

CISS 2018 – INTERNATIONAL CONGRESS ON HEALTHCARE SERVICES

May 23 and 24, 2018 – Expo Center Norte - São Paulo/Brazil

Official part of Hospitalar 2018, the most important trade fair and forum of healthcare in the Americas.

MAIN SUBJECT

**STATE REFORM AND THE REFORM OF HEALTHCARE SYSTEMS:
How will political, managerial and organizational changes influence the provision
of services, the service chain and the citizens' quality of life?**

INSTITUTIONAL SUPPORT

CNS – Brazilian Healthcare Confederation; FENAESS – Brazilian Federation of Healthcare Services Establishments;
SINDHOSP – Hospital Employers Association of the State of São Paulo; ABIMO – Brazilian Association of the
Industry of Medical, Dental, Hospital and Laboratory Supplies and Equipment;
ANAHP – Brazilian Association of Private Hospitals; IEPAS – Institute for Teaching and Research in Healthcare;
ONA – Brazilian Organization for Accreditation

PROGRAM FOR MAY 23rd – GUEST COUNTRIES

9 a.m. – 9:30 a.m.: **OPENING CEREMONY**

9:30 a.m. – 11:00 a.m.: **ROUND TABLE 1: FRANCE**

MAIN THEME: How did France manage to implement its healthcare system along the last years? What are the country's expectations for the future and how the new society's behavior and requirements might affect healthcare?

SPEAKER: Dr. JEAN-PATRICK LAJONCHÈRE – Special Advisor for France Healthcare Export – Ministry of Foreign Trade/Foreign Trade Department of France. Chairman of the Greater Paris University Hospitals – Paris/France

After a 15-year career in construction engineering and biomedical engineering at several public hospitals plus experience in the emergency services of Greater Paris University Hospitals and the Ministry of Health, Jean-Patrick Lajonchère was appointed Managing Director of the Paris Saint-Joseph hospital group in 2009. He indicates growth expectations of above 30% in the worldwide trade of healthcare products and services thanks to the development of new industry branches (regenerative medicine, cell therapy, customized medical services and eHealth), plus the development of middle-class in emerging countries, which increases the demand for healthcare products and services similar to those available in first-world countries. France is the fifth largest exporter of pharmaceutical products in the world, with revenues amounting to 28 billion Euros in 2015 with the exports of pharmaceutical products and 6 billion Euros with the exporting of medical devices.

Lajonchère points out healthcare in France is divided into four major sections:

1. To establish health centers abroad: "Health clubs" (Shanghai, Moscow, São Paulo, Algiers, Milan, Istanbul, Seoul, Mexico, Tunisia, Morocco and the Arab States of the Persian Gulf). Support for pioneering

projects of stakeholders likely to become international leaders, such as AP-HP, the Institut Gustave Roussy, the Institut Pasteur and major manufacturers.

2. Remove national barriers to trade: Adoption of Article 177 of France's 2015 Act on growth and activity that allows university hospitals to establish commercial subsidiaries abroad.

3. Develop integrated offerings for target markets: "Country platforms" are strategic steering units tasked with the development and provision of integrated French health offerings that satisfy local needs in certain priority target markets (Morocco, China, Iran and the Middle East).

4. Export French normative models: Roll out a French certification label for foreign healthcare institutions. Support the French National Agency for Medicines and Health Products Safety (ANSM) in its dialogue with its counterparts.

SPEAKER: Professor DIDIER HOUSSIN – President of AP-HP International, Greater Paris University Hospitals. Former Chairman of the French Agency for Food, Environmental and Occupational Health & Safety – Paris/France

Prof. Houssin has been a Professor of Surgery and Liver Transplant Specialist at Paris-Descartes University since 1988. He served as Head of Surgery at Paris' Cochin Hospital; as CEO of the French National Transplants Agency; as Director General of Greater Paris University Hospitals; as Vice-President of Paris-Descartes University and, from 2005 to 2011, as Director General for Health at the French Ministry of Health and inter-ministerial delegate for pandemic flu preparedness. Having served as CEO of the French Agency for the Evaluation of Research and Higher Education (from 2011 to 2015) and Chairman of the Management Board of the French Agency for Food, Environmental and Occupational Health and Safety (between 2013 and 2016), Professor Houssin has been serving the World Health Organization since 2011 as an advisor, mainly as Chair of the Pandemic Influenza Preparedness Framework Agreement Advisory Group and, in 2015 and 2016, as Chair of the Review Committee on the Role of the International Regulations in the Ebola Outbreak and Response. He is a medical advisor to the Greater Paris University Hospitals, President of its subsidiary AP-HP International and member of the Board of the European Food Safety Authority.

