

# Careum Congress 2009

Moving boundaries:  
global healthcare – national challenges

12–13 November 2009  
Radisson Blu Hotel, Zurich Airport

Final Programme





# Careum Congress

Thinking about the future of health and care

Ladies and Gentlemen

The healthcare community is increasingly globalised. The opportunities and challenges that arise demand a shift in the traditional boundaries between disciplines, professions, institutions or countries. The new dynamic implies that the borders between supply and demand, free market and regulation, physician and patient, between service providers and consumers are being redefined. What does this mean for national healthcare systems as they are organized today – and indeed for Switzerland? How can they respond adequately to these developments? What time horizon do they need to consider?

If health is comprehensive and transnational, then new approaches and models for the health care world of the future are required. Many different aspects must be taken into consideration when formulating future oriented healthcare policies: educational strategies and training programmes, the new health markets, socio-economic developments, new technologies and research. How can such trends be taken up and implemented within the political framework? How helpful are international comparisons and rankings? What defines the attractiveness of a particular system?

The Careum Foundation offers the opportunity to discuss such future oriented questions at its annual Careum Congress. It opens up new perspectives to the healthcare community and hopes to generate new ideas and mindsets. The Careum Congress provides the impetus for rethinking the world of health – and for acting with responsibility and foresight.

We cordially invite you to explore the future with us and look forward to welcoming you in Zurich in November 2009.

Hans Gut  
President, Careum Foundation

# Programme

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Thursday, 12 November 2009

12.00– 13.00 **Registration**

13.00 – 13.15 **Welcome and introduction**

**Careum Congress – Thinking about the future of health and care**

Hans Gut, President, Careum Foundation

**Moving beyond the geographical borders of healthcare systems**

Ilona Kickbusch, Executive Committee, Careum Foundation

13.15 – 13.45 **Keynote**

**Healthcast 2020: healthcare systems of the future are global**

Markus R. Neuhaus, Managing Partner (CEO) of PricewaterhouseCoopers Switzerland and member of the Global Leadership Team of PWC

13.45 – 15.00 **Panel discussion**

**Global markets and national politics: opportunities and challenges**

**Introduction:** Thomas Zeltner, Director of the Federal Office of Public Health, Switzerland

**Panel members:**

Christoph Koellreuter, Director of metrobasel, Switzerland

Daniel Mart, former President of CPME (Standing Committee of European Doctors), Luxembourg

Markus R. Neuhaus, Managing Partner (CEO) of PricewaterhouseCoopers Switzerland and member of the Global Leadership Team of PWC

Magda Rosenmöller, IESE Business School Barcelona, Spain

**Chair:** Beat Sottas, Executive Committee, Careum Foundation

15.00 – 15.30 **Break**

# Programme

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Thursday, 12 November 2009

15.30 – 17.00 **Workshops**

## **Moving boundaries – import export healthcare**

The four workshops will each be introduced by three future-orientated statements based on working-papers prepared for the Careum Congress. A guest speaker will explore their implementation potential.

### **A Where do the best come from? Global competition in education. Who trains the competent healthcare professionals of the future? (German/English)**

**Paper und thesis:** Eva Maria Panfil, Director of the Institute of Applied Nursing Science, The University of Applied Sciences of Eastern Switzerland, St. Gallen and

Beat Sottas, Executive Committee, Careum Foundation

**Guest speaker:** Karine Tremblay, OECD, France, tbc

**Moderator:** Stephan Van den Broucke, Department of International Health, Maastricht University, The Netherlands

### **B Where do the best go? Global competition for healthcare professionals. What role does migration play in their career future? (English)**

**Paper and thesis:** Gaudenz Silberschmidt, Vice-president, Federal Office of Public Health, Switzerland

**Guest speaker:** Piotr Mierzewski, Head Health Division, Council of Europe, Strasbourg

**Moderator:** Fred Paccaud, Director SSPH+, Switzerland

### **C Who is the most attractive? Global competition for patients.**

**Does the future lie with medical and wellness tourism? (German)**

**Paper und thesis:** Stephan Sigrist, Think Tank W.I.R.E., Switzerland

**Guest speaker:** Wolfgang Blank, BioCon Valley GmbH, Germany

**Moderator:** Klaus Hurrelmann, Hertie School of Governance, Germany

### **D Who is the fastest? Global competition in product and process innovation. What are the success factors? (German)**

