health Information Systems Research Centre, University College Cork, Ireland](#)

World-wide experience

[Representative of the World Health Organization](#)

People's view on medical and wellbeing apps

[A Wyke, Founder and CEO, Patientview, UK](#)

Interactive discussion

Moderated by [J Thestrup, In-Jet, Denmark](#)



Organised by DG  
CONNECT of the  
European Commission

# Forum 6

## Session 1 Non-Communicable Diseases. From research to action

14:30 – 17:30  
Thursday  
3 October 2013

Conference Centre  
Room 2

The World Health Assembly has set a goal of reducing premature mortality from NCDs by 25% by 2025. Evidence-based research, innovative approaches and political will are critical to make a difference in building responsive and robust health systems, effect widespread policy shifts and drive behavioural change.

We will look at the key policies of those countries doing best in preventing NCD related mortality; hear from policymakers pushing boundaries to build resilient public health policy capable of fighting chronic disease, and discuss the pioneering research that will inform the NCD prevention policies of the future.

In the first session we will present recent research including a comparative analysis of the performance of public health policies of particular relevance to NCDs in Europe, Asia and the USA, and use interactive methods to ask the audience to assess factors critical to their success, what we can learn from the data presented and how to bring about change in our different countries. We will conclude with a presentation on resilience and health, looking at work to understand the factors that promote or diminish people's resilience to economic shocks, and a series of short presentations from 2013 Young Forum Gastein scholars actively engaged in valuable research on NCDs.

The forum will be introduced and moderated by M McKee, Professor of Public Health, London School of Hygiene and Tropical Medicine, UK.

### NCD research: critical factors for building resilience

NCD health policies in Europe – factors critical for success

[J Mackenbach, Chair of the Department of Public Health, Erasmus MC, The Netherlands](#)

Public health policy performance against NCDs: Examples of opportunities and challenges from Asia

[WT Chiu, Minister of Health and Welfare, Taiwan, R.O.C](#)

Obamacare and US health policy on NCDs

[M Cheng, Health Policy Research Analyst, Princeton University, USA](#)

Economic shocks and health resilience to NCDs: implications of findings from a systematic review

[B Roberts, Senior Lecturer, Health Systems and Policy, LSHTM, UK](#)

Small Group Discussion Activity

### Young Forum Gastein NCD Research Showcase

Non-communicable diseases and the food environment

[H Brinsden, Policy/Advocacy Researcher, International Association for the Study of Obesity, UK](#)

Access to medicines for non-communicable diseases in Europe

[A Ferrario, Research Officer, London School of Economics and Political Science, UK](#)

Tobacco industry interference in the policy-making process

[S Kumpunen, Research Officer, London School of Economics and Political Science, UK](#)

A toolkit to appraise health system responses to chronic diseases from the perspectives of patients and their providers

[C Kühlbrandt, Research Assistant, LSHTM, UK](#)

### Interactive plenary discussion and conclusion



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Administration,  
Ministry of Health and  
Welfare, Taiwan,  
R.O.C.

# Workshops

W6

## Transatlantic lessons

18:00 – 19:30  
Thursday  
3 October 2013

Conference Centre  
Room 2

### What can the US and Europe learn from each other?

The US and Europe are considered to differ fundamentally in terms of how healthcare is organised. Traditionally, Europe focuses on the significant gaps in coverage in the US with large parts of the population uninsured or underinsured. On the other hand, in the US the European model is often pictured as rigid and overregulated. These stereotypes may cloud our views and impede the potential to learn from each other's experience.

With the new Patient Protection and Affordable Care Act that was adopted in 2010, it may seem that the US health system is converging towards the European model. However, similarly, reforms in Europe over the last two decades have been inspired by concepts and ideas that crossed the Atlantic, such as managed care and competition.

In the face of a global economic crisis with soaring public budgets, it is time to take a closer look at each other's health system policies and identify best practices that could help to overcome the immense health challenges ahead.

At this event the Observatory's newest HiT health system review on the United States will be presented and launched.

[AJ Barnes](#), Assistant Professor, Virginia Commonwealth University School of Medicine, USA

[UE Reinhardt](#), Professor of Economics and Public Affairs, Princeton University, USA

[E van Ginneken](#), WHO Collaborating Centre for Health Systems Research and Management, Berlin University of Technology, Germany

[B Merkel](#), Policy Analyst, DG Health and Consumers, European Commission

[A Klink](#), Professor, Care, Labour and Political Steering, Free University of Amsterdam; former Minister of Health, Welfare and Sports, The Netherlands (tbc)

[RB Saltman](#), Professor of Health Policy and Management, Emory University, USA

Facilitated by [J Figueras](#), Director, European Observatory on Health Systems and Policies



Organised by the  
European Observatory  
on Health Systems and  
Policies

W7

## State of Oncology 2013

18:00 – 19:30  
Thursday  
3 October 2013

Conference Centre  
Room 1

- How can we continue to advance care for people with cancer in Europe in the current financial climate?
- What public policy changes are needed in order to keep the cancer care promises of the last 50 years?

