

Final programme

“The benefits of responsible use of medicines”

Setting policies for better and cost effective healthcare

Amsterdam, Hotel Okura, 3 October 2012

Programme overview

Date:	Activity:	Location:	Time:	Page:
2 October	Transfer Airport-Okura	Info to be provided by Congrex	entire day	
	Summit registration	Desk open - entrance to our wing	19:00-22:00	
	Welcome Reception and Buffet Dinner	Grand Ballroom I-II (late arrivals welcome)	19:00-22:00	4
3 October	Summit registration	Desk opens - entrance to our wing	07:30	
	Buffet Breakfast	Grand Ballroom I-II	07:30-10:00	
	Summit Secretariat	Sakura Room	08:30-17:00	4
	Opening Session	Grand Ballroom III-V	09:00-10:15	4
	Coffee break	Central area of our wing	10:15-10:45	
	Panel debate	Grand Ballroom III-V	10:45-12:15	5
	Official Summit Lunch	Grand Ballroom I-II	12:30-13:50	6
	Rapporteurs Lunch	Boardroom	12:30-13:50	

Date:	Activity:	Location:	Time:	Page:
	Formal ministers meeting (closed session)	Grand Ballroom III-V	14:00-16:00	6
	Short break		16:00-16:10	
	(stakeholders and press may enter)			
	Summing up and official closure	Grand Ballroom III-V	16:10-16:30	7
	Final tea break	Central area of our wing	16:30-17:00	
	Meeting the Press	Griffioen Room	16:45-17:15	
4 October	Buffet Breakfast (included)	Camelia Brasserie	07:00-10:00	

Venue:

Nearly all activities will take place on the 1st Floor of Hotel Okura in our badge controlled wing. Please wear your badge at all times; badges to be collected at the Summit Registration Desk. The *exception* is that Breakfast on 4 October will be served in the ‘Camelia Brasserie’ on the ground floor.

Languages:

English and French. Simultaneous translation only during plenary sessions (Grand Ballroom III-V).

Welcome reception and buffet dinner

Tuesday 2 October 2012 - Grand Ballroom I/II - 19:00-22:00 hrs
(late arrivals welcome)

Open bar and buffet food

Host: Edith Schippers, Minister of Health, Welfare and Sport, The Netherlands

Summit secretariat

Wednesday 3 October 2012 - Sakura Room - 08:30-17:00 hrs

Services offered:

One English speaking secretary to offer any assistance required

Fax, copying, b/w-printing

For your convenience several laptops connected to internet and printer

Phone number: +31 (0)20 678 7188 / internal 2188

Fax number: +31 (0)20 678 7190 / internal 2190

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Opening session

Wednesday 3 October 2012 - Grand Ballroom III-V - 09:00-10:15 hrs

Chair:

Carissa Etienne, Assistant Director-General for Health Systems and Services,
WHO, Switzerland

assisted by:

Murray Aitken, Executive Director, IMS Institute for Healthcare Informatics, USA

and:

Hugo Hurts, Director Department of Pharmaceutical Affairs and Medical Technology, Ministry of Health, Welfare and Sport, The Netherlands

After a short introduction by the Chair three speakers will be invited to the podium:

1. **Edith Schippers**, Minister of Health, Welfare and Sport, The Netherlands: “Official opening speech”
2. **Bert Leufkens**, Utrecht University / Utrecht WHO Collaborating Centre for Pharmacoepidemiology and Pharmaceutical Policy Analysis, The Netherlands: “Connecting innovation with practice makes medicines work” (highlights from the technical documentation prepared for the Summit)
3. **Harvey V. Fineberg**, President Institute of Medicine, Washington DC, USA: “Summary of the outcome of the High-Level Stakeholders Roundtables organised by FIP on the preceding afternoon”

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Panel debate involving the ministers

Wednesday 3 October 2012 - Grand Ballroom III-V - 10:45-12:15 hrs

- **Carissa Etienne**, Assistant Director-General for Health Systems and Services, WHO, Switzerland, **Chair**
- **Michel Buchmann**, Switzerland, President, International Pharmaceutical Federation (FIP)
- **Harvey V. Fineberg**, President, Institute of Medicine, Washington DC, USA
- **José Luiz Gomes do Amaral**, Brazil, President, World Medical Association (WMA)
- **Sir Andrew Witty**, CEO GlaxoSmithKline, UK
- **Durhane Wong-Rieger**, Canada, Chair, International Alliance of Patients' Organizations (IAPO)

No more than 30 minutes are scheduled for introductory statements by the members of the panel. Approximately 60 minutes should be available for debate between members of the panel and the official country delegations. The Chair may also allow a few short interventions by experts.

