



**WORLD CONGRESS PRESENTS
THE EUROPEAN LEADERSHIP SUMMIT ON CHRONIC CARE,
AMSTERDAM, NETHERLANDS, DEC. 3-4, 2007**

*Leading health officials representing 10 countries to provide key insights
on improving treatment of chronic disease*

WOBURN, MA. – October 2, 2007 – World Congress, the leading global producer of health care conferences today announced it will present its first ever **Leadership Summit on Chronic Care in Amsterdam** on **December 3 & 4, 2007** at the NH Grand Krasnapolsky Hotel, bringing together more than 100 chronic care experts from Europe, Australia and the United States in a unique high-level leadership forum.

Organized under the high patronage of the European Commission, the two-day summit will feature leading experts on chronic care from more than 20 countries who will participate in keynote addresses, controversial debates, implementation case studies, tutorials and informal roundtable discussions. The event will convene senior executives from key organizations advancing chronic care in Europe, including providers, payers, suppliers, customers, policy makers and health officials.

Chronic disease and long-term conditions can represent up to 70 percent of a country's total health expenditure. These costs run even higher when chronic conditions are poorly managed. With aging populations and an increasing number of chronic patients, health systems worldwide are embracing chronic care as one of the most promising opportunities to improve clinical and financial outcomes.

“We've assembled a program consisting many of the world's leading thinkers on chronic care,” said Ann McGrath, Director, World Congress Leadership Summits. “As medicine continues to advance, there are increasingly more options for treating the chronically ill, ranging from telemedicine to self-care. We will examine not only the role of the patient and healthcare provider, but that of new technology and the financial impact of chronic care.”

The Chronic Care Leadership Summit will specifically focus on:

- IT infrastructures, Electronic Health Records and Chronic Care
- Aligning financial incentives and restructuring care
- Tele-health and Remote Monitoring
- Empowering patients and supporting self-care
- Special seminars will focus on: Diabetes, cardiovascular and lung disease

For a complete program guide visit

www.worldcongress.com/chronic

Members of the media may obtain a complimentary pass by emailing patrick.golden@worldcongress.com

Presenters from the following countries include:

Netherlands:

- Dr. Leo Kliphuis, Deputy Director Public Health, Ministry of Health Welfare and Sports
- Professor Reinout van Schilfhaarde, Chair, National Diabetes Federation, Netherlands
- Dr. Bert Vrijshoef, Faculty of Health, Medicine & Life Sciences, Universiteit Maastricht, Department of Integrated Care, University Hospital, Maastricht
- Albert van der Zeijden, Chair, International Alliance of Patients Organizations

United Kingdom:

- Dr. Sue Roberts, National Clinical Director for Diabetes, NHS
- Anna Coote, Head of Engaging Patients and the Public, Healthcare Commission, Commissioner for Health, Sustainable Development Commission
- David Colin-Thome, National Clinical Director for Primary Care, Department of Health, United Kingdom
- Professor Harry Burns, Chief Medical Officer, Scotland
- Professor Gordon Peterkin, Director, Scottish Center for Telehealth, Scotland

Italy

- Mark Suhrcke, Economist, WHO European Office for Investment for Health and Development
- Andrea Donatini, Director, Economic Evaluation of Providers, Local Health Unit of Parma
- Walter Bergamaschi, IT Director General, Ministry of Health

France

- Isabel Durand-Zaleski, Professor of Medicine, Professor of Medicine, University of Paris XII, Chief of Public Health, Henri Mondor Hospital, President, Scientific Committee for Evidence-based Medicine in Cancer
- Dr. Marco Bonollo, Director, Disease Management Unit, Professorial General Medical Unit

Germany

- Franz Knieps, Director General for Public Healthcare, Health Insurance and Long Term Care Insurance, Federal Ministry of Health
- Sophia Schlette, Project Director, International Network Health Policy & Reform, Bertelsmann Stiftung, Detached to the Federal Ministry of Health

Spain

- Dr. Joseph Roca, Director, Chronic Care Programme, Hospital Clinic, Professor of Medicine, University of Barcelona
- Albert Jovell, Director General., Fundacio Biblioteca
- Josep Laporte, President, The Spanish Patient Forum

Norway

- Stute Pettersen, Deputy Manager, Norwegian Center of Telemedicine and Health, University Hospital of Norway

Denmark

- Dr. Elise Smith, Director, National Centre for Health Promotion and Disease Prevention, Nat. Board of Health
- Dr. Soren Skovlund, DAWN Diabetes Attitudes Wishes and Needs, Corporate Responsibility, Novo Nordisk
- Mr. Michael Hansen-Nord, Senior Consultant, Medical Department, Funen Hospital

Australia

- Dr. Marco Bonollo, Director, Disease Management Unit, Professional General Medical Unit, The Alfred, President, Australian Disease Management Association

United States

- Malinda Peeples, Immediate Past President, American Association of Diabetes Educators, Managing Director, Peeples Consulting
- Professor Barbara Starfield, University Distinguished Professor, The Johns Hopkins University. Epidemiology,
- Ian Duncan, President, Soluica Consulting, Inc.
- Dr. Sandeep Wadhwa, Vice President, Care Management Services, McKesson Health Solutions
- Dr. Joseph Gifford, Chief Medical Officer, Regence Blueshield,
- Dr. Felice Hill-Briggs, Assistant Professor, Departments of Medicine, Health Behavior and Society, PM&R Welch Center for Prevention, Epidemiology and Clinical Research, Johns Hopkins Medical Institutions

About World Congress Leadership Summits

The World Congress **Leadership Summit Series** addresses the most cutting edge issues for healthcare executives across a range of industry sectors. Designed to expand on topics discussed at invitation-only summits during the World Health Care Congress, this series offers new perspectives on established methodologies, and details solutions to foster innovation and change.

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