This interactive workshop aims to address these questions head-on in a fast paced speed-networking session, based on the findings of *The State of Oncology Report*. The report looks at 50 years of change in cancer care worldwide – praising successes and critically examining failures, with a focus on public policy implications for Europe and what lessons should be learned as we strive to ensure another 50 years of progress.

The session will be introduced by lead author, Professor Peter Boyle, followed by speed-networking, where participants will get to know each other's thoughts and ideas by spending time debating the core issues in pairs. The session will then gather together the points raised by the audience, inviting them to share their views and ask questions about the report. The conclusions drawn by participants during the workshop will lay the foundations for the next steps of *The State of Oncology Report*, and the future work based around it.

[P Boyle](#), International Prevention Research Institute Lyon, France

Facilitated by (speed-networking):

[Y Venable](#), Head of International Public Policy, Roche

[K Wilhelmsson](#), Director, Health Policy and Market Access, A&R Edelman



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# Workshops

EC

## Anti-discrimination in health

17:45 – 20:15  
Thursday  
3 October 2013  
Kursaal A

### EU Session on improving access and combating discrimination in healthcare with a focus on vulnerable groups

This session will explore the two aspects of discrimination in healthcare and improving access to healthcare.

In this context the main objectives are:

- To identify issues in relation to discrimination in the access to healthcare in the EU.
- To highlight the European Commission's commitment to the promotion and protection of fundamental rights in access to healthcare.
- To discuss EU and Member States' possible actions on improving the access to healthcare in the EU, identifying gaps and challenges and highlighting evidence and best practices.

The session will present a range of perspectives of what the current issues are as well as panel discussions on actions.

#### Part 1 – Opening speech and setting the scene

Opening speech

T Borg, EU Commissioner for Health, European Commission

Facts: Report of studies carried out by Fundamental Rights Agency

M Kjaerum, Director, Fundamental Rights Agency

What is the EU doing?

M Cashman, Member of the European Parliament (S&D, UK)

What is the EC doing?

A Ciobanu-Dordea, Director, DG Justice, European Commission

#### Part 2 – Panel discussion

G Mitchell, Member of the European Parliament (EPP, Ireland)

A Athanasiu, European Committee of Social Rights, Council of Europe

F Vanbiervliet, European Advocacy Officer, Médecins du Monde (Doctors of the World)

M Kosinska, Secretary General, European Public Health Alliance (EPHA)

R Petrova-Benedict, International Organisation for Migration

C Gréboval, Secretary General, European Women's Lobby

S Aujean, International Lesbian, Gay, Bisexual, Trans and Intersex Association

L Mendao, EATG, European AIDS Treatment Group

Representative of the European Disability Forum (tbc)

Moderated by J Cohen, Open Society Foundations



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and Consumers  
of the European  
Commission

07:30–09:00

### Breakfast Workshop

Kursaal B

B2 Patient involvement

09:00–12:00

### Parallel Forums (session 2)

Kursaal A

F4 Building resilient healthcare systems

Conference Centre Room 1

F5 mHealth. Health at your fingertips

Conference Centre Room 2

F6 Non-Communicable Diseases. From research to action

12:00–12:45

### Reception

Kursaal Tent/Foyer

European Commission lunch reception

13:00–14:30

### Workshops

Norica Hotel

W8 A health literate Europe

Conference Centre Room 2

W9 EU Health programme 2014–2020

Grand Park Hotel

W10 Men's health

Conference Centre Room 1

W11 Big Data

15:00–17:00

### Closing Plenary



Kursaal A

Keynote speeches  
High-level debate

20:00

### Conclusion Dinner

Hotel Europäischer Hof  
in Bad Gastein

Shuttles to the hotel will be available from the Conference Centre in  
Bad Hofgastein at 19:30

# Breakfast Workshop

B2

## Patient involvement

07:30 – 09:00  
Friday  
4 October 2013

Kursaal B

The current economic crisis has resulted in health budget cuts throughout the EU, impacting access to screening, diagnosis, treatment, rehabilitation and health management – and, ultimately, health outcomes.

A recent Commission Staff Working Document addressing ‘Investment in health’ underlines the importance of good health as a key factor in economic growth and personal wellbeing. Achieving high standards of health should be considered as one of the key drivers of economic recovery. Continued and well-targeted investment in health and health services is therefore crucial.

Health stakeholders have a place in this debate, with patients playing a central role as they experience the full budget restrictions and diminished access. Increasingly, they are expected to take on greater responsibility for their health and lifestyle choices as a condition for such access. Given these trends, patient empowerment and health literacy are key concepts. This session will explore:

- To what extent patients are engaging in the health policy decisions that affect them and how this engagement can be fostered to address the gaps across Europe.
- Which measures can support better health outcomes and how these can be implemented most effectively.

