



# Leaders In Healthcare

## Mastering Healthcare Management

**12 May 2011, Belgrade, Serbia**

**For The First Time In The Region! Network With  
The World's Most Admired Healthcare Professionals!**



**Dr. Muhanad Hirzallah,**  
PhD, Performance  
Improvement Expert &  
Director at Mayo Clinic  
USA



**Peter Kappert,** Founder  
and Chairman Of Board,  
Swiss Leading Hospitals,  
Switzerland



**Bruce Komiske,** Chief,  
Chicago Memorial  
Hospital, USA



**Dr Harish Pillai,**  
CEO, Al Salam  
Hospital, Egypt



**Anil Maini,**  
CEO, Apollo  
Hospitals, India



**Prof Hans Maarse,**  
Professor of Health  
Care Policy Analysis,  
Faculty of Health  
Sciences, University  
of Maastricht, The  
Netherlands

**CONFERENCE PARTNERS**



# Dear Healthcare Manager,

Welcome to **Leaders In Healthcare**, the most innovative and groundbreaking event in the Central & South Eastern Europe dedicated to Healthcare Management, bringing together top regional and international executives to discuss issues, challenges and trends in Healthcare Management.

The healthcare sector is one of the fastest expanding service sectors Central and Eastern Europe. Regional and international providers, hospitals and clinics as well as other players in health care, are striving for excellence, better quality and better standards. As competition in this sector becomes fierce, how do you keep up your institution status and how do you differentiate yourselves from hundreds of other health care providers?

**Leaders In Healthcare** will provide you with practical ideas that you can implement

to improve the efficiency of healthcare management in your organizations. This innovative forum will also provide a setting for challenging discussion and shared learning amongst leaders of healthcare improvement.

Take advantage of this opportunity to take part in strategic and interactive sessions, while learning from industry experts.

Cost management, performance management, patient flows, workforce management and healthcare technology are only some of the topics that will be addressed by our highly experienced speaker panel.

We look forward to welcoming you to this exciting Forum in May 2011, in Belgrade, the booming city of the South East Europe.

With warm regards, on behalf of the Organizing Committee,

**Kosta Petrov**  
Chief Experience  
Officer  
P.

**Dr Ivan M. Jekic, MBA**

## Why You Cannot Afford To Miss Out On Leaders In Healthcare:

- Unparalleled networking opportunities with global and regional healthcare managers
- Global speakers whose achievements is shaping the healthcare management world
- Best keynotes in the business to help you take your healthcare management to the next level
- Forward looking case studies to set the benchmark for your organisation
- To be the best you must join the best!

**// One of the signs of excellence in a manager is the ability to anticipate problems, not just react to them.**

**Sir Liam Donaldson //**

## Big Topics To Be Covered:

- Leadership And Operational Excellence
- Beyond Hospital Manager: How To Think And Act Like A Business Manager
- Quality Management in Hospitals - Necessity, Importance and Ways To Excellence
- Engaging The Community To Create A Healing Environment
- Measuring Your Performance: What Works The Best
- The Role Of Performance Measurement In Healthcare Management
- Developing A Balanced Scorecard For Your Organisation To Improve Performance
- Focusing On Hospital Concepts As Quality Management Tools
- Trends And Challenges In International Health Management
- Improving Patient Safety And Saving Money: A Fact Or A Dream?
- Use Of Mobile Technology To Deliver Personalised Care Plans In Long Term Conditions



**We have travelled the world to find speakers whose ideas and achievements are reinventing the healthcare world.**

## **Our revolutionary 2011 Speaker Faculty Includes:**



**Dr. Muhanad Hirzallah,**  
PhD, Performance  
Improvement Expert &  
Director at Mayo Clinic,  
Minnesota - USA.



**Dr. Ruben Peralta,**  
Head Trauma  
Surgeon, Hamad  
Medical Corporation,  
Qatar



**Peter Kappert,**  
Founder and  
Chairman Of Board,  
Swiss Leading Hospitals,  
Switzerland



**Bruce Komiske,**  
Chief, Chicago  
Memorial Hospital,  
USA



**Dr. Harish Pillai,**  
CEO, Al Salam  
Hospital,  
Egypt



**Anil Maini,**  
CEO, Apollo  
Hospitals,  
India



**Tarmo Martikainen,**  
Chief Executive Office,  
The Coxa Hospital for  
Joint Replacement,  
Finland



**Hans Maarse,**  
PhD, Professor in the  
Department of Health  
Organizations, Policy, and,  
Maastricht University,  
Netherlands