**Paper and thesis:** Bernhard Bührlen, Fraunhofer ISI, Germany

**Guest speaker:** Karin Frick, Gottlieb Duttweiler Institute, Switzerland

**Moderator:** Eric F. Bandle, Swiss Health Quality Association, Switzerland

# Programme

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Thursday, 12 November 2009

- 17.15 – 18.30 **Presentation of international study results**  
**Crossing borders: Switzerland in international comparison**  
Results of the McKinsey Study 2009:  
**Global healthcare – national challenges**  
Paul van Arkel, Partner; Arjen Iwema, Associate Partner;  
David Urbach, Senior Consultant;  
McKinsey & Company, Inc. Switzerland, Wilmington, Switzerland  
Results of the Health Consumer Powerhouse Study 2009:  
**Euro Health Consumer Index 2009**  
Johann Hjertqvist, CEO, Health Consumer Powerhouse, Brussels  
**Chair:** Hans Gut, President, Careum Foundation
- 19.30 **Reception and dinner at the Zunfthaus zum Rüden in Zurich's old town**  
**Special dinner speech:** Robin Osborn, Vice-president and Director of the  
International Programme in Health Policy and Practice,  
Commonwealth Fund, USA

# Programme

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Friday, 13 November 2009

- 08.30 – 10.00 **Short report**  
**In close proximity to the customer? Patient-orientated healthcare models and their consequences**  
**Introduction and chair:** René Kühne, Executive Committee, Careum Foundation
- 08.40- 09.00 **In the private sector: the retail approach to health care**  
Marcus Thygeson, Vice-President and Medical Director, Consumer Health Solutions, Healthpartners Inc., USA
- 09.00 – 09.20 **In the Finnish primary healthcare system: new task sharing within the healthcare professions**  
Kimmo Leppo, former Director-General of the Health Department of the Ministry of Social Affairs and Health, Finland
- 09.20 – 09.40 **In the case of an emergency: the institution «City Notfall»**  
Urs Birchler, CEO Inselspital Berne, Switzerland
- 09.40 – 10.00 **In the elderly care: growing old in Vienna**  
Sonja Wehsely, City Councilor of Vienna for Healthcare and Social Affairs, Austria
- 10.00 – 10.30 **Questions and answers**
- 10.30 – 11.00 **Break**
- 11.00 – 12.30 **Panel-discussion**  
**Shift of power? The new role of patients and insurance policy holders**  
**Introduction:** Andrea Fischer, former Minister of Health, Germany  
**Panel members:**  
Patrick Charmel, President and CEO, Griffin Health Services Corporation, USA  
Marie Louise Dierks, Patients University Hanover, Germany  
Anders Olauson, President of the European Patients Forum, Brussels  
Joan Saddler, National Director Patient and Public Affairs, The Expert Patients Programme UK, Great Britain  
**Chair:** Ilona Kickbusch, Executive Committee, Careum Foundation
- 12.30 – 13.00 **Future prospects and closing remarks**  
Hans Gut, President, Careum Foundation

**Farewell reception**

# Speakers

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## **Eric F. Bandle**

Since November 2007 Eric F. Bandle has been the owner of the Solutions-in-Communication GmbH and an academic at the ETH Zurich. Since 2008 he has been acting as President of the Swiss Health Quality Association. From 2001 to 2007 he was in charge of the internal and external communication for the Swiss branch of GlaxoSmithKline. Previously, he worked for SmithKline Beecham and Hoffmann-La Roche in the pre-clinical and clinical research sector, in project management and in medical information. He has worked in the pharmaceutical industry in Switzerland and Canada and received his doctorate in molecular biology at the University of Zurich.



## **Urs Birchler**

Urs Birchler has been CEO of the Insel Hospital Berne since 2003. In addition, he is Co-Chairman of the Groupe 15, a Board Member of the Swisstransplant Foundation and of the Careum Foundation. From 1999 to 2002 he worked as a business consultant for public departments and institutions in the health and education sector. Before this he was Health Director for the Canton of Zug. Urs Birchler taught economics and law at the Kantonsschule Zug and was a researcher for the Swiss National Bank. He completed his studies with a doctorate in economics at the University of Zurich.