Official summit lunch

Wednesday 3 October 2012 - Grand Ballroom I/II - 12:30-13:50 hrs

Host: Edith Schippers, Minister of Health, Welfare and Sport, The Netherlands

6 Formal ministers meeting (closed session)

Wednesday 3 October 2012 - Grand Ballroom III-V - 14:00-16:00 hrs

Chair:

David Byrne, Ireland, former EU Commissioner for Health and Consumer Protection, Patron of Health First Europe, Co-chair of the European Alliance for Personalized Medicine

assisted by:

Kees de Joncheere, Director Department of Essential Medicines and Health Products, WHO, Switzerland

and:

Hugo Hurts, Director Department of Pharmaceutical Affairs and Medical Technology, Ministry of Health, Welfare and Sport, The Netherlands

The goal of the afternoon session is to identify potential directions for the future and the main conclusions for the Summit based on the documentation provided and the panel discussion.

Country highlights will form a key input for this and ministers are invited to reflect on their own experiences and learnings.

Summing up and closure

Wednesday 3 October 2012 - Grand Ballroom III-V - 16:10-16:30 hrs

Stakeholders and a number of journalists will have joined as from 16:00 hrs

1. Summing up by **David Byrne**
2. Closing remarks by **Minister Edith Schippers**

FYI: **Minister Edith Schippers**, **Carissa Etienne** (morning chair) and **David Byrne** (afternoon chair) as well as **Michel Buchmann** (President, FIP) will proceed to the Griffioen Room in order to **'Meet the Press'**. One interpreter English-French to assist.

Rationale behind the ministers summit

In the past decades medicines have had an unprecedented positive effect on health, with strong reductions in mortality, morbidity and an improved quality-of-life for patients. However, the benefits of currently available medicines are not fully reaped and many health care needs are still unmet. Only 50% of patients suffering from chronic diseases in developed countries follow treatment recommendations, mortality from avoidable adverse effects is significant and the right medicine does not always reach the right patient. This leads to unnecessary disease burden, waste of resources and has a negative economic impact.

Therefore, there is still great untapped value for patients and society; in this ministers summit we want to focus on the benefits of responsible use of medicines to address this issue. We are interested in particular in how we can improve patient health without significant cost increases for the system (or sometimes even cost-savings), for example, by matching drugs to the right patient, improving drug use by patients, and enriching information about the patient and its therapy.

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We are looking for the appropriate solutions to stimulate more responsible use of medicines: by strengthening the role of patients, unlocking the full potential of pharmacists, and/or empowering doctors, nurses and other health care professionals with the right tools.

The figure on page 9 provides the framework for the Summit. The main area of focus will be the bottom three rows in the overview as we believe that a focused discussion about these topics would add to the international debate. Themes such as drug development and pricing and affordability will not be explicit topics during the Summit.

The Summit wants to provide participants with an analysis of potential gains that can be made (both in health and costs) and concrete, evidence-based, policy options. The World Health Organization and the IMS Institute for Healthcare Informatics will provide technical reports with an overview of policy options and their rationale. In addition, an overall briefing paper with key message will be prepared under the coordination of the Utrecht WHO Collaborating Centre for Pharmacoepidemiology and Pharmaceutical Policy Analysis, The Netherlands.

The Summit may result in an agenda that articulates a shared vision and ambition with clear goals on what governments can do, or what coordinated actions and activities are needed, to get the most value from our medicines.

We want to approach the topic in such a way that it is relevant for governments around the world; our main interest is in the commonalities, not the differences. We are especially interested in best practices and experiences from different countries (including low, middle and high income countries) that can act as inspiration and example for participants in the Summit. We also expect that medicines can act as a ‘vehicle for learning’ for other areas of healthcare.

Value of medicines is lost if these...	Sources of lost value of medicines for patients and society		
	Topics	Key Stakeholders	Main Issues
...have not been developed at all	<ul style="list-style-type: none"> • Priority setting • Innovation policy • Regulatory aspects 	<ul style="list-style-type: none"> • Industry • Regulators • Academia 	<ul style="list-style-type: none"> • Therapeutic gaps • Industry in crisis • Innovation deficit
...are not available/affordable	<ul style="list-style-type: none"> • Pricing • Supply chain • Resources 	<ul style="list-style-type: none"> • Payers • Pharmacists • Governments 	<ul style="list-style-type: none"> • Supply deficits • Economic resources • Inequality
...are not matched to the right patient at the right time	<ul style="list-style-type: none"> • Diagnostics • Quality of prescribing • Medication errors 	<ul style="list-style-type: none"> • Prescribers • Pharmacists • Insurers 	<ul style="list-style-type: none"> • Therapy inefficiency • Neg. benefit/risk • Iatrogenic costs
...are not appropriately taken by the patient	<ul style="list-style-type: none"> • Adherence • Patient information • Empowerment 	<ul style="list-style-type: none"> • Patients • HC professionals • Insurers 	<ul style="list-style-type: none"> • Therapy inefficiency • Patient safety • Economic costs
...are not used with the right capabilities in place	<ul style="list-style-type: none"> • Education/Training • Monitoring • Health care system 	<ul style="list-style-type: none"> • Health systems • Policy makers • Knowledge systems 	<ul style="list-style-type: none"> • Unmet med. need • Publ. health security • Data and statistics