SPEAKER: Dr. JEAN-MICHEL TARLET – Chief Medical Officer of the French company @HEALTH-CARDIONEXION – Paris/France

He co-founded @HEALTH-CARDIONEXION in 2015. His vision of modern medicine and particularly of cardiology is at the forefront of current thinking, making it clear the concept of diagnosis will be different in the future. CardioNexion, first service offered by @-Health, consists of linking a single and connected medical device to a real-time system for assessing risk of cardiovascular diseases. The association of these technologies monitors 24x7 the signals collected from the patient and warns the physician when abnormalities are detected. Cardiologist, expert in cardiac rhythm, Dr. Tarlet is an associate Member of the French Society of Cardiologists since 1998, of the American Heart Association (AHA) and of the European Society of Cardiology. He is Honorary Chairman of the SMAER (Doctors of Aix's region trade union).

MODERATOR: HUBERT GUARINO – Managing Director at Sanofi Pasteur Brasil

11 a.m. – 12:30 p.m.: **ROUND TABLE 2: UNITED KINGDOM**

MAIN THEME: How did the United Kingdom manage to implement its healthcare system along the last years? What are the country's expectations for the future and how the new society's behavior and requirements might affect healthcare?

THEME: United Kingdom and healthcare business opportunities following the Brexit

SPEAKER: ARLY BELAS – Latin America Healthcare & Life Sciences Leader – Department for International Trade of the United Kingdom – São Paulo/BRAZIL

He is leading the development and adoption of the commercial strategy for HVC life sciences in the Latin-American market and offers support and advisory services to suppliers in the United Kingdom. He holds a degree in Pharmacy and a Masters Degree in Clinical Development and has worked in the industry of healthcare and life sciences for ten years, during which he worked for medical technology industries in access projects to worldwide markets, in addition to managing clinical oncology trials in the United States.

THEME: NHS transformations and challenges and the United Kingdom's long-term perspectives

SPEAKER: Professor MATTHEW CRIPPS – National Manager at NHS RightCare, a part of NHS England (National Health Service, the healthcare regulatory body in England) that focuses on population healthcare improvement and helping the wider health service to identify and use techniques, tools and methodologies to increase value in healthcare – London/UNITED KINGDOM

Matthew Cripps was an NHS Director of Finance before he moved into change management. He is also an Emeritus Professor of population healthcare improvement at the University of Salford; Visiting Professor at Warwick Business School and was previously Professor of Business Processing and Knowledge Transfer at the Manchester Metropolitan University Business School. He wrote publications on finance, business planning and healthcare system improvement, published by the Chartered Institute of Public Finance and the Healthcare Finance Managers Association. He holds positions on numerous boards, including chairing NHS England's Program Budgeting Board and being a member of NHS Improvement's "Getting it Right First Time" board. Professor Cripps also leads the Commissioning for Value program for NHS England, in partnership with Public Health England.

The NHS RightCare program is actively addressing unwarranted variation with all 209 local health economies in England. It focuses on increasing value at system level, for individuals and the population. The approach and the principles of NHS RightCare's flagship Commissioning for Value program are embedded into the Future Focused Finance program.

SPEAKER: Dr. MARCELO HORÁCIO – Medical Officer for Brazil and Latin America at the company AstraZeneca – São Paulo/BRAZIL

He has broad experience in the pharmaceutical segment and has worked at GSK, Novartis and Sanofi. He holds a degree in Medicine by the Federal University of Rio Janeiro (UFRJ), a Master degree in Cardiovascular Medicine (UFRJ) and a Doctorate degree in Public Health (UFRJ). Plus, he holds a Master Degree in Evidence-Based Medicine by the University of Oxford.