**Prof. Dr. Rainer Sibbel,**  
Frankfurt School of  
Finance & Management,  
Institute for International  
Health Management



**Carlo Ramponi,**  
MD, MBA, Managing  
Director Europe, Joint  
Commission International,  
Italy



**David W. Morgan,**  
FRCS, Clinical Director,  
Heart of England NHS,  
UK

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**In this challenging environment the service will need not only the best of managers but also more extensive involvement of doctors in the strategic management process. These doctors will have the complex task of sharing in difficult, sometimes deeply unpopular decisions, and of subordinating their institutional or professional loyalties to wider health goals.**

**Sir Liam Donaldson** ”

## **Did You Know?**

- **Mayo Clinic** bears over 120 years of tradition and heritage of one of the first contemporary integrated medical system worldwide and currently specializes in hard-to-treat diseases, and is known for innovative and effective treatments for diseases that had gone undiagnosed or under-treated in the same patients with other doctors
- Members of **Swiss Leading Hospitals-SLH** have an annual turnover of 700 mil US \$ and treat over 230.000 patients
- In fiscal year 2008, children from all 50 states and 32 countries came to **Chicago Children Memorial Hospital** for care
- **Al Salam Hospital** is the largest private hospital in Egypt
- With over 8500 beds across 53 hospitals within and outside India, the **Apollo Hospitals Group** is one of the largest healthcare groups in Asia
- **Coxa Hospital** in Tampere, Finland is the largest joint replacement hospital in Nordic countries
- **The Joint Commission** accredits and certifies more than 18,000 health care organizations and programs in the United States.
- **The Heart of England Trust** has a turnover of £265m and serves over a million people

# Leaders In Healthcare

## 12 May 2011

### Belgrade, Serbia

## Programme:

**09.00** Chairman's Opening Remarks

**09.15** Keynote Presentation  
Leadership And Operational  
Excellence

**Dr. Muhanad Hirzallah, PhD.**  
Performance Improvement Expert & Director at Mayo Clinic. Director of Systems and Business Applications at Mayo Clinic and a faculty member in the Quality Academy at the Mayo Clinic College of Medicine in Rochester, Minnesota - USA.

Previously worked for the University of Wisconsin – Stout, a Malcolm Baldrige National Quality Award recipient, as an Assistant Professor of Quality Management, for Six Sigma and Lean. Over 13 years of experience in Lean and Six Sigma implementation, training and deployment. Certified Lean Sigma Master Black Belt and independent consultant.

### About Mayo Clinic:

Mayo Clinic bears over 120 years of tradition and heritage of one of the first contemporary integrated medical system worldwide.

Today, Mayo Clinic is a not-for-profit organization and a medical practice and medical research group located in 3 metropolis areas: Rochester, Minnesota, Scottsdale/ Phoenix, Arizona, and Jacksonville, Florida, along with Mayo Clinic Hospitals and some satellite healthcare and research facilities in and near those cities. It is an integral part of the larger Mayo Health System of clinics, hospitals and medical research facilities and schools consisting of Mayo

Clinic, Mayo Medical School, the Mayo Graduate School, the Mayo School of Graduate Medical Education.

Mayo Clinic specializes in hard-to-treat diseases, and is known for innovative and effective treatments for diseases that had gone undiagnosed or under-treated in the same patients with other doctors.

Mayo Clinic is known for being at the top of most accredited quality standard listings. It has been ranked near the top of the US News and World Report of Best Hospitals for consecutive 20 years.

**09.55** Beyond Hospital Manager:  
How To Think And Act Like A  
Business Manager

**Dr Ruben Peralta,** Head Trauma Surgeon, Hamad Medical Corporation, Qatar. Harvard/Massachusetts General Hospital trained Surgeon, currently Director of the Trauma & Critical Care Fellowship Program and the Senior Consultant at the Hamad General Hospital and Hamad Medical Corporation in Doha, Qatar. Program Director of Trauma & Critical Care Fellowship Program, during the University of Pittsburgh-Hamad Partnership project for the development of the Hamad Level-1 Trauma Center (2009- 2010).

### About Hamad Medical Corporation

Established by Emiri decree in 1979, the Corporation manages four highly specialized hospitals: Hamad General Hospital, Rumailah Hospital, Women's Hospital, Psychiatric Hospital and the Primary Health Care Centers. Through the years, Hamad Medical Corporation has fulfilled its mandate of

providing the best quality care for all patients irrespective of nationality, and played its role in providing "Health For All" as pledged by the State of Qatar. Since its establishment in October 1979, HMC has rapidly developed highly specialized medical facilities capable of providing state of the art diagnosis and treatment of diseases that previously could only be managed in overseas medical centers.