## **Bernhard Bührlen**

Bernhard Bührlen is the Director of the business unit "Innovations in the Health System" at the Fraunhofer Institute for Systems and Innovation Research. His major research fields are the socio-economic analysis of innovations and innovation processes in the health system and health technology assessment. A special focus is the evaluation and optimisation of the benefit of product, process and structural innovations by stakeholder groups in the health system. Bernhard Bührlen studied psychology and philosophy at the University of Freiburg, Germany, and finished with a diploma in psychology in 1993 and with the Ph.D. in 1998.

# Speakers

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## **Patrick A. Charmel**

Patrick A. Charmel, President and Chief Executive Officer of Griffin Hospital and its parent organisation, Griffin Health Services Corporation, has been associated with Griffin since 1979. As President of Griffin Health Services Corporation, he is also the Chief Executive Officer of Planetree Inc., a subsidiary corporation. During his tenure, he has positioned Griffin Hospital as an award-winning, innovative organisation, recognised as an industry leader in providing personalised, humanistic, consumer-driven health care in a healing environment. Under his leadership, Griffin has appeared on the Fortune Magazine list of the 100 Best Companies to Work for in America for ten consecutive years. The Griffin Hospital management team was selected as the 2008 Top Leadership Team in Healthcare in the nation for community and mid-sized hospitals by HealthLeaders Media. From 2005 until 2008, he was a Member of the National Advisory Council for Healthcare Research and Quality. In 2006 he was the recipient of the John D. Thompson Distinguished Visiting Fellow Award at Yale University.



## **Marie-Luise Dierks**

Marie-Luise Dierks is an educationalist, *venia legendi*, for Public Health. She is Head of Studies in Population Medicine and Public Health with the main topics being patients and consumers at the Institute of Epidemiology, Social Medicine and Health Systems Research and of the Patients University at the Medical University Hanover. Her main research emphasis is the user orientation of the health sector (needs of aged patients, imparting health competences, health communication and consultation, quality of the health sector from the patient's point of view, patient satisfaction and patient expectations). Another main emphasis of research concerns care research, in particular the quality of healthcare, accessibility of different target groups for prevention and care, quality of education and further education and quality of health information.



## **Andrea Fischer**

Andrea Fischer is Partner at the European communication consultancy Pleon and Head of the Healthcare Unit since 2006. She was a Member of the Board at IFOK communications consultancy Bensheim from 2004 to 2006 and Federal Minister of Health from 1998 to 2001. She was a member of the German Bundestag representing the Green Party for eight years. Andrea Fischer has a degree in economics and has extensive experience in science and consulting. She has worked at the European Parliament, at the Science Centre and at the Federal Pension Fund. After she resigned from politics she worked as a freelance journalist both for print media and TV. As a speaker Andrea Fischer focuses on political developments in the healthcare field both on a national and international basis. She publishes regularly in national papers and published her first book last year.

# Speakers

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## **Karin Frick**

Karin Frick is Head of the Think Tank and a member of the Executive Board at the Gottlieb Duttweiler Institute. As an economist, she researches trends and countertrends in business, society and consumption. She analyses developments in the consumer-goods and service sectors on behalf of noted companies.



## **Hans Gut**

Hans Gut is President of the Careum Foundation, an institution known both in Switzerland and abroad for promoting education in the healthcare sector with a future-oriented approach to issues. Careum aims to significantly develop and shape basic and advanced training schemes for the healthcare professions. He is also Chairman of the Careum Training Center Ltd., a large schooling organisation with the mandate to manage the education and training for healthcare professions in the Canton of Zurich. He is also chairman and co-founder of Timaq medical imaging Ltd., a company which offers specialised services to assist the pharmaceutical, biotech and contract service industries in conducting clinical trials involving medical imaging. He is chairman of Haco Holding AG, Gümliigen, a company which is known for individual and innovative food products. He acts as board member to several other companies and foundations. He is also the President of Swiss Sailing Team Ltd., an organisation which sponsors Olympic and competitive sailing. Hans Gut received a MS in mechanical engineering from the Swiss Federal Institute of Technology, Zurich, and a MS in management from the Stanford University, USA.



