

# III International Congress Long Term Care and Quality of Life

PROGRAMME



# Looking at the *future*

Organizers



Sponsors



Collaborating





# Monday 28 March

## 10:00-10:45 // OPENING

**Leire Pajín.** Minister for Healthcare, Equality and Social Policy, Spain

**Engracia Hidalgo.** Regional Minister for Family and Social Affairs, Comunidad de Madrid, and President of the Congress Organising Committee.

**Isabel María Martínez Lozano.** Secretary General for Social Policy and Consumption, Ministry of Healthcare, Equality and Social Policy, Spain.

**Regina Plañiol.** Regional Vice-Minister for Family and Social Affairs, Comunidad de Madrid.

**Higinio Raventós.** President of Fundación Edad&Vida and Executive President of the Congress.

**Albert Vergés.** Director General of Fundación Edad&Vida and Executive Director of the Congress.

**Josep Maria Via.** President of the Congress Scientific Committee.

**María Fernanda Ayán.** Director of the Social Action and Welfare Area, Obra Social Caja Madrid.

**Alfredo Ruiz-Plaza.** Edad&Vida Member and Director General of Compass Group España.

**Federico Traspaderne.** Edad&Vida Member and Public Sector Sales Development Manager of Vodafone España.

**Juan Antonio González.** Edad&Vida Member and Director of Business Development, Grupo Fundosa.

## 10:45-11:30 // KEYNOTE SPEECH

*Chair:* **Dr. Josep Maria Via.** President of the Congress Scientific Committee.

**Francesc Torralba.** Director of Ethos Chair of applied ethics, Ramon Llull University, Barcelona.

*Crisis of the Welfare State founding values.*

## 11:30-12:00 // COFFEE BREAK

## 12:00-14:00 // SESSION 1: INTEGRATED SOCIAL AND HEALTHCARE MODEL

*Chair:* **Dr. Josep Santacreu.** Vice-President of the Edad&Vida Healthcare Area and CEO of DKV Seguros.

*Moderator:* **Rafael Iglesias.** Vice-President of the Edad&Vida Economic and Social Area and Director General of Amma Residencial.

**Montserrat Cervera.** Health and Social Care Unit Director of Antares Consulting.

*Efficiency in the provision of long term care in Spain: the need of an integrated social and healthcare model.*

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## IMPLEMENTING AN INTEGRATED CARE MODEL. Roundtable:

**Göran Stenberg.** Director of Procyon Management Consulting Ltd.  
*An international experience.*

**Domènec Crosas.** Director General of Sanitas Residencial.  
*Vision of the residential care sector.*

**Manel Jovells i Casas.** Director General of Fundació Althaia and President of Unió Catalana d'Hospitals (UCH).  
*Vision of the healthcare sector.*

14:00-15:30 // LUNCH

## 15:30-17:00 // SESSION 2: NEW MODELS OF ORGANISATION FOR LONG TERM SERVICES

*Chair:* **Purificación Causapié.** Director General of IMSERSO.

*Moderator:* **Ángel Puente.** Edad&Vida Member and President CEO of Cogesa.

**Dr. José-Luis Fernández.** Deputy Director and Principal Research Fellow of PSSRU at LSE.  
*New trends in long term care organisation and financing in Europe.*

**Victor Regnier.** Professor at the School of Architecture, Leonard Davis School of Gerontology, University of Southern California.  
*Housing vs. the traditional concept of care home.*

**Jean-Jacques Monachon.** Director General of AVASAD.  
*Integrated Model of Health and Social care at home: coordination and complementarity of services.*

**Axel Nemetz.** Head of Vodafone mHealth Solutions Business Unit.  
*The contribution of new technologies in the development and sustainability of integrated care systems.*



Monday 28 March

[parallel sessions]

17:00-18:30// SESSIONS 3: PHARMACEUTICALS AND HEALTHCARE PRODUCTS

**THE PROVISION OF PHARMACEUTICALS AND HEALTHCARE PRODUCTS IN CARE HOMES. Roundtable:**

*Chair and Moderator:* **Jordi Bozal.** Chair of Edad&Vida Pharmaceuticals and healthcare products Committee and Marketing and development Director of Arbora&Ausonia.

**Pedro Llorente Cachorro.** Director General for Healthcare and Pharmaceutical Products Financial Management and Purchase, Healthcare Ministry, Comunidad de Madrid.

**José Clérigues Belloch.** Director General for Pharmacy and Healthcare Products, Healthcare Ministry, Generalitat Valenciana.