The Corporation implements a policy of continuous improvement of all management systems and patient care protocols. Continued expansion of facilities for diagnosis and therapy coupled with the new facility construction program is a sustained effort to attract and retain the best human resources to provide the diagnostic and therapeutic skills needed. The profile of patients has altered in 22 years and new trends, which the Corporation has to address, have emerged. A Research Center has been established. The management and staff of Hamad Medical Corporation has coped with huge increases in demand during the past 23 years and provided quality care with its resources. The Corporation continues to provide cost efficient hospital care, and introduce modern methods of diagnosis and utilize state of the art therapy and management. This assures high quality health care for all.

**10.35** Morning Networking Break

**10.55** Quality Management in Hospitals - Necessity, Importance and Ways To Excellence

- Introduction about the importance of quality management in hospitals
- Overview of various hospital quality management systems with accreditation
- The Swiss Leading Hospitals (SLH) accreditation for international hospitals
- The patient as a customer and guest, our approach

**Peter Kappert,** Founder and Chairman of the Board, Swiss Leading Hospitals, Switzerland  
Founder of Sonnenhof Swiss Health

(SSH) and Chairman of the Board is responsible for the international and national representation.

Studied economics and business management in Switzerland and England and lived and worked internationally, in Hong Kong, Australia, Germany, Belgium and England.

Since 1991, maintains leading positions in the Swiss healthcare sector. For over 15 years, he fulfilled the function as CEO of the Sonnenhof Ltd. Bern, before being elected Chairman. He was one of the founders of the Swiss Leading Hospitals and is President of the association. Between 1999 and 2006 he was Chairman of the Swiss Association of Private Hospitals and Member of the Board of the Swiss Hospital Association. Since 2005, he is Member of the Board of the European Association of Private Hospitals. He is Chairman of two subsidiaries of the Sonnenhof Ltd. Bern, PET Diagnostics Ltd. and City Emergency Bern.

### About Sonnenhof:

Sonnenhof Swiss Health (SSH) is an associated company of Sonnenhof Ltd. Bern, Switzerland. With its two hospitals, Sonnenhof and Engeried, the company operates two leading private hospitals in the centre of Bern. As a member of the Swiss Leading Hospitals, the two hospitals pursue the highest standards of quality in healthcare delivery. The Sonnenhof hospitals maintain a close collaboration with the Inselspital University hospital of Bern, however, the focus in patient care has always been on the patient as individual with unique needs and wishes.

### 11.35 Engaging The Community To Create A Healing Environment

- The need for and unique nature of a "Children's Hospital"
- 10 steps to creating one.
- The importance of engaging the community in the creation of a Children's Hospital.

**Bruce Komiske**, Chief, Chicago Memorial Hospital, USA  
Bruce Komiske, an expert in hospital

design and construction, is chief of hospital design and construction at Children's Memorial Hospital in Chicago. He has held similar positions, heading children's hospital development for University of California, San Francisco Medical Center's Mission Bay Project and the Maria Fareri Children's Hospital in New York.

### About Chicago Children Memorial Hospital:

Children's Memorial Hospital in Chicago, Illinois is a pediatric hospital. It has more than 1,100 pediatric specialists focusing on 70 specialties in multiple locations and routinely provides more care to more young people than any other Chicago-area hospital or medical center. The hospital is accredited by the Joint Commission (formerly known as the Joint Commission on Accreditation of Healthcare Organizations). Licensed for 270 beds, Children's Memorial cares for critically ill kids from other states in the U.S. and from other countries. In fiscal year 2008, for example, children from all 50 states and 32 countries came to this hospital for care.

### 12.15 Measuring Your Performance: What Works The Best

- Budgeting and planning
- Discipline based measures
- Internal and external focused measures
- Critical success factors
- Process metrics

**Dr Harish Pillai**, CEO, Al Salam Hospital, Egypt. Dr Pillai was appointed CEO of Egypt's largest private tertiary care hospital in 2006. Al Salam Hospital has 350 beds and is an American designed & commissioned hospital in 1982 having 7 OR's, 58 ICU beds, comprehensive radio & lab diagnostics. The hospital has a current employee base of 1300 staff. Since 2006 the hospital is engaged in a strategic restructuring project involving an investment of 40 million USD. The hospital was accredited by JCI in July 2010. Between 2003 and 2006 Dr Pillai was the Hospital Director of

Belhous Hospital in Dubai with multinational team with 35 nationalities and was responsible for execution of 3 successive business plans. At this time he was the youngest Hospital Director of any private hospital in UAE and was a founding member of the UAE Private Hospitals Association.