S Giraud, DG Health and Consumers, European Commission

N Bedlington, Executive Director, European Patients' Forum

R Muller, GAMIAN-Europe

K Fjeldsted, President, Standing Committee of European Doctors

M Olsson, President, European Health Management Association

K Kadenbach, Member of the European Parliament (S&D Austria)

C Duguay, Vice President European Public Affairs, Sanofi

Chaired by T Rose, Independent EU Health Advocate



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# Forum 4

## Session 2 Building resilient healthcare systems

09:00 – 12:00  
Friday  
4 October 2013

Kursaal A

On the second day of the parallel forum we will resume the discussion on how to build resilient health systems with a particular focus on strengthening accountability, transparency, participation, integrity and policy capacity.

Round 3 will focus on new models and technologies. They hold a lot of promise, at the same time they add new complexities and sometimes can provoke concerns and anxieties. What are the innovations that strengthen health system resilience and what needs to be avoided when embracing new technologies? What is the role of accountability, transparency and participation in introducing these technologies?

Round 4 will deal with public health responses with a particular focus on Health in All Policies HiAP. We will review recent experience on the successes and failures of public health. The discussion will emphasize what it takes to seize opportunities and implement HiAP and health promotion.

The discussion in this session will also build on the results of session 1 and 2 of parallel forum to draw lessons for building resilient health systems.

### Resilience through new models and technologies?

Introduction: More health through systemic innovation  
B Bührlen, B Bührlen, [MetaForum Innovation for more health](#)

Panel discussion:

B Falise-Mirat, Director of Government Relations and Regulatory Affairs, Orange Healthcare  
B Azaïs, Director Public Policy, MSD  
H Brand, President, International Forum Gastein

### Resilience through public health reform?

Introduction: Health in All Policies  
M Wismar, [European Observatory on Health Systems and Policies](#)

Panel discussion:

G Galea, [WHO Regional Office for Europe](#)  
P Boyle, [International Prevention Research Institute Lyon, France \(tbc\)](#)

Facilitators and chairs include:

B Azaïs, Director Public Policy, MSD  
H Brand, President, International Forum Gastein



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## Session 2 mHealth. Health at your fingertips

09:00 – 12:00  
Friday  
4 October 2013

Conference Centre  
Room 1

This parallel session will look at the recent developments and challenges in the area of mobile health ('mHealth'). The increasing penetration of smartphones, as well as the 3G and 4G networks, provides a significant boost to the use of mobile platforms for providing healthcare services.

Use of mobile technology for health and healthcare/social care has tremendous potential for patient engagement and improved clinical care. mHealth has already shown to be successful and cost-effective both when using applications assisting individuals in their own health and wellness management as well as when using mobile apps targeted at healthcare providers as tools to improve and facilitate the delivery of care.

However, there is a lack of awareness of added value and benefits of mHealth. Also, to achieve wider evidence-based mHealth deployment more data should be made available on the efficacy and cost-effectiveness of these solutions. Furthermore, guidance with respect to the application of regulation in the area of mHealth is needed, in order to protect privacy and security, standards and interoperability. Such guidance helps to ensure that the potential of mHealth with respect to the health sector, but also growth, jobs and trade, is realised.

This parallel forum will explore mHealth opportunities and challenges from multiple perspectives:

- The end-user perspective – citizens and patients experience and expectations
- Healthcare professional perspective: existing evidence on the benefits of mHealth – health impacts and cost effectiveness
- Researchers' perspective – challenges and opportunities
- Industry perspective – recent and possible future market developments
- Policy-maker perspective – regulatory issues related to mHealth

### Regulatory issues

#### Industry view

[P Ohnemus, Vice-Chairman, Founder and CEO, dacadoo ag, Switzerland](#)

#### Socioeconomic impact of mHealth – an assessment report for the European Union

[J Vos, Executive Director, mHealth, GSMA](#)

#### Evaluation of apps

[D Sainati, Medappcare, France](#)

#### Viewpoint of a healthcare organiser

[R Sinclair, Regional Secretariat Department of Health Care, Sweden](#)

#### Analysis of mobile health and wellbeing apps in the EU

[R Madelin, Director-General, DG CONNECT, European Commission](#)

#### Interactive discussion

Moderated by [R Madelin, Director-General, DG CONNECT, European Commission](#)



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European Commission

# Forum 6

## Session 2 Non-Communicable Diseases. From research to action

09:00 – 12:00  
Friday  
4 October 2013

Conference Centre  
Room 2

The World Health Assembly has set a goal of reducing premature mortality from NCDs by 25% by 2025. Evidence-based research, innovative approaches and political will are critical to make a difference in building responsive and robust health systems, effect widespread policy shifts and drive behavioural change.

We will look at the key policies of those countries doing best in preventing NCD related mortality; hear from policymakers pushing boundaries to build resilient public health policy capable of fighting chronic disease, and discuss the pioneering research that will inform the NCD prevention policies of the future.

In session two we will consider the policy response to NCDs from different actors. More specifically we will ask how policymakers and civil society in Europe and Asia are responding to the NCD challenge at national and international levels. Presentations will include observations from policymakers and politicians working to tackle NCDs at a national and at a European institutional level; NGO perspectives on grassroots NCD prevention; and the challenges foreseen for Europe in implementing the global commitments on NCDs.

The forum will be introduced and moderated by M McKee, Professor of Public Health, London School of Hygiene and Tropical Medicine, UK.