**Ángel María Martín.** Head of the Pharmacy Area, Health Service of the Junta de Castilla-La Mancha.

**Luis Sánchez Chorro.** Deputy Director for Pharmacy Management, Health Service, Junta de Extremadura.

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[parallel sessions]

## 17:00-18:30// SESSION 4: AGEING AND DISABILITY: EXPANDING VITAL HORIZONS

**Chair: José Luis Martínez Donoso.** CEO of Grupo Fundosa and Executive President of Personalia.

**Moderator: Carlos Pascual.** Edad&Vida Member and Director General of Grupo Topgel.

**Pilar Rodríguez Rodríguez.** President, Fundación Pilares para la autonomía personal.

*Person-centred coordinated care. Principles and criteria underpinning a disability, ageing and long term care model.*

**Miguel Pereyra Etcheverría.** President of FUNDACE CLM, Vice-president of FEDACE, Member of the national CERMI and the Castilla–La Mancha CERMI.

*An organisation for persons with disabilities' point of view.*

**Dr. Matthew P. Janicki.** Rehabilitation Research and Training Center on Aging and Developmental Disabilities – Lifespan Health and Function, University of Illinois, Chicago, IL, USA.

*International experiences.*

## 18:30-19:30// PRESENTATION OF THE COMUNIDAD DE MADRID STUDY ON THE AUTONOMY AND LONG TERM CARE SYSTEM

**Chair: Engracia Hidalgo Tena.** Regional Minister for Family and Social Affairs, Comunidad de Madrid.

**María Fernanda Ayán.** Director of the Social Action and Welfare Area, Obra Social Caja Madrid.

**Miguel Ángel García Martín.** Director General for long term care coordination, Comunidad de Madrid.

## 21:00 // OFFICIAL CONGRESS DINNER

Real Casa de Correos. Puerta del Sol, 7. Madrid.



Tuesday 29 March

**9:00-10:30// SESSION 5: PUBLIC-PRIVATE PARTNERSHIPS**

*Chair: Eugeni Sedano.* Edad&Vida Member and Director for Institutional Relations of Esteve.

*Moderator: Tamyko Ysa.* Professor of the Institute for Public Management and Governance, ESADE.

**Albert Serra.** Director of the ESADE Executive Master in Public Administration and Director of the PARTNERS Programme.

*Success factors in public-private partnerships.*

**Jean Claude Brdenk.** Directeur Général Délégué Exploitation Groupe Orpea.

*Public-private partnerships in the long term care sector: International experiences. France.*

**Josep Lluís Giménez.** General Manager of Abertis autopistas in Spain.

*Public-private partnerships in other areas: a Spanish case.*

**10:30-12:00// SESSION 6: FINANCING. PENSIONS AND COMPLEMENTARY FINANCIAL INSTRUMENTS**

*Chair: Jordi Vilajoana i Rovira.* Chair of the Economy and Treasury Committee, Higher Chamber of Spanish Parliament.

*Moderator: Juan Manuel Martínez.* Edad&Vida Member and Institutional Relations Director of Eulen Servicios Sociosanitarios.

**Pablo Vázquez.** Executive Director of FEDEA

*The reform of the Spanish Pensions System.*

**José Antonio Iglesias.** Vice-president of the Edad&Vida Financing of the elderly Area and Director of Marketing y Segments Development, VidaCaixa Group.

*Long term savings. Public and private pensions systems complementarities. International experiences on fiscal incentives.*

**Dr. Craig Berry.** Senior Researcher, International Longevity Centre-UK.

*Long-term care funding: The Dilnot Commission and the co-existence of public and private systems in the UK.*

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12:00-12:30 // COFFEE BREAK

## 12:30-14:00// SESSION 7: FINANCING. LONG TERM CARE

*Chair:* **Antonio Gutiérrez Vegara.** Chair of the Economy and Treasury Committee, Lower Chamber of Spanish Parliament.

*Moderator:* **Francesc Homs.** President Partner of Roca Junyent Business Consultancy and Former Regional Minister of Economy and Finances, Generalitat de Catalunya.

### **PUBLIC FINANCING OF THE SPANISH LONG TERM CARE SYSTEM. Roundtable:**

**Carlos Aguirre Arana.** Regional Minister for Economy and Treasury, País Vasco.

**Andreu Mas-Colell.** Regional Minister for Economy and Knowledge, Generalitat de Catalunya.

**Carmen Martínez Aguayo.** Regional Minister for Treasury and Public Administration, Junta de Andalucía.

**Antonio Beteta Barreda.** Regional Minister for Economy and Treasury, Comunidad de Madrid.

14:00-15:30 // LUNCH



Tuesday 29 March

**15:30-17:00// SESSION 8: PREVENTION IN LONG TERM CARE: SCIENTIFIC, HEALTHCARE AND SOCIAL ADVANCES**

*Chair:* **Marc Pérez.** Edad&Vida Member and Director General of Laboratorios HARTMANN.

