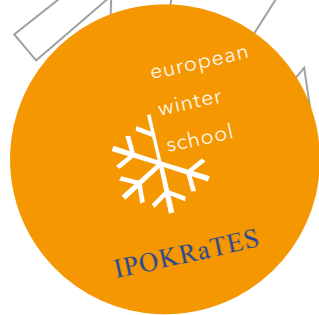




**This seminar has been cancelled.
For inquiry please contact
Ms Oehmann at
ipokrates@mcon-mannheim.de**

EUROPEAN WINTER SCHOOL - IPOKRATES Seminar
on Personal and Health Care Management

Innsbruck, 10 - 12 March 2010



OBJECTIVES

IPOKRATES seminars provide high-quality postgraduate education that enable professionals to keep abreast of the most recent developments, and offer participants the opportunity to discuss clinical problems or scientific issues personally with international experts.

BACKGROUND

The European Winter School provides theory-based but applicable tools for key stakeholders in the field of healthcare. The aim of the school is to move beyond research and rhetoric into understanding and skills, building practical strategies for change and explaining how they can be effectively implemented in participants' settings. The winter school builds on topics relevant to healthcare reform discussed at yearly conferences, in particular the Annual Conference of the European Health Management Association (EHMA). The concept is: "Bring the topics to the employees in charge of implementation".

TARGET GROUP

- Medical doctors of all medical fields,
- Administrators and managers in health care

LECTURERS

John Zupancic, Harvard Medical School, Boston, USA

Georg Simbruner, Chairman Ipokrates, Medical University Innsbruck, Austria

Siegfried Walch, Management Center Innsbruck, Austria

Peter Mirski, Management Center Innsbruck, Austria

Andy Holzer, Blind Mountaineer, Lienz, Austria

Victoire De Margerie, Grenoble School of Management, France

PROGRAMME: WEDNESDAY, 10 MARCH 2010

13:00 – 17:30 **Workshop on Economics of Health Care Delivery**

Speaker: John Zupancic, Harvard Medical School

The stunning medical progress of the past three decades has been accompanied by even more rapid growth in the costs of care. The tools of economic evaluation, in particular cost-effectiveness analysis, allow us to measure the value for money of these new technologies, so that limited resources yield the greatest possible improvements in child health. Participants will gain an understanding of the components of a valid economic evaluation and the critical appraisal skills to determine whether economic information is reliable. No previous understanding of economic valuation is required. The workshop will be presented in several modules covering the fundamental elements of successful economic evaluation, including perspective, categories of costs, measures of effect, integration of costs and effects, and estimation of uncertainty.

13:00 - 14:00 Introduction and Framing of Economic Analyses

14:00 - 15:00 Measuring Resource Utilization and Costs

15:00 - 15:30 Coffee Break

15:30 - 16:30 Measures of Effect

16:30 - 17:30 Understanding Uncertainty

19:00 – 21:00 **Evening Event "Opening the eyes of those who see"**

Speaker: Andy Holzer, Tirol

High performances are important in sports as well as in the professional life. Besides proficiency one's own motivation is one of the key factors of being successful. From birth onwards blind Tyrolean mountaineer Andy Holzer performs at a level only achieved by very few people with normal vision. Find out how Andy Holzer achieved the impossible in next to no time and how he found his source of motivation.



PROGRAMME THURSDAY, 11 MARCH 2010

09:00 – 12:15 **Time & Internet Management**

Speaker: Peter Mirski, Management Center Innsbruck

Time Management stands predominantly for Selfmanagement. A number of strategies can assist in improving one's selfmanagement and thereby help using time more active. In this seminar the most important methods for a more effective time management will be presented and discussed. An additional issue of the seminar will be the influence of Social Media and Virtual Networking on effective time management (e.g. Are Social Networks improving communication or just a waste of time?, To what extent is Social Media and Virtual Networking influencing effective time management?).

10:30 - 10:45 **Coffee Break**

13:30 – 15:00 **Communication & Documentation Skills**

Speaker: Georg Simbruner, Medical University Innsbruck

In this session participants get insight into how communication and documentation works and are also provided with a raft of tools and techniques to be more adept and self-assured (e.g. Communication between doctors, Communication between doctors and patients, Planning and delegation of tasks, Feedback reports, examples from neonatal intensive care & obstetrics- Neonatology)

15:00 - 15:15 **Coffee Break**

15:15 – 16:45 **Cooperation & Competitors**

Speaker: Siegfried Walch, Management Center Innsbruck

Patients, their relatives, patient groups, health professionals and other personnel, owner of the hospitals, politically motivated players, journalists etc. are influencing the daily lives of health managers and medical doctors. This session focuses on the challenge of stakeholder alignment and communication management; Methods used to identify different interests and needs and to move groups into the context of a desired strategy and towards a defined goal. The course will develop participants' conflict management & planning skills for immediate application in the healthcare setting with emphasis on the following aspects: How to prepare for negotiations between departments, across organizations and with other players representing politics and society? How to manage and to structure difficult change processes as a basis to solve conflicts and to handle different interests? How to allocate and define clear roles for solution oriented group processes?



PROGRAMME FRIDAY, 12 MARCH 2010

09:00 – 12:15 **Workshop on Strategy & Leadership**

13:30 – 16:45 **Speaker: Victoire de Margerie, Grenoble School of Management**

Purpose of this course is to help participants understand how strategy and leadership interconnect in order to deliver profitable growth in an environment with a high technology content such as healthcare.

09:00 – 10:30 Understanding the merits and components of a sustainable competitive advantage. Presentation of two practical examples (Philips Medical Systems and ST Microelectronics Imaging)

10:30 – 10:45 Coffee Break

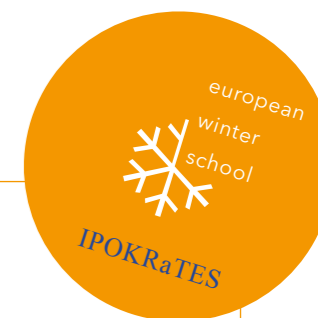
10:45 – 12:15 Active case discussion on Post Merger Integration at Philips Medical Systems. Definition of a practical approach in order to “make” the strategy happen while selecting and organizing the most appropriate human resources

12:15 – 13:30 Lunch break

13:30 – 15:00 Business Game on Equity Structure and Strategy at a German family company manufacturing medical systems Pt I

15:00 – 15:15 Coffee break

15:15 – 16:45 Business Game on Equity Structure and Strategy at a German family company manufacturing medical systems Pt II



PARTICIPATION FEE

(special offer for IPOKRates members, including coffee breaks)

Before 31st January 2010	300€
After 1st February 2010	350€

SITE

Management Center Innsbruck (MCI), 6020 Innsbruck, Austria, Universitaetsstrasse 15

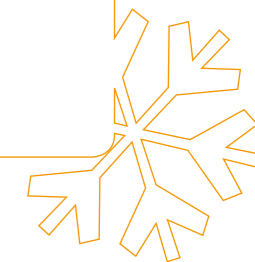
INFORMATION | REGISTRATION

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