### Policy developments and innovations in the fight against NCDs

Innovative measures to tackle NCDs in Asia: a policy-maker perspective

ST Chiou, Director-General, Health Promotion Administration, Ministry of Health and Welfare, Taiwan, R.O.C.

Tackling NCDs in Europe: a political perspective

P Poc, Member of the Committee for Environment, Public Health and Food Safety, Member of the European Parliament (S&D, Czech Republic)

NCDs and WHO Regional Office for Europe: from policy to action

P Rendi-Wagner, Chief Medical Officer, Ministry of Health, Austria

The EU contribution to addressing chronic diseases

M Hübel, Head of Unit, DG Health and Consumers, European Commission

Tobacco control in Taiwan: a Taiwanese NGO perspective

SW Yau, CEO, John Tung Foundation, Taiwan, R.O.C

Driving prevention from the grassroots

W Yared, Director, Association of European Cancer Leagues

### Interactive plenary discussion and conclusion



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Promotion  
Administration,  
Ministry of Health and  
Welfare, Taiwan,  
R.O.C.

# Workshops

W8

## A health literate Europe

13:00 – 14:30

Friday

4 October 2013

Norica Hotel

### Shaping a health literate Europe – a recipe for sustainable healthcare

Improving healthcare systems is usually related to restructuring health services, changing incentive schemes or cutting costs. But what about the citizens? And patients? What is their role in health systems?

Strengthening citizens and patients by investing in health literacy puts citizens and patients at the center of health and healthcare. This approach acknowledges that citizens and patients are not only the “end-users” of these systems but also play a central role in improving health, health outcomes and health systems. A more health literate Europe means that European healthcare systems can improve the way they meet the health needs of the citizens. Health literacy strengthens the role of citizens with regard to their own health, thereby allowing to reduce the growing burden on health systems.

The workshop will discuss how health systems care and engage its users and citizens. It will also look at the cost-benefits of better health literacy on health systems, and society as a whole.

[S Giraud](#), Head of Unit, DG Health and Consumers, European Commission

[K Immonen-Charalambous](#), Senior Policy Adviser, European Patients' Forum (EPF)

[K Fjeldsted](#), President, Standing Committee of European Doctors (CPME)

[K Kadenbach](#), Member of the European Parliament (S&D, Austria)

[ST Chiou](#), Director-General, Health Promotion Administration, Ministry of Health and Welfare, Taiwan R.O.C.

[J Probst](#), Director General, Main Association of Austrian Social Security Institutions, Austria

[K Sorensen](#), Maastricht University, The European Health Literacy Consortium

[A Roediger](#), MSD

[A Parvanova](#), Member of the European Parliament (ALDE, Bulgaria)

Moderated by [P O'Donnell](#), Journalist, European Voice

 Maastricht University



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and MSD in collabora-  
tion with the European  
Patients' Forum and  
the Standing  
Committee of  
European Doctors

W9

## EU Health programme 2014–2020

13:00 – 14:30

Friday

4 October 2013

Conference Centre  
Room 2

### EU health programme 2014–2020 information workshop

The purpose of the workshop is to inform participants about the state of play regarding the new EU Health Programme, its main goals, objectives and funding instruments, as well as the steps now taken towards implementation from 2014 following the adoption of the programme by the European Parliament and the Council.

The 3rd multi-annual programme of EU action in the field of health is part of the EU's Multi-Annual Financial Framework for 2014–2020 with a foreseen budget of €446 million. It identifies four priority areas:

- contribute to innovative and sustainable health system
- increased access to better and safer healthcare for EU citizens
- prevent disease and promote good health
- protect citizens from cross-border health threats.

[M Hübel](#), Head of Unit, DG Health and Consumers, European Commission

[I Keller](#), Executive Agency for Health and Consumers



Organised by DG  
Health and Consumers  
of the European  
Commission

# Workshops

W10

## Men's health

13:00 – 14:30  
Friday  
4 October 2013

Grand Park Hotel



Organised by  
European Men's  
Health Forum.

Sponsored by  
European Federation  
of Pharmaceutical  
Industries and  
Associations, Pfizer  
and PGT Healthcare

### Improving men's use of primary care services in Europe

Men's health across Europe is unnecessarily poor, with nearly 630,000 men aged 15–64 dying annually across the old EU 27 Member States compared to 300,000 women. This is a major human and financial cost to men, their families, communities, employers and national health systems.

Primary healthcare services are central to strategies to improve men's health in terms of prevention, early diagnosis and treatment. Currently, however, services (general practice, dentists, pharmacy, optometry and others) are used ineffectively by men. They attend less frequently than women, especially for prevention and screening, and it has been suggested that men's lower contact with primary care is linked to their higher use of hospital services.

This workshop will explore why and how men under-use the range of primary care services and, more importantly, how men's access can be improved by changes to policy and service delivery.