*Moderator:* **José Ramón Menéndez Aquino.** Director General of the Elderly, Comunidad de Madrid.

**Dr. Pablo Martínez Lage.** Fundación CITA-Alzheimer, San Sebastián. Coordinator of the Behavioral Neurology and Dementia Working Group of the Spanish Society of Neurology.

*Advances in cognitive deterioration prevention strategies.*

**Dr. Jordi Camí.** Director General of Fundació Pasqual Maragall and Director General of Barcelona Biomedical Research Park.

*Knowledge on genome: applications in diseases prevention.*

**Dr. Kerry Allen.** Research Fellow at the Health Services Management Centre, University of Birmingham.

*Integrating prevention in services for the elderly: 10 high impact changes.*

**Dr. Pedro Gil Gregorio.** President, Spanish Geriatrics and Gerontology Society (SEGG).

*Physical activity as a preventive measure.*

[parallel sessions]

**17:00-18:30// SESSION 9: DIET AND NUTRITION**

*Chair:* **Josep Llovera.** Edad&Vida Member and Director of Medirest, the Health Area of Compass Group España.

*Moderator:* **Montserrat Sanahuja.** Edad&Vida Member and Innovation Manager, Nestlé Healthcare Nutrition Spain.

**Dr. Miguel León.** Secretary General of the European Society for Clinical Nutrition and Metabolism (ESPEN).

*Global causes of malnutrition in the elder patient.*

**Dr. Julia Álvarez.** President of the Scientific Committee, Spanish Society for Clinical Nutrition and Metabolism.

*The costs of hospital malnutrition: PREDYCES study.*

**Enrique Bascompte.** Chair of the Edad&Vida Diet and Nutrition Committee and Head of Public Contracts Area of Eurest Colectividades, S.L, Compass Group, Spain. **Montserrat Banqué.** Edad&Vida Member and Regulatory Affairs Manager of Nestlé Healthcare Nutrition Spain.

*The elderly in care homes: nutrition practices and assessment. Edad&Vida study.*



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[parallel sessions]

## 17:00-18:30// SESSION 10: NEW TECHNOLOGIES

**Chair: José Manuel Azorín.** Edad&Vida Member and Manager of Social Product Marketing Consumer Unit., Vodafone España.

**Moderator: Rake! Poveda.** Edad&Vida Member and Director of the Elderly Area of IBV.

**Dr. Ruth Mayagoitia-Hill.** Director of the Centre of Rehabilitation Engineering, King's College, London.  
Latest advances in Mobile Healthcare.

*Present and future of New Technologies for the improvement of independent living.*

**Dr. José Carlos Millán Calenti.** Director of the Gerontology Research Group. Universidad de A Coruña.

*Telegerontology and online definition of Biomedical Parameters for elderly people. Study awarded with the 5th Edad&Vida Prize.*

**Dr. Arantxa Rentería.** Project Manager, Tecnalia- Healthcare and Quality of Life.

*CompanionAble: The caring Robot.*

**Dr. Juan M<sup>a</sup> Belda Lois.** Researcher, IBV (Instituto de Biomecánica de Valencia).

*Accessibility, Usability and Satisfaction level on Technology Products: Evaluation methods.*



Wednesday 30 March

**9:00-10:00// SESSION 11: ASSESSMENT OF THE SPANISH LAW ON THE PROMOTION OF PERSONAL AUTONOMY AND CARE FOR DEPENDENT PERSONS. EDAD&VIDA AND THE ELDERLY ASSOCIATIONS' VIEW**

*Chair:* **Miguel Ángel García Martín.** Director General for long term care coordination, Comunidad de Madrid.  
*Moderator:* **Eduardo Rodríguez Rovira.** Edad&Vida Member and President of Laboratorios Indas.

**Higinio Raventós.** President of Edad&Vida and President of the Congress.

**Luis Martín Pindado.** President of UDP.

**José Luis Méler.** President of CEOMA.

**10:00-11:00// SESSION 12: ASSESSMENT OF THE SPANISH LAW ON THE PROMOTION OF PERSONAL AUTONOMY AND CARE FOR DEPENDENT PERSONS. THE SOCIAL AGENTS' VIEW**

*Chair:* **Mariano López de Ayala.** Edad&Vida Member and Board of Directors Secretary of Grupo Ballezol.  
*Moderator:* **Juan Ramón Pérez Sancho.** Edad&Vida Member and National Director of Eulen Servicios Sociosanitarios.

