

10. LÜBECKER SYMPOSIUM IN MÜNCHEN AND 9. NATIONALER INFRASTRUKTURWORKSHOP BEST HOSPITAL 2030



Scarce resources lead to new and revised corporate strategies and a more flexible adaptation of cooperation and procurement structures and their supporting technologies.

„If you want to go fast, go alone,
if you want to go far, go together.“

Touareg Saying

Dear Sirs and Madams,

we face far-reaching challenges in our European societies today. In our health, science and infrastructure field operations we have ready access to knowledge, but are constantly flooded with messages, opinions, requests, invitations and rumors.

Designer Charly Frech once called this situation the “era of permanence.”

This era calls for the development of new core competencies. Individuals must learn to filter, distinguish and recognize relevant information from background noise – an approach that is both innovative and inhibited.

In laboratory medicine, diagnostics, and the emergency room, as well as in management and infrastructure upgrades, every decision is dramatically relevant. Quality higher and continuing education, reliable business practices, innovative infrastructure, sufficient revenues, clear criteria for communications and information analysis, as well as the courage to make decisions all help in finding the best solutions.

Innovation in the outlined sectors must necessarily bring change to our society and economy in the next years.

The sustained provision of comprehensive and high quality health care is not possible without effective infrastructure, i.e. streets, bridges, sidewalks, airfields, railways, IT and electricity networks, as well as production and regional shopping and administrative centers, schools, daycares, etc.

Infrastructure updates and development and health care take part in a symbiotic relationship.

When roads and IT communication are poor and regional schools and day cares close or are badly equipped, difficult to access or overburdened, it is very hard to inspire the necessary younger doctors and nurses to settle in these areas.

There is unfortunately no recipe for the best mix of traditional values and new concepts.

Our strategy is to encourage being in touch with oneself, avoiding mistakes and communicating openly with colleagues and other actors.

Service providers from Germany and the European Union will discuss this theme at Ludwig Maximilian University of Munich in 2015. They will focus specifically on ideas, practice models and solutions.

The health and infrastructure initiative will, in conjunction with corporate, political and industrial sector partners, take place in a different German state each year.

Participation fees for clinicians; employees of executive, judicial and legislative sectors; the GKV; students; and participants from outpatient sectors will be waived and fees will be reduced for other groups in order to encourage the best exchange of ideas and concepts possible.

A limited number of participants who distinguish themselves from Germany’s commercial events allow for a productive exchange of information. More information can be found on the website.

I am greatly excited, therefore, for this health initiative.

We hope to inspire an intense exchange of ideas and a lively discussion, and look forward to your arrival.

Yours,
Martin Henze

Chief Executive Officer at GSK Strategy Consultants International



„SCENARIOS – TRENDS – STRATEGIES“

1ST SYMPOSIUM DAY · FEBRUARY 26, 2015 · ADMISSION BEGINS AT 08:00

Auditorium 4 Lübeck Symposium

08:45	<p>Greeting/Commencement Dr. Karl-Walter Jauch, M.D., CEO of the Medical Center of the University of Munich (LMU), Martin Henze, CEO of GSK Strategy Consultants International, Lübeck</p>	11:05-11:30	<p>Future oriented medical school development from the German Council of Science and Humanities' perspective. Dr. Stefan Rathjen, Department of Medicine, WR</p>
09:00-09:25	<p>Participation in patient oriented health care and economization of medicine. Dr. Peter Bartmann, Diakonie Germany, Director of the Center for Health, Rehabilitation and Care, Berlin</p>	11:30-11:55	<p>Humans as a measure of health care with innovation as a main goal. Joachim Sedat, Strategy Germany, Philips Ltd., Hamburg</p>
09:25-09:50	<p>Linchpin of hospital financing and patient care in rural areas. Siegfried Hasenbein, Bavarian Hospital Federation, Management, German Hospital Federation, Headquarters, Berlin</p>	11:55-12:20	<p>The Johanniter System: Quality in health care from a single source. Frank Böker, Attorney, Speaker, Management of Johanniter</p>
09:50-10:15	<p>Securing medical care in rural areas – attempts in Bavaria. Gabriele Hörl, Head of the Department of Health Policy, Outpatient Care, Health Insurance, Bavarian State Ministry of Health and Care, Munich</p>	12:20-14:00	<p>Lunch</p>
10:15-10:40	<p>Health care under conditions of demographic change. Reiner Rogowski, Management, Oberlausitz Clinics Ltd., Bautzen</p>		
10:40-11:05	<p>Demography – fit? Requirements for new care management. Helle Dokken, Director of Nursing, Board of Directors, Medical Center of the University of Munich, LMU</p>		