N Bedlington, Executive Director, European Patients' Forum (EPF)

M Kosinska, Secretary General, European Public Health Alliance (EPHA)

J Bowis, Hon. President Health First Europe and EMHF Board Member

J de Haller, Vice President, Standing Committee of European Doctors (CPME)

M Liebl, President, Pharmaceutical Group of the European Union (PGEU)

Moderated by I Banks, President, European Men's Health Forum (EMHF)

W11

## Big Data

13:00 – 14:30  
Friday  
4 October 2013

Conference Centre  
Room 1

### How can we harness Big Data to improve R&D and translation of new therapies?

The ongoing IT revolution has made possible the ability to analyse enormous data sets from different locations. Volume, variety, velocity and value are the key characteristics of datasets feeding contemporary algorithms and improved data mining methodologies create new frontiers of statistical inference. Analytics continue to evolve, with their ability to consume and interpret terabits of data growing exponentially in power year on year. Healthcare is an area where Big Data can have a tremendous impact, marking a transformation from human judgment to automated decisions for genomics, the development of new therapies, the monitoring of real world efficiency, and improving the timely delivery of care for patients.

This workshop will feature a panel of international experts from research, policy and industry discussing new ways to harness Big Data and translate it from the lab with better indications, improve our understanding of benefit risk, provide tools for more accurate health technology assessment, and reduce the dreaded efficacy/efficiency gap.

In the course of this workshop session we will discuss following topics:

- Big Data and best practice for public health
- Data sharing for improved research and translation
- Big Data and improved evaluation models for efficacy and efficiency

A Andersdotter, Member of the European Parliament (Greens/EFA, Sweden)

J Banyas, Rector, Vilnius University, Lithuania

R Bergström, Director General, EFPIA

E Hafen, Chief Scientific Officer, Swiss Healthbank

J Hearne, GM Curam Solutions, IBM

T Peetso, Health and Well Being Unit, DG CONNECT, European Commission

M Sogaard, Executive Director External R&D, Pfizer

B Wolff-Boenisch, Head of Research Affairs, Science Europe

Moderated by D Schulthess, Managing Director, Vital Transformation



Organised by the  
European Alliance for  
Personalised Medicine  
and supported by the  
Lithuanian Health  
Forum, EFPIA, Pfizer,  
IBM and Vital  
Transformation

# Closing Plenary

15:00 – 17:00  
Friday  
4 October 2013  
Kursaal A

During the Closing Plenary we will recap the three questions we asked at the very beginning of the conference and will present and discuss the main outcomes of the EHFG 2013. A group of three Young Forum Gastein scholars accompanied by senior experts will aim to find answers to these questions by drawing the essence from different sessions reflecting most of the main themes of our conference, as well as from the main outcomes of both plenaries.

We would also appreciate the opinions and expertise of all delegates on these three questions. Please share your views by using the “Opinion Cards” in your conference bags; our aim is for everyone to actively contribute to the main outcomes and “take-home-messages” of the 2013 EHFG.

- What are the key strategies to make health systems resilient?
- What are the most important innovations to promote health system performance and resilience?
- How can decision makers best introduce and implement these innovations?

Furthermore, you will hear the policy side of the debate on resilience and innovation and how the outcomes of the conference could be implemented. Please join the discussion by Twitter and take advantage of the chance to ask questions which will be collected and filtered by our Twitter team on stage during and after the high-level debate.

## Video reflection and conclusion

Presented by T Rose, Independent EU Health Advocate and the following Young Forum Gastein Scholars: K Korsager, T Lourenco, A Peralta Santos

Moderated by H Brand, President, International Forum Gastein

## Keynote speeches

T Borg, EU Commissioner for Health, European Commission

A Stöger, Minister of Health, Austria

D Bahr, Minister of Health, Germany

## High-level debate

T Borg, EU Commissioner for Health, European Commission (tbc)

A Stöger, Minister of Health, Austria

D Bahr, Minister of Health, Germany

K Kadenbach, Member of the European Parliament (S&D, Austria)

P Poc, Member of the European Parliament (S&D, Czech Republic) (tbc)

H Brand, President, International Forum Gastein

Moderated by T Zeltner, former Secretary of Health of Switzerland and Director-General of the Swiss National Health Authority, Special Envoy on WHO's Engagement with Non-State Actors

## Twitter round-up

M Kosinska, Secretary General, EPHA and L Palumbo, Young Forum Gastein Scholar

# European Health Award

## AWARD CEREMONY

21:00  
Wednesday  
2 October 2013  
  
Kursaal A

The European Health Award was established in 2007 to mark the tenth anniversary of the EHFG. Promoting trans-border cooperation in health policy with the goal of meeting significant European health challenges was the main driving factor in creating the Award. The health challenges Europe faces touch both public health and health care services, and obstacles to overcome include inequalities and disparities in health status, access to services and the provision of treatment. The purpose of the European Health Award is to highlight and reward multi-country initiatives that clearly contribute to meeting some of these challenges.