### 12.55 The Role Of Performance Measurement In Healthcare Management

- What is performance measurement?
- Some international developments
- How can PM be used for the improvement of management?
- Examples of PM, in particular as regards the Netherlands
- Do patients use performance information?
- Strength and weakness of PM: the risk of gaming

**Prof Hans Maarse**, Professor of Health Care Policy Analysis, Faculty of Health Sciences, University of Maastricht, The Netherlands

Hans Maarse (1948) has a full chair in Health Care Policy Analysis in the Faculty of Health Sciences of the University of Maastricht since 1986. His main fields of interest are health care finance, the institutional structure of health care policymaking, the international comparative analysis of health care systems and the impact of the European Union on national health (care) policies. Recently, he directed a study on the possibilities and effects of market competition in Dutch health care.

He studied sociology and political science at the Catholic University of Nijmegen and worked for than 10 years in the Faculty of Public Administration of the University of Twente in Enschede. From 1995 to 2001 he was the acting Dean of the faculty of Health Sciences of the University of Maastricht. In 2004 he edited a book Privatisation in European health care. A comparative analysis in eight countries (Maarsen: Elsevier). He also recently published studies about the impact of market competition in health care and

about political decision-making on the package of health services (benefits) in public health insurance arrangements in Europe.

#### 13.35 Lunch

#### 14.35 Developing A Balanced Scorecard For Your Organisation To Improve Performance

- The importance of balanced score card in measuring performance
- Select the right key performance metrics for your organisation

**Anil Maini**, CEO, Apollo Hospitals, India

Anil K. Maini is President-Corporate Development for Apollo Hospitals Group and is based at New Delhi. He is an MBA in Marketing with over 33 years work experience, in the fields of healthcare and consumer marketing. The Apollo Hospitals Group manages upwards of 40 hospitals, 100 clinics and 1000 pharmacies. It has strength of over 60000 staff with close to 4000 physicians.

Anil has been at the forefront of Medical Travel for the past 8 years and has put Apollo on the world map as a global healthcare destination. He is actively involved as an Advisor with international Medical Travel organizations in Turkey (SAGLIK), Europe (ECHT) and many others in UAE and Far East.

His key areas of focus include market assessment; customer segmentation & competitive positioning; strategic marketing planning & brand development; product development; and marketing communications amongst other areas.

#### About Apollo Hospitals:

With over 8500 beds across 53 hospitals within and outside India, the Apollo Hospitals Group is one of the largest healthcare groups in Asia. The legacy of touching lives stems from the four pillars of our philosophy - experience, excellence, expertise and research. At Apollo Hospitals, we unite exceptional clinical success rates and superior

technology with centuries-old traditions of Eastern care and warmth, as we truly believe the world is our extended family- something our 19 million patients from 55 countries can warmly affirm.

#### 15.15 Focusing On Hospital Concepts As Quality Management Tools

- Centralizing and improving quality and costs
- The Coxa experience
- Lean thinking in hospitals

**Tarmo Martikainen**, Chief Executive Office, The Coxa Hospital for Joint Replacement, Finland

Has 16 years experience in various positions of automotive industry working various positions of procurement, supply chain, factory management and the last 3 years as managing director of Pilkington Automotive Finland Oy, responsible of organization of 1200 employee. Since 2009 he is managing director of Coxa Oy in Tampere, Finland, the largest joint replacement hospital in Nordic countries focusing in high quality, cost effective elective joint replacement surgeries.

#### About The Coxa Hospital:

Joint replacement hospital Coxa Oy brings top class surgical expertise to the public sector services. This operating model has proven to be lucrative, in addition to which it can be replicated in different special areas of medical science.

"Coxa's unique, so-called focus-hospital model focuses on a specific and narrow medical specialty, which is mastered excellently both qualitatively and expenditure-wise. The functionality of Coxa's model is based on effective treatment processes and high utilization rate. The annual number of joint replacement surgeries carried out by one doctor at Coxa equals to the number of operations carried out by an entire group of surgeons of many hospitals. Established in 2001, Coxa acts as a subcontractor in producing joint replacement surgery for

its own local hospital district, according to its annual service agreement. It also offers the most challenging surgical services available nation-wide. Surgeries are also performed on patients that pay for their own treatment.