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Auditorium 4	Lübeck Symposium		
14:00-14:25	Development tendencies in radiology from a quality and cost perspective. Prof. Dr. Maximilian Reiser, Dr.h.c., Director of the Institute of Radiology, Dean of the LMU Faculty of Medicine, Board of the LMU Medical Center, Munich	16:40-17:00	Quality health services – what should be done? Dr. Frank Verheyen, Management, WINEG, Scientific Institute of TK for Benefit and Efficiency in Healthcare, Hamburg
14:25-14:45	Cooperation between Polish and German clinics in the POMERANIA Telemedicine Project. Prof. Dr. Norbert Hosten, Division of University Medicine at Ernst-Moritz-Arndt Greifswald University, IPC	17:00-17:20	Outsourcing – Insourcing, innovative business models for laboratories against fundamental framework challenges. Dr. Florian Kainzinger, Management, LA-BOR Berlin – Charité Vivantes, Berlin
14:45-15:05	Telemedical stroke care in East Saxony, safety, quality and perspective. Prof. Dr. Tobias Back, Saxon Hospital Arnsdorf, TU Dresden's university teaching hospital	17:20-17:40	Flexible cooperation models and innovate laboratories against the changing hospital landscape. PD Dr. Markus Nauck, Bioscientia/Sonic, Healthcare Ingelheim, Berlin
15:05-15:25	Quality oriented outpatient radiology and cooperation opportunities with the inpatient sector. Dr. Johannes Hezel, M.D., Medical Director of MVZ Prüner Gang, Kiel	17:40-18:00	Laboratory medicine analytics' vision quest in the inpatient sector. Prof. Dr. Kai Gutensohn, LADR Hospital, Management, Geesthacht
15:25-15:45	Birth rate deficiency and generation-specific cases, where do we stand and what must we do. Dr. Max Kaplan, M.D., President of the Bavarian Health Association, Munich/Berlin	18:00-18:20	University laboratory medicine – leadership model of paradigm change. Prof. Dr. Ralf Junker, University Medical Center Schleswig-Holstein, Kiel
15:45-16:00	Panel	18:20-18:40	Panel
16:00-16:20	Individualized drug therapy in quality care, its current state and where we should go, quality, costs, ethics. Dr. Pablo Serrano, Innovation and Research Division Manager, BPI, Berlin	18:40	Networking
16:20-16:40	Fourth year benefits assessment – are the costs of innovative drugs appropriate today. Dierk Neugebauer, Management Board member, Bristol-Myers Squibb, Munich		

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1ST SYMPOSIUM DAY · FEBRUARY 26, 2015 · ADMISSION BEGINS AT 08:00

Auditorium 5	National Infrastructure Workshop	11:55-12:15	Panel
08:45	Greeting/Commencement, Auditorium 4 Prof. Dr. Karl-Walter Jauch, CEO of the Medical Center of the University of Munich (LMU), Martin Henze, CEO of GSK Strategy Consultants International, Lübeck	12:15-14:00	Lunch
09:00-09:25	Development of investment finance in the coming years. Joachim Metzner, Presentation Hospital finance, Hessian Ministry of Social Affairs, member of the Federal-State Working Group on Hospital Reform, Wiesbaden	14:00-14:25	Quality oriented and energy efficient planning. Dipl.Ing. Edzard Schulz, Architect, Heinele, Wischer and Partner, Berlin
09:25-09:50	Structural development and finance for university clinics – where do we stand and where do we need to go? Gerd Koslowski, Sales Director of the Medical Center of the University of Munich	14:25-14:50	Management of large infrastructure projects: Specter of every management board. Dipl.Ing.Stefan Reimoser, Managing Director, Turner & Townsend, Munich
09:50-10:10	New life cycle oriented research findings and benchmarks for FM hospital practice. Prof. Dr. Dipl.Ing. Kunibert Lennerts, Karlsruhe Institute of Technology and Construction Management	14:50-15:15	Structural development planning between research, teaching and patient care. Dipl.Dennis Dombrowski, HIS-Hochschulentwicklung (university development), Hannover
10:10-10:35	Innovative facility management against rising energy prices. Dipl.Ing. Johannes Huisman, SKE, Langen	15:15-15:40	Quality standards and safety measures in procurement procedures, with special emphasis on national and European development? Dr. Jakob Steiff, Lawyer and Partner, CMS Hasche Sigle, Frankfurt am Main
10:35-10:55	Potential increases in energy efficiency through divers energy supply models and under current legal specifications. Dipl.Ing.Thomas Lutz-Kulawik, IPP ESN Power Engineering Ltd., Kiel	15:40-16:05	User financing as a basis for life cycle oriented management. Prof. Torsten R. Böger, CEO, VIFG Ltd., Berlin
10:55-11:15	Focus on customers in secondary operations is worth it, examples from practices. Michael Jasper, CEO, Dussmann Participation and Management, Dussman Group Ltd., Berlin	16:05-16:30	Allocation of maintenance budgets through examples of 370 conventional and 7 public-private partnership day cares. Dr. Jörg Christen, Director of the PPP Task Force in the Rhineland-Palatinate Ministry of Finance, Mainz
11:15-11:35	Surface functionality and availability as keys to financial operations of a hospital. Klaus Raberg, Spie Ltd., Hamburg	16:30-16:55	Risk management, ways to proceed in life cycle oriented building projects. Axel Scheel-Siebenborn, Unit A1- Standards and Quality, Federal Office for Building and Regional Planning, Berlin
11:35-11:55	Faszination module construction as a tool for major projects. Dipl.Ing. Michael Schäffler, Executive Management, Cadolto, Cadolzburg	16:55-17:30	Panel
		17:30	Networking

