

A silver stethoscope is draped over a blue globe of the Earth. The globe shows the continents of Europe, Africa, and Asia. The background is a light blue gradient with a subtle pattern of horizontal lines.

Preliminary Programme

“ Health Care Business “ (+ Health Travelling)

26-28 February 2010

Hilton Hotel, Nicosia Cyprus

Co-Organisers:



Cyprus Chamber Of Commerce and Industry



Cyprus Organization For Standardization

Conference
Secretariat:

mse
congress plus

3 Sina str., Office 204, 1095 Nicosia, P.O. Box 24612, 1301, Nicosia, Cyprus
Tel. +357 22 466 400, Fax + 357 22 767 680
Email: mse@mse.com.cy, Web page: www.mse.com.cy

Conference Topics

1. HEALTH ECONOMICS

- I. Cross Border Healthcare- Effects of the freedom of patients to move between E.U. countries
- II. Cost and Implementation of National Insurance Schemes
- III. Health Economics
- IV. Health Tourism

2. HEALTH MANAGEMENT

- I. Management of Health care facilities
- II. Quality Assurance

3. BUSINESS OPPORTUNITIES IN HEALTH SECTOR

- I. Investment Opportunities in health

4. HEALTH CARE STANDARDISATION

- I. Medical devices
- II. I.T. - Health Informatics

Invited Speakers

- Keynote Lecturer: **Androula Vasiliou**, Health Commissioner, EU
- **Panos Pashardes**, Professor of Economics, University of Cyprus [accepted]
- **Carlo Ramponi**, Director Europe, Joint Commision International, France (Accreditation) [accepted]
- **Keith Pollard**, Managing Director of Treatment Abroad, UK [accepted]
- **Doctor Biagio Longano**, IBM Health Care Industry Consultant [accepted]
- **Nikos Polyzos**, Professor of Health Economics, Greece [accepted]

- **Polis Georghiades**, Health Care Consultant, Qualevita, Health Care Consulting Limited [accepted]
- **Nikos Maroudias**, MD, President of Cyprus Health Services Promotion Board, Cyprus [accepted]
- **Russell Muddiman**, CHKS Deputy Director [accepted]
- **Melvin Reynolds**, CEN TC 251 Health Informatics [accepted]
- **Rob Dickman** - Dept. Ministry of Health U.K [accepted]
- **Andreas Demetriades** - Director General - Health Insurance Organization, Cyprus
- **Pheve Katsouri** - Director C.T.O. [accepted]
- **Yiannis Yfantopoulos** - University of Athens [accepted]
- **Vasilis Bardis**, Medical Group Director, Greece [accepted]
- **Andreas Kartapanis**, General Director “Ygeia” [accepted]
- **Nikos Maniadakis**, Professor, National School of Public Health, Greece [accepted]
- **Andreas Polynikis**, Ministry of Health [accepted]
- **Ulrike Kreysa**, Director Health Care GS1 [accepted]
- **Mrs. Christina Pitrakkou**, Administration & Operations Manager - Ygia Polyclinic, Limassol [accepted]
- **Dr. Stelios Christofides**, CYS Technical Expert & Representative in CEN & CENELEC Technical Committees CLC TC 62 Electrical Equipment in Medical Practice and CEN TC 251 Health Informatics [accepted]
- **George A. Ioannou**, Advisory Director, Price Waterhouse Coopers, Cyprus [accepted]

Organising Committee

- **Nikos Polyzos**, Associate Professor in Health Services Management, Greece
- **Polis Georghiades**, Health Care consulting, Qualevita, Cyprus
- **Simeon Matsis**, Economist Consultant, former director of General Ministry of Health, Cyprus
- **Nikos Maroudias**, MD President of Cyprus Health Services Promotion Board, Cyprus
- **Marios Tsiakkis**, Deputy Secretary General, Cyprus Chamber of Commerce Industry, CCCI
- **Ioannis Karis**, Deputy General Manager, Cyprus Organisation for Standardisation, CYS

Please visit the Conferences 2010 section of www.mse.com.cy for the Sponsorship Programme.