### Award Selection Criteria

- A (health) policy initiative of European importance that focuses on public health or health care delivery addressing an important threat to the health of the population.
- The initiative has to demonstrate a benefit to population health or health care, respectively, in terms of prevention, improving quality of care, access to care or through increased efficiency or cost-effectiveness.
- The initiative shall be already in the implementation phase in at least two European countries, although it does not have to be completed at the time of application. It should show evidence of its applicability to further European countries.
- Expected outcomes and improvements have to be demonstrated and measurable and at least initial results shall be presented.
- The health policy initiative needs to be transferable to other countries

### Members of the 2013 Jury

CM Auer, Director General,  
Austrian Federal Ministry of  
Health

M McKee, Professor of European  
Public Health, London School of  
Hygiene & Tropical Medicine

A Parvanova, MEP, (ALDE,  
Bulgaria)

I Raimon, President, FOPI

A Ryś, Director of Public Health &  
Risk Assessment, DG Health and  
Consumers, European  
Commission

A van der Zeijden, Board  
Member, International Forum  
Gastein; Patients' Organisation  
representative

### Project Short List

- ★ The Aphekom Project: Improving knowledge and communication for decision-making on air pollution and health in Europe [[www.aphekom.org](http://www.aphekom.org)]
- ★ epSOS (Smart Open Services for European Patients) – making healthcare better [[www.epsos.eu](http://www.epsos.eu)]
- ★ European Patient Ambassador Programme (EPAP) [[www.EPAPonline.eu](http://www.EPAPonline.eu)]
- ★ Interreg IVA Project “EurSafety Health-net”, euregional network for patient safety and infection prevention [[www.eursafety.eu](http://www.eursafety.eu)]
- ★ ReDNet project: new and rapid forms of identification and dissemination of evidence-based information on novel psychoactive substances (NPS) among vulnerable individuals [[www.novelpsychoactivesubstances.eu](http://www.novelpsychoactivesubstances.eu)]
- ★ “Was hab' ich?” gemeinnützige GmbH (“What's my diagnosis?”) [[www.washabich.de](http://www.washabich.de)]



### Award Sponsors

The European Health Award is kindly sponsored by the Austrian Federal Ministry of Health and the Forum of the Research-based Pharmaceutical Industry (FOPI).

# Social Programme

The Gastein Valley, with its three towns of Bad Gastein, Bad Hofgastein and Dorfgastein, lies in the heart of Salzburgerland and at the entrance to the Hohe Tauern National Park. The beautiful city of Salzburg, home to Mozart and the Sound of Music, is within easy reach.

The EHFG has put together a wide ranging social programme so that you can fully enjoy your stay in Gastein. The programme includes a choice of guided tours and excursions so that you can get to know the region and its history.

We hope you enjoy your stay in Gastein!

## Evening Events

### Wednesday Evening

#### Welcome Reception

On Wednesday evening you are invited to the Welcome Reception with finger-food buffet which commences at 21:00 in the Kursaal, Bad Hofgastein. During the evening the European Health Award Ceremony will take place. Accompanying persons are also welcome.

### Thursday Evening

#### Networking Dinner

On Thursday evening you are invited to the Networking Dinner, which will be held in the Festival Hall of the Hotel Palace from 20:30. During the evening the launch of the new Austrian health system review (HiT) will take place. The Networking Dinner has a "Back to the 50s" theme. Please do feel free to come in fancy dress appropriate to the theme. Accompanying persons are welcome.

### Friday Evening

#### Conclusion Dinner

Tonight's dinner will take place at the Hotel Europäischer Hof in Bad Gastein at 20:00, followed by music and dancing until the early hours. Shuttles to the hotel will be available from the Congress Centre in Bad Hofgastein at 19:30. Accompanying persons are welcome.

#### Nightcap

Each evening from 23:00, participants are invited to gather for a nightcap at the "Ice Cube" bar above the Alpentherme Spa. This offers an additional opportunity to exchange ideas and experiences in a relaxed and informal atmosphere.

## Excursions

For conference delegates, participation in the social programme is included as part of the conference fee. For accompanying persons, participation in social programme excursions will be offered at reduced rates.

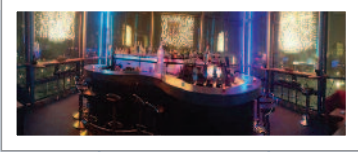








#### Registration for excursions

If you have not already registered online for excursions, you will be able to register at the Information Desk upon arrival in Bad Hofgastein. Please ensure that you register by 18:00 on the day prior to the excursion for full day trips or by 11:00 on the day of the excursion for afternoon trips.

#### Excursion departure point

Excursions depart from the EHFG Taxi Service stop next to the Conference Centre in Bad Hofgastein. If you have pre-booked an excursion you can also arrange for the Taxi Service to pick you up from your hotel if desired – please contact the Shuttle Service Desk at the Conference Centre to arrange this.