Main focus for Summit

Practical and logistic information

Invitational Policy / Seating arrangement

To ensure the success of this one-day Summit, we have opted to focus on a relatively small group to foster fruitful discussions. As such, a carefully selected group of about 30 health ministers from all six WHO-Regions is invited. Each of them may be accompanied by one senior civil servant or expert of their own choice who will be seated next to him/her at the ministerial table.

This includes the major world economies as well as four countries at the other end of the scale. We will also invite, on our budget, all six WHO Regional Pharmaceutical Advisors. Regional perspectives and local expertise will be taken into account as we further develop Summit content.

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The Executive Summary of the Summit will be translated into the six official WHO languages, making it available for dissemination to countries that have not attended.

Languages

The languages to be used at the Summit will be English and French only. Conference materials and preparatory technical reports will be made available in English.

The Executive Summary of the Summit (approx. 3,000 words) should be ready by the end of 2012 in six versions: Arabic, Chinese, English, French, Russian and Spanish.

English is spoken widely in both the hotel and around Amsterdam.

Visa

Regarding your attendance to the Summit, please inquire as to whether or not you need a Visa to visit the Netherlands and allow sufficient time for application and processing.

After having accepted the invitation our guests will receive an official confirmation from our Congress Bureau CONGREX HOLLAND (either by letter or fax). This may be needed in the application procedure.

Secretariat /Contact

Congrex Holland B.V.
P.O. Box 302
1000 AH Amsterdam
The Netherlands
Tel: +31 (0)20 50 40 200
Fax: +31 (0)20 50 40 211
Email: ministerialsummit2012@congrex.com

Transport to the Hotel Okura upon arrival

As indicated in the programme transport will be arranged on 2 October 2012. More information will be provided at a later stage.

Venue of the Summit /Extra nights

The Summit will take place at the deluxe five-star Hotel Okura Amsterdam. A maximum of two delegates per country will be offered rooms at the Hotel Okura for one or two nights. However, additional costs such as wireless internet (approx. € 12.00 per day), Telephone, Pay-TV, Minibar, Room Service, etc. will be charged to the guests.

Some guests may wish to stay longer and may book up to three additional nights both before and after the Summit. Please refer to our conference rate. A credit card will be needed.

The address is:

Hotel Okura
Ferdinand Bolstraat 333
1072 LH Amsterdam
The Netherlands
Tel: +31 (0)20 678 71 11
Fax: +31 (0)20 671 23 44
Website: www.okura.nl

Accompanying partners

There will be no official partner programme. The front desk of the Okura hotel will provide any tourist information needed, in several languages. A tram stop is conveniently located in front of the hotel.

Partners are cordially invited to attend the Welcome Reception & Buffet Dinner during the evening of 2 October 2012. They may share the hotel room and use the buffet breakfast at no extra cost. However, partners are not invited to attend the official meeting or the Conference Lunch. They may join their partner at the Tea Break prior to going into town.

Participants planning to bring their partners are kindly requested to inform Congrex beforehand.

Weather

The weather in October in Amsterdam has an average high of 16 °C (61 °F) and an average low of 9 °C (48 °F). It may be gray most of the time with light showers on and off. A decent jacket is usually enough to remain comfortable, although bringing a travel umbrella might be worthwhile as well.

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Liability and insurance

As in all major cities, people should be aware of safety risks. It is highly recommended that all participants carry proper travel and health insurance.

Badges /Security

Inside the hotel you will need to wear your badge at all times in order to be admitted to the section on the first floor reserved for the Summit.

Partners will also need a (special) badge to be admitted.

Health Care/Dentist

Please contact the front desk / reception of the Hotel Okura (24h/24h).

Emergency Services

The national telephone number for all emergency services in The Netherlands including AMBULANCE, FIRE and POLICE is “112”.

Shopping hours

Traditional shopping hours are: Monday 13:00-18:00, Tuesday to Friday 09:00-18:00 (Thursday until 21:00), Saturday 09:00-17:00, Sunday 12:00-17:00 (Amsterdam and The Hague only).

Amsterdam

Amsterdam is the capital and largest city of the Netherlands, located in the province of North Holland in the west of the country. The city, which had a population (including suburbs) of nearly 1.4 million, comprises the northern part of the Randstad, the sixth-largest metropolitan area in Europe, with a population of around 6.7 million. Its name is derived from Amstelledam, indicative of the city's origin: a dam in the river Amstel. Settled as a small fishing village in the late 12th century, Amsterdam became one of the most important ports in the world during the Dutch Golden Age, a result of its innovative developments in trade. During that time, the city was the leading centre for finance and diamonds. In the 19th and 20th centuries, the city expanded and many new neighbourhoods and suburbs were formed.

