

European Patients' Forum Conference  
Brussels, 22-23 June 2005

***Driving Better Health in Europe -  
The Value of Health Education and Compliance***

PROGRAMME

**Wednesday, 22 June**

*Chair: Rodney Elgie, President European Patients' Forum*

**12:30 – 13:30**

**Buffet lunch**

**13:30 - 14:00**

**Registration**

**14:00 – 14:10**

**Welcome and introduction**

*Rodney Elgie, President European Patients' Forum*

**14:10 – 14:30**

**Opening speech – The new EU Health Strategy**

*Fernand Sauer, Director Public Health, DG Health and Consumer Protection,  
European Commission*

**14:30 – 15:30**

**Panel discussion: The role of health education in improving health  
in Europe** (moderated by Rodney Elgie, President European Patients' Forum)

*Patient's perspective – Jean Georges, Executive Director Alzheimer Europe*

*Health professional's perspective – Dr Ian Banks, President European Men's  
Health Forum*

*Health economist's perspective – Tony Hockley, Director Policy Analysis Centre*

*Policy makers' perspective – Charlotte Cederschiöld, MEP*

**Q&As**

**15:30 – 16:00**

**Coffee break**

**16:00 – 17:30**

**Breakout sessions**

1) Doctors and patients working in partnership -

*Moderator: Mara Maccarone, European Federation of Psoriasis Associations*

*Expert: Dr Ian Banks, President European Men's Health Forum*

2) Barriers to compliance -

*Moderator: Rod Mitchell, Chairman European Federation of Crohn's and Ulcerative  
Colitis Associations*

*Expert: Professor Nicky Britten, Inst. for Clinical Education, Peninsula Medical School*

3) From health information and education to 'health literacy'

*Moderator: Ruth Webb, Chairman European Coalition of Positive People*

*Expert: Valentina Grecchi, European Coalition of Positive People*

4) Health information, education and the future EU health strategy

*Moderator: Peggy Maguire, Director General European Institute of Women's Health*

*Experts: John O'Toole, Permanent Representation of Ireland*

**17:30 – 17:45**

**Report to plenary from breakout sessions and Conclusions Day 1 -**

**19:30**

**Drinks and Dinner**

*Guest Speaker: Charlotte Cederschiöld, MEP*

**Thursday, 23 June**

*Chair: Christoph Thalheim, Secretary General European MS Platform*

**8:30 – 9:00**                      **Welcome Coffee**

**9:00 – 9:20**                      **Opening Speech - The G10 process: moving forward with health information**

*Christian Siebert, Acting Head of Unit Competitiveness in the Pharmaceuticals Industry and Biotechnology, DG Enterprise and Industry, European Commission*

**9:20 – 10:30**                      **Panel Discussion: How to get from health education to compliance?**  
*(moderated by Christoph Thalheim, Secretary General European MS Platform)*

Patient's perspective: *Lynn Faulds Wood, Chairman European Cancer Patient Coalition*

Health professional's perspective - *Dr Christina Fabian, President European Union of General Practitioners (UEMO)*

Health economist's perspective - *John Hutton, Senior Research Leader The MEDTAP Institute at UBC*

Policy makers' perspective - *Milan Cabrnach, MEP; Dorette Corbey, MEP*

**Q&As**

**10:30 – 11:00**                      **Coffee break**

**11:00 – 12:30**                      **Breakout sessions**

1) Doctors and patients working in partnership

Moderator: *Deirdre O'Connell, Europa Donna*

Expert: *Dr Christina Fabian, President European Union of General Practitioners (UEMO)*

2) Barriers to compliance

Moderator: *Mara Maccarone, European Federation of Psoriasis Associations*

Expert: *Nick Hicks, Insideout – communications and coaching for healthcare*

3) From health information and education to 'health literacy'

Moderator: *Peggy Maguire, Director General European Institute of Women's Health*

Expert: *Dr Ilona Kickbusch, Senior Health Policy Advisor and WHO Consultant*

4) Health information, education and the future EU health strategy

Moderator: *Hildrun Sundseth, European Cancer Patient Coalition*

Experts: *Isabel de la Mata, Permanent Representation of Spain*

**12:30 – 13:30**                      **Lunch**

**13:30 – 14:00**                      **Report to plenary from breakout sessions**

**14:00 – 15:45**                      **Debate and conclusions**  
*Rodney Elgie, Christoph Thalheim*

**15:45 – 16:00**                      **Closing remarks**  
*Rodney Elgie, Christoph Thalheim*