# Social Programme planner

	8	10	12	14	16	18	20	Late
TUESDAY								21:00 Night Cap at the Ice Cube Bar
WEDNESDAY				13:00–18:00 Excursion to Großglockner Mountain				21:00 Welcome Reception, Kursaal, Bad Hofgastein
				14:00–17:00 Visit to Castle Klammstein				23:00 Night Cap, Ice Cube Bar
THURSDAY		08:00–17:30 Day trip to the Königssee Lake and St. Bartholomä						20:30 Networking Dinner “Back to the 50s”, Festival Hall
				12:00–17:30 Taster Visit to the Mountain Healing Caves “Heilstollen”				
				12:00–18:00 Trip to the Open Air Museum Grossgmain				23:00 Night Cap, Ice Cube Bar
FRIDAY	07:00–09:00 Early morning walk to the Riedlalm							20:00 Conclusion Dinner, Hotel Europäischer Hof, Bad Gastein. Shuttle buses depart from Congress Centre at 19:30
		08:00–17:30 Daytrip to Bad Ischl						
				12:00–17:30 Taster Visit to the Mountain Healing Caves “Heilstollen”				
				13:00–17:00 Hiking the high path along the Gastein Valley				
SATURDAY		09:00–16:30 Day Trip to Salzburg						



# Social Programme Excursions

## Excursion to Großglockner Mountain

Wednesday  
2 October 2013

13:00–18:00

Discover Austria's highest Mountain, the Großglockner (3,798m), situated approximately 50 km west of the Gastein Valley. If you are lucky, you will see some of the deer and chamois as you pass the Ferleiten Game Park situated on the way.



Built in the 1930s, the scenic mountain road will take you to an altitude of nearly 2,500 metres. You will have time to enjoy the magnificent view down into the valley and up to the highest glaciers and mountain peaks while going for a walk or taking a snack.

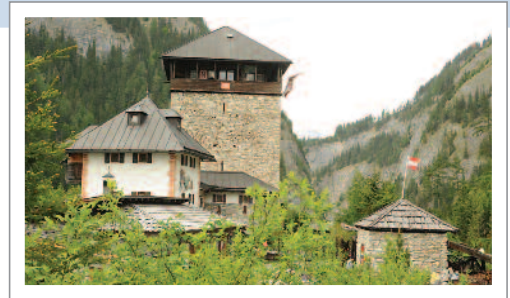
This excursion will only take place if weather conditions are good and with a minimum of ten participants.

## Visit to Castle Klammstein

Wednesday  
2 October 2013

14:00–17:00

Standing at the entrance to Gastein valley is Klammstein Castle, which in days long past served to protect the valley and its inhabitants. A tour amid its ancient castle walls provides an interesting glimpse into the history of this oldest building in Gastein. The half day trip to Castle Klammstein includes a guided castle tour, a visit to the museum and a snack break at the castle.



## Daytrip to the Königssee Lake and St. Bartholomä

Thursday  
3 October 2013

08:00–17:30



St. Bartholomä is a Catholic pilgrimage church located at the western shore of the Königssee lake, on the Hirschau peninsula. It can only be reached by boat.

Surrounded by towering rock cliffs, the lake – emerald green and silent – is set in one of the most impressive landscapes in Germany. The narrow, fjord-like lake is 8kms long, up to 1km wide, and lies 602 meters above sea level.

## Trip to the Open Air museum Grossgmain

Thursday  
3 October 2013

12:00–18:00

The Open Air Museum in Großgmain is located near Salzburg in the heart of an enchanting natural landscape. A network of hiking trails connects about 100 original buildings constructed over a period of six centuries. Explore the old farmhouses and be amazed by the simple but nevertheless diverse life of earlier times. You can even experience a ride through the 50 hectares of grounds on a narrow gauge railway.



# Social Programme Excursions

## Early morning walk to the Riedlalm

Friday  
4 October 2013  
07:00–09:00

A bus will take you from the Breitenberg district up to the Brandebengut Farm, which is located in the hills beyond Bad Hofgastein's train station. After a 20 minute hike you will arrive at the Riedlalm pasture which sits above the valley at an altitude of 1,395 metres. A traditional alpine breakfast with homemade products will be waiting for you. Enjoy a delicious meal and a fantastic view over the Gastein Valley.

## Daytrip to Bad Ischl

Friday  
4 October 2013  
08:00–17:30

The Spa Town of Bad Ischl lies in the heart of the Salzkammergut lake region. From 1848 to 1914 Emperor Franz Josef I and his wife Elisabeth visited their summer residence in Ischl regularly.

In former times, Ischl was a trading post for salt mined in the region. Popular places to visit include the Imperial Villa and the Leharvilla (former residence of the famous operetta composer Franz Lehar).



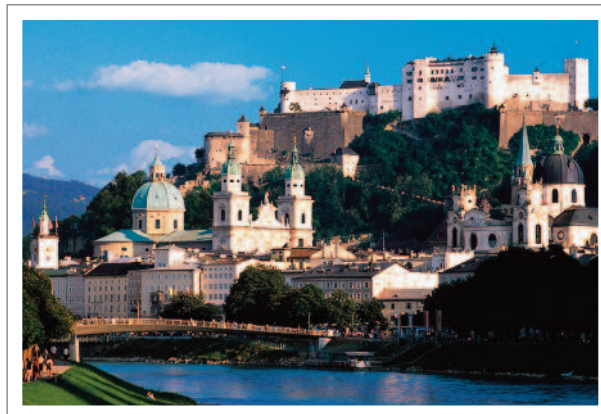
## Hiking the Gastein High Path "Gasteiner Höhenweg"

Friday  
4 October 2013  
13:00–17:00

A guide will walk with you along the wonderful alpine trail the "Gasteiner Höhenweg" from Bad Gastein to Bad Hofgastein. Enjoy an amazing view around the Gastein Valley during your walk. A coffee break is included in this half-day hiking tour.