Canal Cruise

If this is your first visit to Amsterdam a canal cruise of approx. 1 hour will be a nice option to consider.

Art and Entertainment - a few suggestions

Rijksmuseum

The largest and most popular museum in the Netherlands.

Opening hours: Daily from 09:00 until 18:00.

Anne Frank's House

The queues to this Amsterdam landmark can be very long indeed but you may buy and print tickets at home via the internet: <http://www.annefrank.org/en/Museum/Practical-information/Online-ticket-sales/>.

Your entry via a special entrance will be restricted to a predetermined time slot.

Opening hours: Daily from 09:00 until 19:00 at the time of the Summit.

Van Gogh Museum

The Van Gogh Museum will undergo refurbishment during a period of six months as of the end of September 2012. For the duration of the renovation the collection will be shown in the beautiful Hermitage Amsterdam Museum.

Hermitage Amsterdam Museum

A superb selection of the Van Gogh Museum will temporarily be shown in one of the two exhibition wings of the Hermitage Museum. This selection dovetails with the

exhibition on Impressionism scheduled to be held in the other exhibition wing. This represents a rare opportunity, one not likely to happen again anytime soon. Opening hours Hermitage: Daily from 10:00 until 17:00, Wednesday till 20:00.

The queues may vary but are sometimes very long. In case you would like to go there during your free Wednesday evening we suggest you leave the Hotel Okura after your cup of tea and postpone your dinner till after 20:00 hrs. There are many restaurants at short walking distance from the Hermitage Museum, for example around the so-called Rembrandtplein.

Currency / Tips

The Netherlands uses the Euro (€). As for the denominations of the currency, there are €5, €10, €20, €50, €100, €200 and €500 notes as well as bi-coloured €1 and €2 coins. Please note that many businesses do not accept notes larger than €50. Amounts under €1 are called cents: single-coloured coins of 5, 10, 20 and 50 cents.

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Tipping is not required at restaurants or hotels. However, a 10% tip is widely accepted as a standard for good restaurant service. For other services such as room service, housemaids, taxis and theatre ushers, tips are not expected but are greatly appreciated.

ATMs

Make certain your bankcard is of the four PIN number type; this is the standard in The Netherlands. ATMs in The Netherlands are compatible with the Maestro, Cirrus or Plus system. On many ATMs Mastercard and Visa may also be used but at a somewhat higher transaction cost. If you have any doubts about the usability of your card, contact your bank prior to leaving. You might also want to check with your bank to ask about their fee structure on international exchanges.

Credit Cards

Credit and debit cards are widely accepted but not for small purchases. In some smaller shops, bars, cafés and restaurants they may not be accepted at all, so please check.

Safe

Our rooms at the Hotel Okura are fitted with a safe with internal power point to recharge your laptop.

Taxi

When wanting to use a taxi, always ask the front desk of the hotel to call one. A certified taxi company is 'Amsterdam Taxi Centrale'. They can be reached via +31 (0)20 7777777.

Public transport in Amsterdam

Trams are a great way of getting around, with routes heading out from the centre in all directions.

At the Hotel Okura you may buy Day Cards allowing unlimited use during either 24 hrs or 48 hrs after validation by your first electronic check-in; valid not only in trams but also in metro and bus. In trams and busses one may buy 24-hr Day Cards, as well as 1-hr Cards. Checking in and out each time is compulsory.

Parking

Hotel Okura has a parking garage. The charge to hotel guests is approx. € 35.00 per 24 hrs.

Telephone code

The country code for The Netherlands is 0031, please dial this number before a local Dutch number. Each city in The Netherlands has its own city code. The city code of Amsterdam is 020.

So when you make a call to a number in Amsterdam, dial 0031 + (0)20 + the phone number.

Time Zone

The time zone in The Netherlands is Central European Time. During the Summit it is still 'summertime/daylight saving time'.

Voltage

Electricity in The Netherlands is 230 Volts, alternating at 50 cycles per second. The wall sockets in the rooms of the Hotel Okura accept English, Swiss, French and Dutch plugs. If your appliances plug has a different shape, you may need a plug adapter.

All rooms have a separate hairdryer and an iron.

The organising team

Overall responsibility

Ministry of Health, Welfare and Sport, The Netherlands
Department of Pharmaceutical Affairs and Medical Technology
Hugo Hurts, Director
Jan-Willem Hartgerink, Project Coordinator

Programme committee

Hugo Hurts, Chairman
Josée Hansen
Ton Hoek († 28 July 2012)
Harrie Seeverens
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Pieter Stolk, Secretariat/Coordinator

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