Opening ceremony 14:30-15:30

Chairman: Simeon Matsis, Marios Tsakkis
Keynote Lecturer: **EU Directives on cross-boarder Health Care** - Androulla Vasilioiu
Impact of EU directives on European Countries - Rob Dickman

Sessions:

Friday 26/2/2010

1. HEALTH ECONOMICS: 15:30-17:00

Chairman: Ioannis Yfantopoulos

- I. Introduction by Ioannis Yfantopoulos, **“Current issues in health economics”**
Ioannis Yfantopoulos
- II. Andreas Demetriades, **“Cost of National Insurance Scheme in Cyprus and prospects of Implementation”**
- III. Panos Pashardes, **“What consumer attitudes, of those entitled to receive free public health services, reveal about the value of those public health services people? What are the implications for public health services?”**

COFFEE BREAK: 17:00-17:30

2. INVESTMENT OPPORTUNITIES IN HEALTH SECTOR

Chairman: Nikolaos Polyzos

- I. **Investment Opportunities in health:** 17:30-19:00
- Kartapanis Andreas, **“Investment Opportunities in health in Greece: the case of Ygeia”**
- Vasilis Bardis, **“Investment Opportunities in health in Greece: the case of Itrikon”**

Saturday 27/2/2010

3. HEALTH MANAGEMENT

I. Management of Health care facilities: 09:00-11:00

Chairman: Nikolaos Polyzos

- Nikolaos Polyzos, **“Introduction on Administration of Health Care Facilities”**
- Vasilis Bardis, **“The role of strategic business planning in the development of modern health care facilities”**
- Andreas Kartapanis, **“Human Resource management in modern day hospitals”**
- Nikos Maniadakis, **“Evaluation and control of health care facilities”**

COFFEE BREAK: 11:00-11:30

II. Accreditation / Quality Assurance: 11:30-13:30

Chairman: Polis Georghiadis

- i. Carlo Ramponi, Joint Commission International:
“Accreditation: a tool to deserve patients trust”
- ii. Russell Muddiman, Deputy Director CHKS:
“Accreditation as a tool for clinical services development”
- iii. Andreas Polynikis, **“Accreditation, management organisation and quality of Public Hospitals in Cyprus”**
- iv. Polis Georghiadis, **“Accreditation as a catalyst for hospital management”**
- v. George A. Ioannou, **“Integrated Management Systems Implimentation in the assurance of quality”**
- vi. Christina Petrakkou, **“Case study: Ygeia polyclinic on the road to accreditation”**

LUNCH BREAK / workshop by Sanofi-Aventis: 13:30-15:00

4. HEALTH TRAVELLING 15:00-16:00

Chairman: Nikos Maroudias

- Keith Pollard
- Nikos Maroudias
- Pheve Katsouri

COFFEE BREAK: 16:00-16:30

5. HEALTH CARE STANDARDISATION 16:30-18:30

Chairman: Ioannis Karis

I. Medical devices: Stelios Christofides Medical Physicist, Ministry of Health:
“Standardization in the field of Medical Devices”

II. I.T. - Health Informatics

- i. Dr. Biagio Longano, IBM
- ii. Mr. Melvin Reynolds / Vice Chairman CEN TC 251 Health Informatics:
“Health Informatics Standards - Essential tools for achieving eHealth goals in Europe”
- iii. Ulrike Kreysa **“Global standards to improve patient safety and reduce costs”**

Workshops

Workshop on Saturday 27/02/2010 by Sanofi-Aventis at 13:30-15:00

Sponsorship Opportunities

An exhibition will be held in conjunction with the Conference. We invite you to participate and thus have the opportunity to present to the delegates your services and products.

Venue (information about Cyprus)

The Conference will be held at the HILTON CYPRUS Hotel in Nicosia, the capital of Cyprus. Cyprus is an Island Republic in the easternmost corner of the Mediterranean Sea.

Language

Greek is the official language of Cyprus. English is widely spoken throughout the country and an increasing number of people also speak French and German.

Currency-Credit cards

Most major credit cards are accepted throughout the island, including American Express, Diners' Club, Euro card, Master card Access and Visa. Personal cheques are not accepted. Payment in foreign currency is accepted at the current exchange rate of the day of the payment. The monetary unit is Euro.

Climate

Cyprus has one of the healthiest climates in the world. It is an ideal holiday island with more than 330 days of sunshine, mild winters, hot dry summers, clear skies and clean air. Average temperature in Nicosia in February is 25°C.

Flights to Cyprus

Direct flights to Cyprus are available from most European and regional capitals.

Conference Sponsors:

MAIN SPONSOR

Merck Sharp & Dohme

SPONSORS

Cyprus Organisation for Standardisation

Sanofi - Aventis

Piraeus Bank

GS1

Cyprus Tourism Organization

More info

For more info please visit the conferences 2010 section of **www.mse.com.cy** where you can find information about registration to the conference, accommodation, sponsorship opportunities and updates on the conference or contact **MSE Congress Plus**



3 Sina str., Office 204, 1095 Nicosia, P.O. Box 24612, 1301, Nicosia, Cyprus
Tel. +357 22 466 400, Fax + 357 22 76 76 80
Email: mse@mse.com.cy, Web page: www.mse.com.cy