## Salzburg Experience – Mozart's Hometown and Seat of the Archbishops

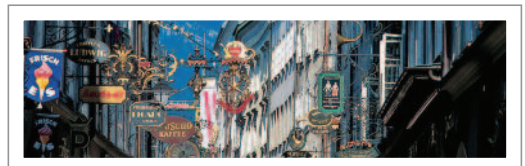
Saturday  
5 October 2013  
09:00–16:30



Salzburg (literally "Salt Fortress") is the fourth largest city in Austria and a UNESCO World Heritage Site famous for its baroque architecture, beautiful alpine setting and as the birthplace of Wolfgang Amadeus Mozart. You can still detect the wealth that the small city enjoyed when it was ruled by its powerful archbishops. The gold, silver and salt reserves of the Salzburg mountains were at the root of the city's special position, allowing it to remain politically independent for a long time.

During your visit you can join a guided walking tour, visit the fortress Hohensalzburg or

wander through baroque churches, palaces and gardens, walking in the footsteps of Mozart and passing his birthplace in today's famous shopping street Getreidegasse. Salzburg also has a rich tradition of restaurants and coffee shops offering a variety of local dishes and sweets. You will find lots of attractive shops where you are sure to find some souvenirs for your friends and family.



**Kellogg's**

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Kelloggs

# Social Programme

## Wellness Programme

The healthy mountain air of the Hohe Tauern National Park and the picturesque surroundings of the alpine villages are great natural stress relievers that will help you to unwind and relax.

If you feel like getting some exercise, tennis courts are available in Bad Hofgastein. Alternatively you may want to try and improve your handicap on the 18-hole golf course at Bad Bruck, take a swim in the Alpentherme Spa or simply appreciate the natural beauty of the mountains by going for a stroll. Cable cars can take you to the Tauern mountain peaks where you can enjoy panoramic views of the Gastein Valley.

The visits are on  
Thursday 3rd  
October and Friday  
4th October from  
12:00 to 17:00.

**Visit to the Gasteiner Heilstollen (Healing Caves)** to experience the unique healing atmosphere two kilometres deep inside the Radhausberg Mountain which has gained fame around the world. The enormous healing success, with 80 to 90% of all patients reporting that the treatment helps alleviate their complaints significantly, can be attributed to the ideal combination of high temperature, air humidity and naturally elevated radon levels. These help stimulate and strengthen the body's immune system, activating the body's defence and repair mechanisms. Some guests use the Heilstollen treatment as a means to maintain good health and regenerate muscles and joints, or because they are simply curious to see the caves. Indulge in this unique experience on one of our special taster visits. Please remember to bring your bathing costume and sandals/slippers and, for medical reasons, refrain from drinking alcohol before the visit. Medical indications for treatment in the Heilstollen include: ankylosing spondylarthritis, rheumatoid arthritis, arthrosis, fibromyalgia, back pain, respiratory diseases, allergies.



Open daily:  
Sunday–Wednesday  
9:00–21:00  
Thursday–Saturday  
09:00–22:00

**Visit the Alpentherme, Bad Hofgastein's modern alpine health and leisure spa** to have a swim in the naturally heated waters and relax in the sauna and steam rooms. A 50% reduction on the price of the two- and four-hour entrance tickets is available for EHFG delegates and accompanying persons. To obtain the discounts, please mention that you are an EHFG participant and show your delegate badge at the Alpentherme Spa entrance: T: 00 43 (0) 6432 8293 0.

## Other Activities

**Cable cars to the Schlossalm** speed you up to the meadows for a hike and to enjoy the views. Please mention that you are an EHFG participant and show your name badge at the Schlossalm Bergbahn (Lift Station) for free tickets: Bergbahn Schlossalm, Bad Hofgastein, T: 00 43 (0)6432 6455.

**The 18-hole golf course**, surrounded by meadows and forests, is among the most beautiful courses in the Alpine region. Please ensure that you make a reservation in advance: Golfclub Gastein, Bad Bruck, T: 00 43 (0) 6434 2775.

**The Mining Museum** at the top of the Gastein Valley in the small hamlet of Böckstein offers an interesting insight into the gold rush which seized the Gastein Valley in the 16th and 17th centuries: Montanmuseum Böckstein, Info & Registration, T: 00 43 (0) 6434 5414.

**The Tourist Information and Visitors' Centre**, situated conveniently within the Congress Centre, is at your disposal for further sightseeing recommendations in and around the Gastein Valley. In addition to the EHFG Social Programme, the Centre offers a wide variety of activities and services from guided hiking tours to mountain biking adventures, and staff there will be happy to provide you with more information and recommendations on how to make the most of your stay in the Gastein Valley: Kur- und Fremdenverkehrsverband, Bad Hofgastein, T: 00 43 (0) 6432 3393 260.