



THE REVOLUTION OF KNOWLEDGE IN HEALTHCARE

Outline of the Event

Members Salon, European Parliament, 29 June 2010

SUGGESTED TIMELINE

18.30-19.00	Registration
19.00-19.20	Keynote speech by Dr. Miroslav Mikolásik, MEP
19.20-19.30	Welcome address by Dr. Jürgen Schulze, EDMA President
19.30	Starter and main course
20.30-20.50	Prof. Dr. Angela Brand, Maastricht University
20.50-21.10	Q&A
21.10	Dessert and coffee
21.30	End of the event

SCOPE OF THE EVENT

Aimed at a specialist audience of policymakers and healthcare stakeholders (max. 30-35 people), this event will constitute an excellent networking opportunity and an ideal occasion for the exchange of views on the ongoing public health initiatives at European level. In view of the significant challenges currently faced by healthcare services in Europe, future trends such as personalised medicine and the need for greater patient participation will be at the centre of the debate. The particular aim of the event is to discuss the “*Revolution of Knowledge in Healthcare*”.

PARTICIPANTS

This event will be hosted by MEP Dr. Miroslav Mikolásik and will bring together MEPs with a pronounced interest in healthcare, high-level representatives of the European Commission and CEOs of the leading *In Vitro* Diagnostic companies. Furthermore, invitations will be sent to a variety of key healthcare stakeholders (e.g. the European Patients Forum).

THE REVOLUTION OF KNOWLEDGE IN HEALTHCARE

Medical innovations have substantially improved the lives of all Europeans, and there is every reason to believe that the future will see even more breathtaking advances in the prevention and treatment of diseases. These new technologies will also help make health services more efficient and more sustainable – a necessary move in times of rising healthcare expenditure and demographic change.



Looking ahead, new generations of diagnostic tests establishing disease susceptibility on a patient-by-patient basis, the individualised use of ICT, and greater patient participation should become dominant trends of future healthcare.

Doctors and nurses need to assess a great number of information, such as the results of diagnostic tests and the reaction to previous treatments, in a relatively short period of time. Thus, providing healthcare professionals with an even more accurate knowledge is becoming more and more important for the effective support of clinical decision making.

Empowering patients – especially the elderly and chronically ill – by providing them with the right knowledge so that they can take responsibility for the daily management of their diseases will dramatically enhance medical outcomes, whilst at the same time reducing the cost burden on healthcare systems by avoiding the onset of complications.

Furthermore, innovative medical technologies will enhance the sophistication of treatment by bridging the gap between diagnosis and intervention, i.e. not only matching an accurate diagnosis with the correct treatment, but also predicting which drug and dosage will work best for each individual patient. This fundamental breakthrough marks the *“Revolution of Knowledge in Healthcare”*.