



## Bringing Innovative Regions Together for Health

South Tyrol \* Lombardy \* Olomouc \* Opolskie \* Trencin \* Valencia \* Zlín

Partnership Newsletter

Issue N.2 - September 2009

### BIRTH at the Open Days 2009

Introduction to the program prepared by partner Regions

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### Main themes

This year BIRTH deals with two main topics:  
I. healthcare outside hospitals and clinics;  
II. best practices in innovative healthcare within partner Regions

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### Thematic seminar

BIRTH gives you appointment at the Office of South Tyrol in Brussels for a high-level discussion on the most effective strategies involving the Regions in health policy, including prevention

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### Speakers' profiles

Outlines of the special guests at BIRTH's events

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### Networking workshop

This technical session is devoted to project results, proposals and ideas for new partnerships

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### Map of venues

Orientate yourself with the general map of the main venues for the OPEN DAYS 2009 in Brussels

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European Week of Regions and Cities  
Brussels

5 - 8 October 2009

# Global challenges, BIRTH responses

It seems that the edition 2009 of the Open Days will be among the most successful ones: figures registered up to now confirm this impression. For that special occasion, BIRTH has prepared a tough program that focuses on issues of general interest.

One week before the closing-up of the registrations to the Open Days 2009, more than 5000 participants have been accepted to the events in Brussels.

Depending on the workshop's topic and according to the rooms' capacities, between 68% and 100% of the seats have been booked. For 36 workshops there are no more possibilities of participation, as places have been all taken. In terms of figures, it is already a real success.



**The Open Days are the ideal meeting place for decision-makers, experts, institutions and investors involved in regional policy all over the EU.**

BIRTH has carefully prepared this "record-edition" of the Open Days.

The program of events has been defined with specific attention to one of the main challenges that the European Regions are called to face presently and - most probably - in the near future: the health conditions of their citizens.

To discuss about prevention policies, information and sensibilisation of the citizens, BIRTH has grouped top experts.

A panel of representatives from the Regional Services dealing with healthcare is enriched with contributions by the EU and international institutions, professionals and academic personalities.

They are asked not only to present their visions about innovative contents for advanced regional policies in the field of healthcare, but also on operational solutions, projects and proposals that could be implemented in a perspective of transborder cooperation, possibly with the support of the European institutional partners.

It is the "BIRTH way" of approaching the Open Days, considered as an opportunity for creating platform for durable cooperation and networks more than a simple public-relation event.

In the pages of this edition of our Newsletter you can find a guide to the main appointments of the BIRTH program. We look forward to meeting you there.

### Mattia Crosetto

Head of the Zlín and Olomouc Regions in Brussels

On behalf of BIRTH at Open Days 2009  
Brussels, September 2009



## Seminar 1

### Focusing on citizens: Innovative policies for health

October 6th, 09h30 - 13h00

Representation of the European Region Tyrol - South Tyrol – Trentino

45-47, rue de Pascale, 1040 Bruxelles

#### Programme

- 09h30:** *Welcoming of the participants*
- Moderator Dr. Vincenzo COSTIGLIOLA, President of EMA - the European Medical Association
- 09h45:** Mr Olivier BRUNET, Programme Officer European Commission DG Research B 4 Regions of Knowledge  
*Regions of knowledge and health - 2010 Call, work programme, synergies*

#### *Examples of Regional innovative practices on different prevention strategies*

- 10h15:** Mr. Florian ZERZER, Head of Unit of the Provincial Ministry in charge of Health, Social Affairs and Family Autonomous Province of South Tyrol (IT)
- 10h45:** Mr. Stanisław LAGIEWKA, Director of Department of Health and Social Affaires Marshal's Office, Opolskie Region (PL)
- 11h15-11h30:** *Coffe Break*
- 11h30:** Mr. José CLÉRIGUES-BELLOCH, Director General de Farmacia y Productos Sanitarios Conselleria de Sanidad, Comunitat Valenciana (ES)
- 12h00:** Mr Frantisek MARTAUS, Director of House of Social Services Trencin Region (SK)
- 12h30:** Conclusions by the moderator
- 13h00:** *Lunch*

## Special guests of BIRTH

### Vincenzo Costigliola

International expert in healthcare, President of the European Medical Association

Dr. Costigliola is President of the European Medical Association - EMA, with long-lasting professional experience in the medical sector at international level.

Personally involved as doctor in the nutritional domain, he is Member of Stakeholder Nutrition & Health 2020. In addition, he is Medical advisor for the EC, WEU and NATO, Member of the Editorial Advisory Board of "Psychiatry in primary care journal" and Member of the Steering Committee Health First Europe.