## **Johan Hjertqvist**

Johan Hjertqvist is the Founder and President of the Health Consumer Powerhouse, Stockholm/Brussels. The Powerhouse benchmarks the performance of healthcare systems in 30 countries and provides analysis to policy-makers, consumers and business partners. For 20 years Johan Hjertqvist has been engaged in healthcare reform in numerous countries. He is author of numerous books and lecturer on health policy and care consumer issues. He has a Master of law from the University of Stockholm and lives in Brussels.

# Speakers

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## **Klaus Hurrelmann**

Klaus Hurrelmann lectures in the sectors of health politics and education policy. He is a social scientist at the Universities of Münster and Berkeley (USA) where he received his doctorate with work in educational research and qualified as a professor with the paper "The educational system and society". Prior to this he was professor for educational research at the Universities of Essen and Bielefeld, where he started to focus on the health sciences and played a substantial role in establishing the first German School of Public Health in Bielefeld in 1994. He acted as founding dean for almost ten years. For twelve years he was speaker for the Collaborative Research Centre 227 "Prevention and intervention in childhood and adolescence" and was head of the German contribution to the international comparative health study "Health Behaviour in School Children" on behalf of the World Health Organisation. A current research emphasis of Klaus Hurrelmann is the strategic relationship between education, social and health policy in order to develop comprehensive intervention strategies to prevent social and health disadvantages. Since March 2009 he has been Professor for public health and education at the Hertie School of Governance in Berlin.



## **Arjen Iwema**

Arjen Iwema is an Associate Principal at McKinsey's Geneva office. He joined McKinsey in 2004 and is a leading member of the Health Systems Interest Group and a member of the Pharmaceuticals and Medical Products practice. He has contributed to the (re-)design and implementation of health systems in several countries, focusing on long-term sustainability in terms of costs and quality. He has ten years of business and consulting experience and started his career with a leading global energy company. Arjen Iwema has worked extensively in more than 30 countries in Europe, Africa, the Americas, South-East Asia and the Middle East.



## **Ilona Kickbusch**

Ilona Kickbusch is a Member of the Executive Committee of the Careum Foundation and Director of the Global Health Programme, Graduate Institute for International and Development Studies, Geneva. During her long association with the World Health Organisation she has had influence on European and international health politics, especially in the health promotion sector. She worked as a Professor at Yale University and as Director of a Fulbright programme for global health. She is on the advisory board of important organisations, foundations and scientific publications and publishes a lot. She advises many national and international organisations, among them, the Swiss Federal Health Office. She is Chairperson of the World Generation and Ageing Congress in St. Gallen.

# Speakers

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## **Christoph Koellreuter**

Christoph Koellreuter is Managing Director and representative of the Board of metrobasel, a platform for the development of metropolitan Basel and Think Tank for Swiss metropolitan regions since 2008. As Founder, Chairman, Managing Director and Chief Economist of BAK Basel Economics until 2007, Christoph Koellreuter is well positioned to discuss trends affecting the economic and political environment at the European, regional and industry level. He was a lecturer at the Institute of Applied Economic Research of the University of Basel, and in summer 2000 a Fellow at the John F. Kennedy School of Government, Centre for Business and Government, Harvard University. He studied at the University of Basel and Queen's University, Canada, holding Master degrees in Economics and Public Administration and a Ph.D. in Economics.



## **René Kühne**

Since 2002 René Kühne is a member of the Board and of the Executive Committee of the Careum Foundation. He works mainly as an independent adviser for projects and questions concerning the health sector in Switzerland and Europe and is a member of various governing bodies and foundations. In international and national projects he has acquired a profound knowledge on health systems. From 1986 to 2002 he held different management positions at the Klinik Hirslanden and was active as deputy CEO and as CFO of the group. There he played a substantial role in the building and extension of the private hospital group Hirslanden. He received his doctorate of economics at the Institute for Economical Research at the University of Zurich.



