

# The Gastein Gazette 2015 #1

1<sup>st</sup> October 2015

## “SECURING HEALTH IN EUROPE. BALANCING PRIORITIES, SHARING RESPONSIBILITIES”

### WELCOME TO EHFG2015

Welcome to the first edition of the 2015 Gastein Gazette, put together by a group of this year's Young Gasteiners. We hope you find our summaries and reflections interesting, and of course that you enjoy your stay in Gastein!

Hannah Brinsden, editor



### WE NEED EUROPE MORE THAN EVER

“We are now at a time in which we need more Europe rather than less Europe” were some of the opening words from Helmut Brand at this year's EHFG Opening Plenary, where he referred to the need for more common understanding to sustain health and wealth.

The refugee crisis seen across Europe was the main focus at this opening session, raising a number of questions including: Are we, the EU member states, securing health and solidarity to the refugees? Are we sharing responsibilities? Is health playing its role?

Martin McKee highlighted our duty to build bridges and to inspire a vision. Representatives from UNHCR, EC and WHO, among others, agreed on the importance of three crucial words when it comes to addressing and protecting the health of our citizens - **responsibility, solidarity and trust**.

And yet, the way we are receiving the migrants is worsening their health. According to MSF, our restrictive policy on migration causes health failures: violence, abuse, sometimes torture, almost always post-traumatic stress disorder and psychological distress, with hypothermia and frost-bites skyrocketing as the fall approaches. So much for responsibility and solidarity!

But not all is bad, we heard from the Austrian Government who have given temporary working licenses to Syrian healthcare professionals, to have them on board and helping in the crisis. This is the meaning of solidarity, and should pave the way forward across Europe!

### W10 BEATING THE SILENCE...

Providing the patient perspective (a rarity at health conferences), Helena Martins gave a passionate speech about her frustrations of acute and total hearing loss prior to being the lucky recipient of a cochlear implant from MED-EL. This idea of ‘getting lucky’, currently a matter of birthplace, versus universal access to this approved technology hence became the focal issue discussed in workshop 10 on Wednesday, with questions being particularly directed at MEP Karin Kadenbach. CEO and Co-founder of MED-EL Dr. Ingeborg Hochmair was sincerely thanked for her incredibly important work so far, which enables and empowers so many suffering from this “invisible disability”.

### W3 TACKLING MENTAL HEALTH ACROSS EUROPE...

Innovations in e-mental health show promise in delivering low cost, effective and acceptable interventions to patients, who often experience stigma and other barriers in accessing health services. These approaches tend to be under-utilised and under-researched. Further work is needed to demonstrate their clinical and cost effectiveness. There is no 'one size fits all' approach and patient preference is an important factor in designing tailor-made interventions, whether these are delivered online, face-to-face or in combination.

### SAY HELLO TO THIS YEAR'S YOUNG GASTEINERS

The Young Forum Gastein has been going since 2007 with the aim of bringing together emerging researchers and policy makers, providing networking opportunities and developing public health competencies. This year, 76 young people from 24 countries had the honour of being awarded a scholarship to attend.



### QUOTE OF THE DAY

***“It is not the patient, not even the doctor, who decides on care – but the governments and the health systems that decide on what treatment is available”***

Mariana Dyakova, Warwick University



## TWITTER CORNER.... #EHFG2015 @gasteinform

- ❑ “We need more Europe, not less, to secure health says #ehfg President Brand #ehfg2015” - @CancerLeagues
- ❑ “#EHFG2015 'No human being is illegal' @josepfigueras Well said. Let's remember we're all citizens of the world.” @lili\_bxl
- ❑ “#MAPPs is about changing from a pathway to a systems approach - re costs, benefits, clinical change, diagnostics.” – susan\_spillane
- ❑ #mentalhealth is still a taboo you can call up your employer and say you have a flue, but not a mental #health problem - @k\_kasiao
- ❑ “Martin Seychel, DG sante, "multimorbidity is becoming the norm rather than the exception"- @Laurene\_So
- ❑ “The way forward 4 #primarycare? Collaboration, wide range of disciplines, greater use of technology & integrated care among others” - @RobertaSavli

## F3 IMPLEMENTING COMPREHENSIVE PRIMARY CARE REFORM

Participants of the session on Comprehensive Primary Care were given the chance to vote on the key needs for primary care reform. Top priorities included appropriate management of the reform implementation itself and ensuring appropriate skill levels and training. Speakers highlighted the challenges on changing the organizational culture in order to implement these reforms. However, improving primary care is proven to be effective on strengthening health of populations, and the value of comprehensive PHC is supported by strong evidence. Better regulation and political support were appointed as necessary factors to deliver change, as well as evaluation and appropriate use of evidence. Participants also expressed that changing remuneration systems and involving other health professionals to support PHC were the key elements to motivate physicians to undertake health prevention and promotion interventions.

### THE ART OF PUBLIC SPEAKING & FACILITATION

Leading by example, Hédinn Svarfdal Björnsson gave an engaging, entertaining and personal 101 on public speaking and facilitating to a group of Young Gasteiners. How ever experienced you are in public speaking, there is always room for improvement, so here are some top tips for delivery and managing nerves from Hédinn and the Young Gastieners:

- ✓ Be friendly, smile and approachable
- ✓ Find fans in the audience who are responsive to you
- ✓ Use your voice to communicate your points and engage the audience, don't be too mono-toned
- ✓ Get your audience involved, encourage discussion
- ✓ Arrive early, and ensure the room is set up appropriately
- ✓ Practice helps confidence and delivery, focus particularly on how you start and finish your presentation
- ✓ Remember you are the expert! Be convincing in your delivery
- ✓ Quote previous speakers and make links between the presentations
- ✓ Find ways to channel your nerves, maybe go for a run or find a prop to distract yourself

### FOR MORE INFORMATION...

For more summaries, blogs, tweets and other information about this years EHFG visit the website [www.ehfg.org](http://www.ehfg.org) or follow the twitter feed @GasteinForum #EHFG2015

**New for 2015 – Audience voting!** Take part in session polls here: <https://ivs.eu/kur/#>

## W4 PATIENTS DESERVE THE BEST TREATMENT

Despite being held at the end of a long first day, the audience of the Medicine’s Adaptive Pathways to Patients (MAPPs) session enthusiastically participated in an exciting discussion on how MAPPs (may) grant personalized medicine. Technological innovations have given rise to personalized medicine and to hope of identifying the holy grail of reliable biomarkers, yet sadly it is regulatory structures such as evaluation and reimbursement that cause drawbacks and inequalities. As Gordon McVie phrased it “Why should any patient in Europe get any treatment other than the best?” Most importantly though, synergies were voiced amongst the panel to encourage MAPPs to foster access to beneficial treatments for the right patient groups at the earliest appropriate time in the product life-span in a sustainable fashion.

### F1 HOW FAR CAN AND SHOULD WE GO IN USING BIG DATA?

Big data, and particularly intelligence gathered using social media, has a potential role to play in public health monitoring and intervention. Examples include examining the impact of changes in macroeconomic conditions, tracking epidemics such as influenza, and testing the phenomenon of emotional contagion. Exposure to social and health messages can lead to action beyond social media. However, as discussed by the speakers on Wednesday afternoon, these approaches pose new ethical challenges and will have to be continually reviewed as the technology evolves.

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