Through accumulated experience, the model according to which Tampere-based Coxa works has proven to be eligible for replication. Interest has arisen both in Finland and overseas. For instance the Tampere-based full service cardiac care facility, Sydänkeskus Oy, which opened its doors in the beginning of 2010, is focused on the holistic treatment of the heart region.

#### 15.55 Trends And Challenges In International Health Management

- Drivers and elements of structural changes
- Hospital payment systems
- Globalisation and internationalisation
- Professionalisation

**Prof. Dr. Rainer Sibbel**, Frankfurt School of Finance & Management, Institute for International Health Management

Since October 2004, holder of the Chair for International Health Management at the Frankfurt School of Finance & Management, Academic Director of the MBA – International Hospital and Healthcare Management programme and head of the Institute for International Health Management.

Born July 3rd, 1967. From 1993 to 1999, research assistant at the Institute of Industrial and Health Care Management, University of Münster, Germany (Prof. Dr. Dietrich Adam).

In 1997, awarded a degree as Doctor of Business Administration (dissertation topic: Fuzzy-Logic and Production Planning and Control). From 1999 to 2004, postdoctoral research assistant at the Chair of Operations Management, Bayreuth University, Germany (Prof. Dr. J. Schlüchtermann).

January 2004, Habilitation (qualification for rank as professor; topic: Capacity

Planning and Organisation for Interactive Services in Hospitals). In March 2004, visiting professor at Shanghai International Studies University.

### About Frankfurt School Of Finance:

Frankfurt School of Finance & Management is a leading private business school based in Frankfurt am Main, with over 86 regional education centres spread across Germany and several joint ventures abroad – a business school with a difference.

#### 16.35 Afternoon Networking Break

#### 16.55 Improving Patient Safety And Saving Money: A Fact Or A Dream?

- Accreditation as a systemic tool to improve performance and efficiency
- Concept of standard and performance measurement
- Evaluating clinical and organization performance
- Using evidence-based data to change for improvement
- Cases of success

**Carlo Ramponi**, MD, MBA, Managing Director Europe, Joint Commission International, Italy

Dr. Carlo Ramponi is the Managing Director of Joint Commission International's European Office. Prior to his position as Managing Director, Dr. Ramponi served as a JCI Consultant and as Project Director of JCI consulting projects in Italy since 2000. Dr. Ramponi served for over 15 years at the Bocconi University as a researcher and teacher on health care quality issues. Other executive positions include having served as Chief Medical Officer in a private clinical laboratory in Milan, and as President of the Managing Committee of a Public Healthcare Organization. Dr. Ramponi has also held senior teaching positions at the Bocconi University School of Management, and on the Parma University Faculty of Medicine, the University of Milan Faculty

of Medicine, and the Torino University Faculty of Medicine. Dr. Ramponi received his medical degree from Parma University, Italy, and an MBA from the University Luigi Bocconi, Milan, Italy.

### About Joint Commission International:

An independent, not-for-profit organization, The Joint Commission accredits and certifies more than 18,000 health care organizations and programs in the United States. Joint Commission accreditation and certification is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting certain performance standards.

#### 17.35 Use Of Mobile Technology To Deliver Personalised Care Plans In Long Term Conditions

- Review of technology
- Stakeholder input to develop personalised plans
- NHS case studies using technology
- More for less – the return on investment

**David W. Morgan**, FRCS, Clinical Director, Heart of England NHS, UK

### About The Heart Of England Trust

The Trust has a turnover in excess of £265m, and is one of the top five employers in the area. It has a total of over 1,200 beds and it serves over a million people throughout north and east Birmingham, Solihull, Sutton Coldfield, Tamworth, Burntwood and the surrounding areas

#### 18.15 End Of Conference



# Leaders In Healthcare

12 May 2011, Belgrade, Serbia

# Organized by

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11080 Beograd, Srbija

**Foreign currency payments are accepted ONLY by bank transfer to following data.**

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## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a EUR200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

## Event Venue

Belgrade, Serbia  
JUBMES Banka Conference Center

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact The Aria Team for assistance on :

Tel: +381113160625  
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LeadersIn Healthcare, 12.05.2011	Book Before 11 April 2011	Book After 12 April 2011
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Company: .....  
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Postcode: ..... Country: .....  
Tel: ..... Fax: .....  
No. of employees on your site:  
1000+ ☐ 500-999 ☐ 250-499 ☐ 50-249 ☐ 0-49 ☐  
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