## **Kimmo Leppo**

Kimmo Leppo is the former Director-General of the Department of Health at the Ministry of Social Affairs and Health in Finland. Today, he is a national and international consultant in the field of healthcare politics. He was chair or member of numerous national committees, working parties and delegations on health policy development as well as technical adviser to the WHO/HQ and WHO/EURO in a number of fields related to health policies. Kimmo Leppo is also a former member of the Executive Board of the WHO. He is a member of the Social Protection Committee (SPC) of the EU and a member of the High Level Group on Health Services and Medical Care. He studied medicine, social sciences and social-medicine.

# Speakers

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## **Daniel Mart**

Daniel Mart is Secretary of the Executive Board of the Luxembourg Red-Cross and a board member of the Luxembourg Social and Economic Council. He is also a board member of the Standing Committee of European Doctors (CPME) and President of the Subcommittee Organisation of Health Care, Social Security and Health Economics. He is a teacher for vocational training in general practice at the University of Luxembourg and in Belgium. He does research in medical informatics, medical records and data protection in R&D EU frameworks (3 and 4) and was a member of the Board of the Luxembourg Health Research Center (1998 to 2002). From 1995 to 2006, he was Secretary General of the Luxembourg Medical Association and was the Luxembourg representative at the World Medical Association and a member of the Liaison Committee of EFMA-WHO. He studied in Zurich and Brussels, certified medical doctor in 1982, practiced emergency and international aid medicine from 1982 to 1985. Since 1985 he is Senior Partner at a private practice in Luxembourg which specialises in family medicine.



## **Piotr Mierzewski**

Piotr Mierzewski is a specialist in public health and paediatrics (Medical University, Gdansk, Poland). Since 1994 Piotr Mierzewski has been a member of the Council of Europe, currently as Head of the Health Division, Directorate General III – Social Cohesion, Strasbourg, France. He is also the Secretary of the European Health Committee (CDSP). He served as First Deputy Minister of Health in the first non-communist government in Poland from 1989 to 1992, then as the Director of the National Centre for Health System Management, Warsaw. He was a founding member of the Solidarity ("Solidarnosc") movement (1980 to 1981). In 1982 and 1984 he was a political prisoner during periods of martial law.



## **Markus R. Neuhaus**

Markus Neuhaus joined PricewaterhouseCoopers in March 1985 and has been a Partner since July 1992. From 1995 to 1998 he was head of the tax & legal team in Zurich, and in 1996 he also took responsibility for tax & legal's mergers and acquisitions activities across Europe. From 1999 to 2003 he headed this business worldwide. He became CEO and Territory Senior Partner of PricewaterhouseCoopers Switzerland in 2003. In 2007-2008 he also served as senior partner of Continental Europe and was member of the Global Leadership Team. Markus Neuhaus is a member of the Board and Chairman of the Tax Chapter of the Swiss Institute of Certified Accountants and Tax Consultants, a member of the Board of Finance and Taxation of *économiesuisse*, Chairman of the Public Affairs Committee of the Swiss American Chamber of Commerce and Honorary Auditor of the Zurich Art Society. Markus Neuhaus is lecturing in corporate finance at the Swiss Federal Institute of Technology and in tax law at the University of St. Gallen. He studied law at the University of Zurich, receiving his doctorate in 1988 for a dissertation entitled "The taxation of dividend income". In 1990 he completed additional training to become a certified federal tax expert.

# Speakers

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## **Robin Osborn**

Robin Osborn, Vice President and Director of The Commonwealth Fund's International Programme in Health Policy and Practice, has responsibility for the annual international symposium, international health policy surveys, cross-national comparative research, and Harkness Fellowships in Health Care Policy and Practice. Prior to joining the Fund in 1997, Robin Osborn was Director of the Picker/Commonwealth Scholars Programme and Deputy Director of the Robert Wood Johnson Foundation Investigator Awards in Health Policy Research; and held management positions at BUPA, a private British health insurer; St. Luke's-Roosevelt Hospital Center in New York; and Blue Cross/Blue Shield of Greater New York. She holds an M.B.A. from Columbia University, USA.