„SCENARIOS – TRENDS – STRATEGIES“

2ND SYMPOSIUM DAY · FEBRUARY 27, 2015 · ADMISSION BEGINS AT 08:00

Auditorium 4	Lübeck Symposium	12:10-12:45	Panel
08:45-09:05	Quality and economics at the university clinic – situations and perspectives in Germany. Dr. Matthias Wokittel, Commercial Director of University Hospital Düsseldorf	12:45-14:00	Closing remarks and lunch
09:05-09:25	University outpatient services from a hospital management board perspective: expensive luxury or essential practice? PD Dr. Thomas Klöss, Board of Directors, Halle an der Saale University Clinic	Auditorium 5	National Infrastructure Workshop
09:25-09:50	Securing of university medicine – perspectives on development in northern Germany through examples from UKSH. Arnd Weber, Director of the University of Schleswig-Holstein's medical division	08:45-09:05	Patient focus as a basic parameter of service management in hospitals, structural perspectives. Kay Lenz, apetito catering, National Sales Manager
09:50-10:10	Full coverage despite tension between quality and budgeting. Dr. Axel Paeger, M.D., Board of Directors, AMEOS, Zurich	09:05-09:25	IT's added value to patient-oriented medicine, Cloud, Big Data, structured communication and personalized medicine. PD Dr. Günter Steyer, Lecturer, Berlin
10:10-10:30	From communication to cooperation. The interplay between conservative and operative actors through examples from outpatient and inpatient obesity treatment. Andrea Kubitz-Kubla, Center of Excellence for New Models of Care, Sana Clinic AG, Remscheid	09:25-09:50	Big Data and analytics conversion of huge amounts of data into intelligent insights. Dr. Mark von Kopp, MBA, SAP, Walldorf
10:35-10:55	Interdisciplinary care and referrals management. Perspective of an established doctor. Dr. Wolfram von Pannwitz, M.D., partner in company of Neurological Health Center, Berlin	09:50-10:15	Interoperability – a new buzzword or useful strategy in hospitals. Prof. Dr. Peter Mildenerger, Mainz University Medical Center, Member of the IHE Europe Executive Board, Mainz
10:55-11:20	Securing of inpatient care – development perspectives. Helge Franz, Director of the Division of Hospital Fees and Finances, Hospital Law, Rhineland-Palatinate Ministry of Social Affairs, Work, Health and Demography, Mainz	10:15-10:40	Terminology server for processing support and increased efficiency in hospitals, fundamentals and applications examples. André Sander, ID Ltd., Berlin
11:20-11:40	Procurement, innovative financing of assets and their management against the changing financial situations of clinics. Hartmut Gerke, CHG-MERIDIAN, Munich	10:40-11:10	Electronic health acts and development tendencies within the EU. Dipl. Ing. Manfred Pregartbauer, Head of the Department of Information Management and CIO of the Federal Ministry of Health, Vienna
11:40-12:10	Accounting behaviors of hospitals in the German public system – history and future in accordance with the § 275 section 1c SGB V. Dr. Annette Busley, M.D., MHBA, Director of Hospital Care Services, MDS, Essen	11:10-11:35	Patients in network infrastructure – Big Data and what's next? Michael Kamps, Lawyer, CMS Hasche Sigle, Frankfurt am Main
		11:35-12:00	Big Data, quality oriented health care and privacy protection, Dr. Thilo Weichert, Head of the Independent Centre for Privacy, Kiel
		12:00-12:15	Business concepts and solution models to modern patient entertainment. Sebastian Wanzke, Dipl., Rottmeir Patienten TV, Freising
		12:15-12:45	Panel
		12:45-14:00	Closing remarks and lunch

