

**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 Cabrnock, 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