

# BIRTH

NEWSLETTER  
SEPTEMBER  
2008  
SPECIAL  
EDITION

OPEN DAYS 2008  
BIRTH Bringing Innovative Regions Together for Health



## European Week of Regions and Cities Brussels 6-9 October 2008

### Practical Guide to BIRTH seminars and events

For the OPEN DAYS 2008, the Regions grouped in the BIRTH Conglomerate - Bringing Innovative Regions Together for Healthcare - decided to organise three thematic seminars, accompanied by two networking events.

The basic idea was to approach the complex topic of innovation in the healthcare sector both a strategic and pragmatic angle.

**Seminar 1** deals with the horizontal problem of the financing of both infrastructures and services for EU citizens. Public, private, mixed models of providing funds for ensuring accessible, fair and good quality assistance to patients are examined and compared. The intent is to begin a process of exchange of information and experiences that could lead to more effective and efficient performances.

**Seminar 2** is devoted to operational projects. Conceived as a showcase of successful stories in the participating regions, it provides the opportunity for learning, comparing and eventually

designing possible initiatives in the field, within the context of a trans-regional cooperation. The ambition is to create the platform for joint projects among the present regions and other public-private entities.

**Seminar 3** focuses on the infrastructure dimension and how hospitals are called upon to play new roles, become more effective and efficient, engage more with the community - in short a whole process of reengineering making hospital fit for the future. The workshop examines regional approaches to changing hospital structures with time for an informal debate.

#### Networking opportunities

One of the key attractions of Open Days is the networking opportunities and the BIRTH consortium have approached this with a working lunch at West Midlands in Europe between 12.30-14.00 and a networking reception in the premises of Veneto Region following Seminar 3. They are open to partners and guests

#### Investors' Café

BIRTH regions have stands in the Health Village in the Committee of the Regions and there will also be seminars arranged in the Committee of the Regions on 7-9 October (visit [Investors' Café](#))

### Special thanks to ...

All partners of the BIRTH Conglomerate actively participated to the organisation of the joint program of events, including the seminars and the networking events.

Cooperation produced high-quality results even before the starting up of the Open Days Week.

All our speakers, without them there would be no seminars and a special thanks to you the audience. The BIRTH consortium welcomes you to our events and we hope that our seminars and activities will motivate you to share best practice, learn from others and get engaged in future EU projects.

### ... not forgetting

A special thanks to West Midlands in Europe for having provided the premises for two seminars and arranging the networking lunch; the Picardie Region for kindly offering to enhance the networking lunch with French champagne.

Not to be left out, thanks to Trencin and Zlin Regions for contributing their top red and white wines and last but not least the Veneto Region for organising a final networking event for all partners and international guests.

### BIRTH conglomerate

Bringing Innovative Regions  
Together for Health

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08.10.2008

09h00-12h30

Code 08C20

BIRTH partners:

Olomouc (CZ)

Opolskie (PL)

Trencin (SK)

Valencia (E)

Veneto (IT)

With the participation of:

WHO EU Office

EC DG REGIO

## Maximising health gain: new financial models and use of Structural Funds

### Aims of the seminar

The basic aim of the seminar is to raise awareness among public and private European organizations on the pivotal role of regions in improving the efficiency and quality of European health systems and the delivery of healthcare to citizens.

### Expected results

Better understanding of the mechanisms and successful factors that can maximize the investment in health, both for infrastructures or services, increasing at the same time the positive impact on the citizens' health and on the economic performances of territories.

### Follow-up

In the perspective of a reinforced cooperation and partnership among European regions and EU Institutions, BIRTH partners will open a direct channel of dialogue with the EC on the topic.

West Midlands in Europe - Avenue d'Auderghem 22-28, 1040 Brussels

08.10.2008

14h30-16h15

Code 08A34

BIRTH partners:

Brussels Capital (B)

Picardie (F)

West Midlands (UK)

Eszak-Alfold (HU)

Zlin (CZ)

With the participation of:

INERIS France

CoR Members

## Regional Innovation for a Healthier Europe: showcases of project proposals and ideas

### Aims of the seminar

The seminar highlights innovative practices in health and medical technologies in five of the BIRTH regions. The range of different experiences all contributing to improved health care in Europe will contribute to future transnational partnerships and future project development.

### Expected results

A greater awareness of regional strengths in medical technologies and strengthened contacts between regions leading to future innovations and projects.

### Follow-up

Many of the regions in the BIRTH consortium are members of two Brussels-based networks: ERRIN (European Regions Research and Innovation Network ) and EUREGHA (European Regional and Local Health Authorities ). These networks provide opportunities for regions to continue collaboration in Brussels while closely involving partners and stakeholders in the home regions.

West Midlands in Europe - Avenue d'Auderghem 22-28, 1040 Brussels

08.10.2008

16h45-18h30

Code 08C44

BIRTH partners:

Veneto (IT)

With the participation of:

EUREGHA - European Regional and Local Health Authorities network

European Commission, DG SANCO

## Re-engineering the hospitals: innovation in healthcare infrastructures

### Aims of the seminar

The workshop will seek to examine the role and main challenges that hospitals have to face in present healthcare systems, with specific attention to the coordination among different levels of care services, inside and outside the clinics.

### Expected results

A basic comparison of the best practices in the design and management of the regional healthcare infrastructures.

### Follow-up

The exchange of local and regional experiences from all over the European countries in the field of hospital management and changing hospital structures will continue also after the event, with the aim of promoting joint initiatives and projects.

Veneto Region, Brussels Office - Avenue de Tervuren 67, 1040 Brussels