MODERATOR: Dr. Jefferson Gomes Fernandes – General Officer of the Education and Health Sciences School at the Hospital Alemão Oswaldo Cruz – São Paulo/BRAZIL

12:30 p.m. – 2 p.m.: **ROUND TABLE 3: UNITED STATES**

MAIN THEME: How did the United States manage to implement their healthcare system along the last years? What are the country's expectations for the future and how the new society's behavior and requirements might affect healthcare?

THEME: The past, present and future of healthcare in the US

SPEAKER: PHILIP PFRANG – Global Managing Partner Deloitte's Health Care & Life Sciences Financial Advisory Practice – New York/USA

He has over 27 years of experience in mergers and acquisitions and has served clients with over 1,000 operations completed or proposals in a wide range of fields. He handles the most important strategic and private equity customers in his worldwide and multinational operations, and he is a top speaker who is often invited to talk about mergers and acquisitions in healthcare and life sciences.

THEME: What is the impact of the worldwide technology industry on the Brazilian healthcare?

SPEAKER: ENRICO DE VETTORI – Deloitte Brazil Lead Partner for the Life Sciences & Healthcare Industry – São Paulo/BRAZIL

He is responsible for services in the Life Sciences & Health Care at Deloitte in Brazil and he is a member of the Deloitte Global Health Advisory Group. He has over 23 years of experience in the Brazilian health industry and 16 years of experience in consulting to national and multinational companies, with a major focus on the development of market growth strategies, value chain optimization, cost reduction and profit improvement, ensuring the excellence of health business. He has a close relationship with the largest healthcare organizations, hospitals, payers, the pharmaceutical industry, hospital material suppliers, the medical devices industry and diagnostic medicine all over Brazil.

THEME: Varian's perspective of Brazil and the outcome of the technological restitution project with the Ministry of Health

SPEAKER: HUMBERTO IZIDORO – CEO of Varian Medical Systems Brazil – São Paulo/BRAZIL

With over 16 years of experience in healthcare, Humberto Izidoro became the CEO of the company in December 2014. During this time Varian built a manufacturing plant of linear accelerators in Jundiaí/SP, along with the first Training Center in Latin America. In association with the Ministry of Health, the company manages a R\$ 500 million-project, perceived as the greatest Radiotherapy expansion program in the world, with the implementation of 80 pieces of equipment all over the country. Humberto also has experience abroad, having served at North-American companies, including Johnson & Johnson's and Steris Corporation.

MODERATOR: ENRICO DE VETTORI – Deloitte Brazil Lead Partner for the Life Sciences & Healthcare Industry – São Paulo/BRAZIL

PROGRAM FOR MAY 24th – COMPANIES AND EXPERTS

9 a.m. – 10:30 a.m.: **ROUND TABLE 4**

MAIN THEME: How do healthcare service providers, hospitals, practices and laboratories perceive political and healthcare reforms? What are the priorities for the next 5 to 10 years?

THEME: The vision from ISQua – The International Society for Quality in Health Care on how healthcare service providers, hospitals, practices and laboratories perceive political and healthcare reforms. What are the priorities for the next 5 to 10 years?

SPEAKER: PETER LACHMAN – CEO of the International Society for Quality in Healthcare (ISQua) – Dublin/IRELAND

Peter Lachman holds a Master degree in Public Health, is a M.D. and a member of *The Royal College of Pediatrics and Child Health* and *The Royal College of Physicians of Ireland* (RCPI). Peter Lachman has

been working as the CEO of ISQua since May 2016. He was a Health Foundation Quality Improvement Fellow at IHI – *Institute for Healthcare Improvement* (USA) between 2005-2006, and developed the quality improvement program at the *Great Ormond Street Hospital (London)*, where he was the Deputy Medical Director with the lead for Patient Safety. Dr. Lachman was also a Consultant Pediatrician at the *Royal Free Hospital (London)*, specializing in the challenge of long-term conditions for children. Dr. Lachman has been the National Clinical Lead for SAFE, a health foundation funded by the *The Royal College of Pediatrics and Child Health*, which aims at improving awareness in clinical teams. In Ireland, he is Lead International Faculty at the RCPI in Dublin, where he co-directs the Leadership and Quality program to develop clinical leaders in quality improvement. He is also the co-founder and Chairperson of PIPSQC, the Pediatric International Patient Safety and Quality Community.

THEME: The challenges of State and healthcare reforms and their impacts on laboratory and diagnostic medicine.