## **Fred Paccaud**

Fred Paccaud, Professor of epidemiology and public health, is Head of the Institute of Social and Preventive Medicine at the University Hospital in Lausanne. Since 2009 he has been Director of the Swiss School of Public Health+. He is a member of the Research Council in the division of "Biology and Medicine" at the Swiss National Science Foundation since 2001 and a long-term Associate Professor at the University of Montreal, Canada. In 1982 after his post-graduate studies in Public Health, he took over other significant positions: Vice Director at the Department of Community Medicine and Health, Lausanne; Head of the Clinical Research Centre of the Charles-LeMoyne Hospital of Sherbrooke; Vice-Rector at the University of Lausanne and Head of the Unit for Health Statistics at the Federal Office of Statistics in Berne. He is also a member of various health-related national and international boards.



## **Eva-Maria Panfil**

Eva-Maria Panfil is Head of the Institute for Applied Nursing Science IPW-FHS, FHS St.Gallen. In addition, she is a lecturer at the University of Vienna and Halle/Wittenberg. She is co-editor of the scientific magazine "Pflege" and on the editorial board of Wound magazines and member of various national and international associations (e.g. VfP, DGP, EANS, STTI, DN-EBM, SAfW, EWMA). Eva Panfil was the Managing Director of the Institute for Nursing Science at Hessen, a professor for "Nursing Science, Clinical Nursing" at the FH Frankfurt am Main and a visiting scholar for clinical nursing science at the University of Witten/Herdecke. After finishing her diploma in nursing and her studies in sociology, business management and educational research at the University of Freiburg, she graduated in the European doctoral programme for nursing and in postgraduate programme for nursing science and became a hospital researcher and served as the Chair for clinical nursing research at the University of Witten/Herdecke.

# Speakers

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## **Magdalene Rosenmüller**

Magdalene Rosenmüller's areas of specialisation include management of health systems, health care and innovation, European health and research policies as well as global development issues. She teaches at the IESE Business School and is also a regular visiting professor at such institutions as the CEIBS, Shanghai; SBS, Nairobi; IAE, Buenos Aires; and IEEM, Montevideo. She gained executive experience spending two years as health economist at the World Bank Latin American and Caribbean Region. She serves as expert adviser to the European Commission's Health and Research DGs as well as to the European Parliament, and is consultant with other institutions, such as the World Bank, the World Health Organisation and the Brookings Institution. With the European Commission she drafted the socio-economic evaluation of the "Innovative Medicine Initiative". She assumed the scientific coordination of a series of European research projects and is member of several international organisations including IHEA and EHMA. She is author/editor of a series of books and publications. Magdalene Rosenmüller holds a Ph.D. in Health Policy (University of London), a MD (University Louis Pasteur, Strasbourg), and an MBA from IESE.



## **Joan Saddler**

As National Director for Patient and Public Affairs at the Department of Health, Joan Saddler's role focuses on the inclusion, involvement and engagement of all people in the commissioning and delivery of health and social care services. She currently advises the Department of Health Leadership Council and is a member of the General Medical Council UK Revalidation Programme Board. An experienced campaigner, manager and chief executive within the public sector, she established a number of groundbreaking initiatives involving the public in multi-agency partnership initiatives. As Chair of Waltham Forest NHS Primary Care Trust for seven years, Joan Saddler managed a corporate board of executive and non-executive members with responsibility for the governance of an average annual budget of £300 million. Additionally she led the development of a successful local public and patient involvement strategy. Joan Saddler was the Founder and Co-Chair of the National NHS BME Leadership Forum supported by the NHS Confederation and Royal College of Nursing and received an OBE in June 2007 for services to health and diversity.



## **Stephan Sigrist**

Stephan Sigrist is the Director of the Think Tank W.I.R.E. (Web for Interdisciplinary Research & Expertise) of Bank Sarasin and of Collegium Helveticum, the Transdisciplinary Research Centre of ETH and Zurich University. The main research emphasis of W.I.R.E. concerns developments and trends in the sectors of life sciences, economy and society. He received his doctorate on the topic "Changes in the health sector: strategic orientation of the pharmaceutical industry" and for several years he has dealt with the developments in the sectors pharma/biotechnology, health and food as well as with general macro trends in the economy and society. Previously he was Senior Researcher at the Gottlieb Duttweiler Institute where he was in charge of the analysis of the life-science and food markets. After his studies in biochemistry at the ETH Zurich he was first active in medical research at Hoffman-La Roche. Subsequently he worked as a business consultant for Roland Berger Strategy Consultants. He is author of various publications and articles and speaker at international conferences and strategy meetings.