**Antonio Balbontín López-Cerón.** Deputy Director General for Planning, Organisation and Evaluation, IMSERSO.

**Alfonso De La Lama-Noriega.** Secretary of the Healthcare and Social Affairs Committee, CEOE.

**Almudena Fontecha.** Secretary for Equality, UGT.

**Rosana Costa.** Secretary for Social Policy, CCOO.

11:00-11:30 // COFFEE BREAK

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## 11:30-13:30// SESSION 13: ASSESSMENT OF THE SPANISH LAW ON THE PROMOTION OF PERSONAL AUTONOMY AND CARE FOR DEPENDENT PERSONS. THE PUBLIC ADMINISTRATIONS' AND THE PROVIDERS' VIEWS

*Chair: Valentín García.* Vice-President of Edad&Vida Long term care Area and Director General of Caser Residencial.  
*Moderator: Javier Romero.* Edad&Vida Member and Director General of Sanyres.

**Engracia Hidalgo Tena.** Regional Minister for Family and Social Affairs, Comunidad de Madrid.

**Angélica Such.** Regional Minister for Welfare, Generalitat Valenciana.

**César Antón.** Regional Minister for Family and Equal Opportunities, Junta de Castilla y León.

**Fina Santiago Rodríguez.** Regional Minister for Social Affairs, Promotion and Immigration, Govern de les Illes Balears.

**Jorge Guarnier.** President of Asociación de Empresas de Servicios para la Dependencia (AESTE).

**José Alberto Echevarría.** President of Federación Empresarial de Asistencia a la Dependencia (FED).

**José Ignacio Santaolalla.** President of Federación de Residencias y Servicios de Atención a los Mayores (LARES).

## 13:30-14:00// CLOSING SPEECHES

**Engracia Hidalgo.** Regional Minister for Family and Social Affairs, Comunidad de Madrid and President of the Congress Organising Committee.

**Isabel María Martínez Lozano.** Secretary General for Social Policy and Consumption, Ministry of Healthcare, Equality and Social Policy, Spain.

**Regina Plañiol.** Regional Vice-Minister for Family and Social Affairs, Comunidad de Madrid.

**Purificación Causapié.** Director General of IMSERSO.

**Higinio Raventós.** President of Fundación Edad&Vida and Executive President of the Congress.

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**Alfredo Ruiz-Plaza.** Edad&Vida Member and Director General of Compass Group España.

**Federico Traspaderne.** Edad&Vida Member and Public Sector Sales Development Manager of Vodafone España.

**Juan Antonio González.** Edad&Vida Member and Director of Business Development, Grupo Fundosa.

## FOUNDING MEMBERS



## COLLABORATING MEMBERS

**AFALcontigo** – Asociación Nacional del Alzhéimer  
**CAEPS** – Universitat de Barcelona  
**Confederación Española Aulas de Tercera Edad**  
**CEOMA** – Confederación Española de Organizaciones de Mayores  
**CRES** – Centre de Recerca en Economia i Salut - Universitat Pompeu Fabra  
**CSIC** – Consejo Superior de Investigaciones Científicas  
**EADA** – Escuela de Alta Dirección y Administración  
**ESADE** – Escuela Superior de Administración y Dirección de Empresas  
**Fundación Aequitas** – Fundación del Consejo General del Notariado  
**Fundació Bosch i Gimpera** – Universitat de Barcelona  
**Fundación Consejo General de la Abogacía Española**  
**Fundació Pere Tarrés** – Universitat Ramon Llull  
**Fundación Universitaria San Pablo-CEU**  
**IBV** – Instituto de Biomecánica de Valencia  
**IESE** – Escuela de Dirección de Empresas – Universidad de Navarra

**INSA-ETEA** – Institución Universitaria de la Compañía de Jesús  
**POLIBIENESTAR**  
**SEAUS** – Sociedad Española de Atención al Usuario de la Sanidad  
**SECOT** – Seniors Españoles para la Cooperación Técnica  
**SEGG** – Sociedad Española de Geriátría y Gerontología  
**SEMER** – Sociedad Española de Médicos de Residencias  
**SEMERGEN** – Sociedad Española de Médicos de Atención Primaria  
**UDP** – Unión Democrática de Pensionistas y Jubilados de España  
**Universidad de Almería**  
**Universidad Autónoma de Madrid**  
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**Universitat Politècnica de Catalunya**  
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