He has long experience in EU projects, as he was expert-evaluator in the 5th Framework Program and then Partner or even Coordinator in several international initiatives for DG Research, SANCO, INFOS and DG REGIO.

### Olivier Brunet

European Commission, Directorate General for Research, Unit for the Regions for Knowledge program

At DG Research, Mr. Brunet is directly involved in the management of the programme "Regions of Knowledge", from design of strategies and supporting measures, up to the monitoring of results, including the follow up of projects.

Mr. Brunet has long experience in Regional Policy, including triangular cooperation with the European Parliament, the Committee of the Regions and the Economic and social Committee. He has also developed specific skills in strategic planning within the European Commission (DG REGIO).

To complete his professional profile it is worth to recall his experiences at the DGs for Education and Culture, Environment and Employment.



## Networking workshop Success stories in applied innovations for health

October 6th, 14h30 - 16h15

Representation of the European Region Tyrol - South Tyrol – Trentino

45-47, rue de Pascale, 1040 Bruxelles

### Programme

- 14h30:** *Welcoming of the participants*  
Moderator Dr. Gabriele PASTORINO, European Observatory on Health Systems & Policies
- 14h35:** Opening address by the Moderator  
*Introduction to the European Centre for Health Policy*
- 14h50:** Mrs. Marie LAGARRIGUE, Policy Officer  
European Commission DG SANCO - Unit C5, Health Strategy and Health systems

### Examples of Regional best practices and success stories

- 15h10:** Mr. Roberto ZUFFADA, International Health Projects  
Directorate General for Health, Regione Lombardia (IT)
- 15h30:** Mr. Florian ZERZER, Head of Unit  
Head of Unit of the Provincial Ministry in charge of Health, Social Affairs and Family  
Autonomous Province of South Tyrol (IT)
- 15h45:** Mr Juan Alfonso BATALLER, Under Secretary, Regional Health Service  
Comunitat Valenciana (ES)
- 16h00:** *Questions, answers and exchange of information among participants*
- 16h10:** Conclusions by the European Commission
- 16h15:** *End of the seminar*

## Special guests of BIRTH

### Gabriele Pastorino

Project Manager, European Observatory on Health Systems & Policies WHO European Centre for Health Policy

Gabriele Pastorino joined the Brussels team from the European Healthcare and Hospitals Federation where he spent two years as a health economist. At the Observatory he will be working on a mix of things including supporting BRIDGE, the FP7 project that looks at brokering research evidence into practice, sharing information on HiTs, and organizing the Summer School and policy dialogues. His MSc was from Bocconi University (Economics and Management of Public Administration and International Institutions) with a specialization in health care management which he followed up professionally focusing on primary care and hospitals and working with CERGAS Bocconi (Centro di Ricerche sulla Gestione dell'Assistenza Sanitaria e Sociale) in Milan and IRDES (Institut de Recherche et Documentation en Economie de la Santé) in Paris.

### Marie Lagarrigue

European Commission, Directorate General for Health and Consumers

After Public Administration Studies in France and in Bruges at the College of Europe, Marie Lagarrigue first served as an assistant to an MEP before joining the European Commission in 2000.

After 6 years working on constitutional, transport and energy matters, she joined Directorate General for Health and Consumers, to gain experience in Public Health.

Since then, she has been holding various positions, mainly in relation to international aspects of health and cross-border healthcare before taking over new responsibilities recently to supervise the implementation of the EU health strategy and undertake general coordination tasks in the Public Health Directorate, together with a small team.

# BIRTH partnership 2009: members

The list of Regions composing the BIRTH team for Open Days 2009 includes:

South Tyrol, Provincia Autonoma di Bolzano / Alto Adige (IT - Partnership Coordinator), Lombardy Region (IT - Deputy Coordinator), Olomouc Region (CZ), Opolskie Region (PL), Trenčín Region (SK), Valencian Region (ES), Zlín Region (CZ)

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## How to reach the Office of South Tyrol

The Office is located next to the Metro stop Maelbeek.

Coming from the center of Brussels you can reach the office with the lines 1A and 1B in direction Herman Debrox (1A) and Stokkel (1B). You step off at Maelbeek and walk to the exit Chaussée d' Etterbeek, here you turn right and walk straight on. The second to your right is rue de Pascale.

## How to reach the Committee of the Regions

By Metro: stop in Maelbeek or Schumann

By tram or bus: stop in Place du Luxembourg, then cross the building of the European Parliament.

Turn on your left and walk up to Rue Belliard.

The CoR is on your left.

## Board of Editors

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Should you be interested in knowing more about BIRTH and its activities, please address your questions to: [info@alpeuregio.eu](mailto:info@alpeuregio.eu)

Information about BIRTH and its program at OPEN DAYS 2009 are also available on partners' websites.