# Speakers

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## **Gaudenz Silberschmidt**

Gaudenz Silberschmidt has been Head of the International Affairs Division of the Swiss Federal Office of Public Health since 2003. He has chaired several review groups for the World Health Assembly, initiated the OECD/WHO review of the Swiss health system and led the drafting of foreign policy for Swiss healthcare. Today, he is leading the negotiations towards a health agreement between Switzerland and the EU. Gaudenz Silberschmidt first studied medicine. He took a diploma course in Tropical Medicine in Lausanne and Zurich and holds a diploma from the Public Health DTMPH at the Swiss Tropical Institute in Basel. Further, he holds a Master in International Relations from the University of St. Gallen.



## **Beat Sottas**

Beat Sottas is a Trustee of the Careum Foundation and Member of its Executive Board. Among other tasks he is in charge of a bi-national mentoring programme for junior managers in the health sector. Since 2008 he has been an independent consultant for national regulatory agencies, teaching institutions and private enterprises. Significant projects include defining the final certification requirements for health professionals trained at universities of applied sciences, the fine-tuning of processes involving different disciplines within healthcare professionals and the development of strategies to cope with the rising demand for health professionals. After several years teaching, Beat Sottas completed further studies at the University of Fribourg, Switzerland with a doctorate in social sciences. Following almost ten years as a research fellow at the University of Berne he worked in the Swiss Federal Administration for twelve years. Among his assignments were responsibility for educational policy in the medical professions, the development of related laws, regulations and instruments for quality assurance, as well as the moderation of health policy platforms in co-ordination with the cantons and primary care physicians.



## **Marcus Thygeson**

As Vice President and Associate Medical Director for Consumer Health Solutions, Marcus Thygeson, is responsible for providing medical direction in sales, marketing and product development as well as executive leadership for their worksite health programmes. He works in close partnership with the leadership of sales and account services, customer service and product development, as well as health, medical, and network management, to translate key account trends and requirements into products, services and other solutions. Prior to joining HealthPartners, Marcus Thygeson served as medical director for Definity Health being responsible for personal care support strategy and operations, and supporting consumer activation, network strategy and provider relations. Prior to that, he was the Chief Medical Officer of Mywayhealth, another consumer-driven healthcare benefit plan. He held a number of medical management positions at Alta Bates Medical Center, in Berkeley, and served from 1996 to 2000 as Medical Director at Alta Bates Medical Group, an award-winning Californian IPA. He is board certified in internal medicine and gastroenterology having studied at the University of California at Davis, and is a graduate of Harvard Medical School.

# Speakers

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## David Urbach

David Urbach is a Senior Consultant working at McKinsey's Zurich office since 2005. He gained broad geographical experience in emerging markets and mature economies, mainly through engagements in the healthcare sector. He notably participated in the development of the "Early Health Index" and a comprehensive analysis of the healthcare system in Japan. Prior to joining McKinsey, David Urbach was advisor to the Swiss State Secretary for Education and Research; his responsibilities included the coordination of the research in government departments, among which public health.



## Paul van Arkel

Paul van Arkel is a Partner at McKinsey's Zurich office and a Member of the Global Pharmaceutical and Medical Products (PMP) Group. Paul van Arkel is the leader of the European PMP Marketing Interest Group, Global PMP Launch interest group and the Russia pharma initiative. Over the past 13 years, he has advised a wide variety of global pharmaceutical, medical device, vaccine and telecom clients across more than 25 countries. In working with these clients, he has focused mainly on questions of marketing and sales strategy, market access strategy, organisational transformation and capability building. He has a broad experience across primary care, specialist and hospital sectors.



## Sonja Wehsely

Since 2007 Sonja Wehsely is City Councillor for health and social affairs in Vienna and Vice Chairman of the SPÖ-Vienna. From 2004 to 2007 she was City Councillor for integration, women's issues, consumer protection and employees. From 1996 to 2004 she was deputy of the Vienna Landtag and member of the City Council of Vienna. From 1996 to 2004 she worked as personal manager for an insurance company. From 1989 to 1995 she studied law at the University of Vienna.