SPEAKER: MONICA MONTEIRO DE CASTRO – Independent consultant and managing partner of the company Innovare Consultoria e Treinamento – Belo Horizonte/BRAZIL

Physician, specialized in Medical Practice and Public Health, with a Master degree in Epidemiology and a Doctorate degree in Public Health, she served as hospital manager and healthcare advisor both in the public and private segments. She also worked as the Regulatory Manager of the City Health Department of Belo Horizonte, Relationship Manager with Healthcare Services and Superintendent of Health Supply at UNIMED-BH and executive manager of Institutional Relationships of the Hermes Pardini Group.

THEME: The impact of the healthcare reform in Spain and current and future challenges for the system.

SPEAKER: CARLOS HUGO MARTÍNEZ MARTÍNEZ – Medical Officer and Manager at ASISA Dental and medical officer of the HLA Hospital Group – Madrid/SPAIN

ASISA Dental is the second largest dental insurance plan carriers in Spain in number of customers: over 1,5 million people insured. It has 32 offices in Spain and also in Lisbon and Milan. Martínez is also the medical officer of the HLA Hospital Group, comprising 15 hospitals and 20 diagnostic centers in Spain, the only hospital group owned by a healthcare cooperative (Lavinia ASISA Cooperative), with more than 18,000 physicians.

MODERATOR: Dr. PÉRICLES GÓES DA CRUZ – Technical Superintendent at ONA – Brazilian Accreditation Agency

10:30 a.m. – noon: **ROUND TABLE 5**

MAIN THEME: How do industries and paying sources (carriers, the government, etc.) perceive political and healthcare reforms? What are the priorities for the next 5 to 10 years?

THEME: The role of medical credit unions in organizing alternatives to strengthen the healthcare chain value and also to strengthen solutions for the population.

SPEAKER: FERNANDO FAGUNDES DA MOTTA – CEO at Unicred Brazil – São Paulo/BRAZIL

He has over 30 years of experience in Technology and Operations and has worked in finance, services and retail in large size companies as Executive Project Manager, Corporate Manager, Technology Superintendent, Operations and Expansion Officer. He is graduated in Information Technology and holds a MBA in Business Management (IBMEC).

THEME: The role of credit unions in structuring productive healthcare facilities with an innovative, sustainable approach.

SPEAKER: JOSEMAR ALMEIDA MOURA – Commercial Officer at SICOOB/CREDICOM – Belo Horizonte/BRAZIL

He holds a Doctorate degree in Pathology (Medical Background) and works as a teacher at the School of Medicine of UFMG.

THEME: State reforms, the impact on healthcare and the future of supplementary healthcare and private healthcare.

SPEAKER: AGENOR FERREIRA DA SILVA FILHO – Operations Officer of the Insurance Carrier Unimed.

Physician, he holds a Master degree in Surgery by the Federal University of Paraná and works as a teacher at Pontifícia Universidade Católica in Paraná.

MODERATOR: HENRIQUE DIAS – Marketing, Products and Sustainability Superintendent at the Seguros Unimed – São Paulo/BRAZIL

Noon – 1:30 p.m.: **ROUND TABLE 6**

MBC Panel – Movimento Brasil Competitivo (Campaign for a more Competitive Brazil): how is the public sector organizing itself to implement a reform in Brazil?

The round table will discuss successful and significant initiatives that have taken place in Brazil. The objective is to inspire positive changing strategies to be shared between the Union, the States and the cities, in cooperation with the public, private and non-profit sectors, aiming at enhancing public management and driving greater industrial competitiveness.

THEME: The City Government and long-term planning: the Niterói/RJ case

SPEAKER: RODRIGO NEVES – Mayor of Niterói/RJ

THEME: The State Government: governance and public management: the Rondônia case

PEAKER: CONFÚCIO MOURA – Former governor of the State of Rondônia

THEME: The role of Regulatory Bodies in today's State and the healthcare system in the XXI century

SPEAKER: SIMONE SANCHES FREIRE – Inspection Officer at the ANS – National Supplementary Healthcare Agency, attorney specialized in Regulatory Affairs with 16-year experience of work at ANS – Rio de Janeiro/BRASIL

MODERATOR: Dr. CLAUDIO GASTAL, CEO at MBC

2 p.m.: **CLOSING CEREMONY**