Registrations

Registrations should be sent by fax, mail or email, or submitted online at: www.luebecker-symposium.de
After registering, you will receive a written confirmation and invoice for symposium fees.

The participation fee for:

- Employees of patient pre-admission, inpatient and post-hospitalization facilities,
- Employees of public, executive and legislative sectors,
- Employees of the GKV,
- Employees of professional (health) associations,
- Employees of professional organizations,
- Established doctors, pharmacists, nurses, students,
- Nurses and outpatient facilities,
- Parliamentarians and members of the press

is not applicable – the event, symposium materials and meals are covered for these groups.

Other participants will be charged EUR 325, - excl. VAT. Collected.

Please indicate your full name, company and invoice number on your remittance slip. Symposium materials and on-site catering (drinks, lunch, evening events) are included in the registration fee. Travel and accommodation costs, etc. will generally not be covered.

The symposium is certified by the Chamber of Physicians and offers continuing education credits within further education regulations. You may obtain industry card contingents to reduce program fees by 30%.

AGB**Cancellation**

Unfortunately, a refund cannot be granted in case of cancellation.

Changes in Schedule

The organizer reserves the right to replace speakers.

Certificate

Participation will be acknowledged through a certificate in accordance with physicians' continuing education standards. Certificates will be given out at the symposium's end.

Room Reservations

Participants are responsible for their own accommodations.

On our website you will find booking links.

Privacy Policy

Participants' personal data will be stored in order to inform them of future GSK offers. Data will not be given to third parties.

Liabilities

The organizer is liable only for damages caused by his intent or gross negligence, regardless of legal reasons. The organizer is not liable for other damages, especially in the case of accidents at arrival and departure, during participants' stay at the venue and for other damages to individuals and property, including theft during the event period of items brought there.

Other

In case of inaccuracy regarding singular provisions of these terms and conditions, comparable provisions will be instated and other provisions will remain in force.

Terms and conditions take place under Lübeck's jurisdiction.

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Surname

First Name

Sex male female

Title

University/Company

Institute/Department

Street Address

City/State

Country

Telephone Number

Fax

E-Mail

I hereby give permission to add my name and job title to a list of participants. yes no

I hereby confirm my binding participation at the 10th National Infrastructure Symposium in Lübeck.

Signature

INFORMATION, RESERVATIONS AND TRANSFERS

Information and offers regarding hotels in Aachen can be found on the GSK website at: www.gsk-sh.de

ORGANIZER

GSK Strategy
Consultants
International **GSK Strategy Consultants International**

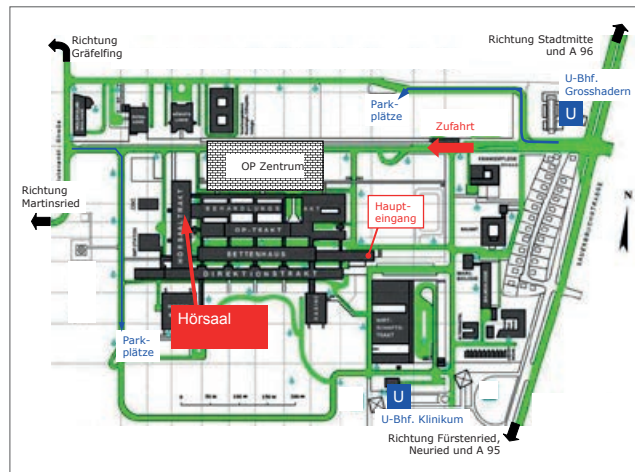
IN COOPERATION WITH

program partners

EVENT LOCATION

Klinikum der Universität München

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Weitere Informationen zum Anfahrtsweg und zur Unterkunft finden Sie unter www.gsk-sh.de sowie www.luebecker-symposium.de oder www.klinikum.uni-muenchen.de