## Thomas Zeltner

Thomas Zeltner is Director of the Swiss Federal Health Office (BAG). The emphasis of the BAG is the development and implementation of national prevention programmes, the strengthening of Switzerland as a research and business location through modernising of the corresponding laws and ensuring a high-standing, quality healthcare system accessible to all. Additionally, the development of national health policies as well as the implementation of modern policies concerning user protection and food safety. Since 1991 he has also been representing Switzerland in the World Health Organisation where he was member of the Executive Council from 2000 to 2002. After having finished his studies in medicine in 1974 and in law in 1984 at the University of Berne he had various functions in teaching, research, clinical and administration at Swiss university hospitals and institutes as well as at Harvard University, USA).

# Careum Foundation

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The Careum Foundation was established in 1882. The founders recognised that the quality of healthcare depends on the quality of education and training of health professionals. They therefore created an educational institution and training hospital open to all who were willing to learn and invest in their further education, primarily in nursing – independent of their origin, their background or their religion. After the closing of the hospital in 1997, it was necessary to revisit the Foundation's mission in education and training and to redefine and reinterpret it according to the challenges of the 21st century. With the new Careum Campus in the university district of Zurich, the Foundation has created a place for a multidisciplinary reflection on health and care issues, which is future oriented and committed to moving boundaries between sectors, disciplines and professions.

Careum champions an approach to education and training based on inter-professionalism, advocates the transfer of new insights to the education curriculum for health professionals and promotes the health literacy of patients. Further emphasis lies in improving the attractiveness of the healthcare profession for school-leavers and those wishing to return to work. Careum underlines the insight that those who do not receive top level professional education and training today will not be available to supply healthcare effectively tomorrow.

Careum is convinced that all strategies for education and training in the health professions must take into consideration the key trends in society: the aging of the population and its consequences, socio-economic development and emerging health markets, patients' expectations, new technologies and latest research results. Future-orientated training strategies and curricula must incorporate these aspects.

Careum stands for moving boundaries between disciplines, careers, institutions and countries. Careum wants to anticipate change, provide future-orientated insights and identify new approaches. The Careum Congress will regularly debate the challenges at hand in their international dimension.

# General Information

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## Date

Thursday, 12 November 2009, 13:00 until  
Friday, 13 November 2009, 13:00

## Place

Radisson Blu Hotel, Zurich Airport

## Language

English/German with simultaneous translation

## Registration

Registration Fee CHF 800.00

The registration fee includes the participation to the congress, the congress material, coffee breaks, conference dinner as well as a farewell reception.

Participants can register for the congress under the following website: [www.careum-congress.ch](http://www.careum-congress.ch) or by fax with the enclosed form. Upon receipt of the correct registration fee, each participant will receive a confirmation of registration.

## Hotel reservation

Rooms at the Radisson Blu Hotel, Zurich Airport have been reserved for the participants of the Careum Congress 2009.

The price for one night in a single room is CHF 335.00, including breakfast, internet connection, service and taxes.

Please also visit the congress website for the hotel reservation [www.careum-congress.ch](http://www.careum-congress.ch) or return the enclosed form.

## Cancellation and refund policy

Cancellations can only be accepted until the 14 September 2009 and must be in a written form. The refund of the registration fee is possible but 25% administrative charges will be deducted. After the 14 September 2009 refunds are not possible – neither for conference registration nor hotel booking fees. For any change of name in your registration or hotel reservation a fee of CHF 30.00 will be charged.

## Conference dinner

The reception and the conference dinner – with a high level dinner speaker – will take place at one of the foremost traditional restaurants in Zurich the stylish Zunfthaus zum Rüden. The ambiance offers a perfect frame for intensive networking!

The restaurant is located in the heart of Zurich's old town.

## General remarks

The participant acknowledges that he/she has no right to lodge damage claims against the organisers, should the holding of the Meeting be hindered or prevented by political events (such as terrorism, danger of hostility, war etc.) or by unexpected economic events or generally by force majeure, or should the non-appearance of speakers or other reasons necessitate programme changes. With registration, the participant accepts this proviso.

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