

V International Congress
Long Term Care and Quality of Life
The challenge of chronicity



PROGRAMME



Madrid, 10th and 11th March 2015
Palacete Duques de Pastrana
Paseo de la Habana, 208

Organizadores

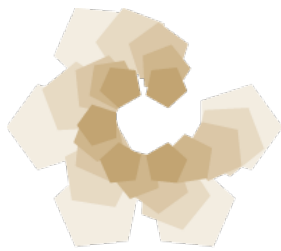


Patrocinador



Colaboradores





Tuesday, 10th March 2015

09:30-10:00 Opening

- **Mr Jesús Fermosel Díaz**, Minister for Social Affairs, Autonomous Community of Madrid
- **Mr César Antón Beltrán**, Director-General of the Institute for Older Persons and Social Services (IMSERSO), Ministry of Health, Social Services and Equality, Government of Spain
- **Mr Carlos Blanco Bravo**, Director-General of Elderly People and Social Care, Madrid City Hall
- **Mr Eduardo Rodríguez Rovira**, President of Fundación Edad&Vida and Executive President of the Congress
- **Mr Higinio Raventós Negra**, Honorary President of Fundación Edad&Vida
- **Mr Albert Vergés Millet**, Director-General of Fundación Edad&Vida and Executive Director of the Congress
- **Dr Josep Maria Via i Redons**, Chair of the Congress Programme Committee
- **Mr Alfredo Ruiz-Plaza**, Vice-President of Fundación Edad&Vida International Area and Managing Director, Southern Europe, Compass Group

10:00-10:30 Institutional Conference

Chair: **Mr Enrique Fernández-Miranda Lozana**, Member of Fundación Edad&Vida and President of Fundación PWC

Speaker:

- **Mr César Antón Beltrán**, Director-General of the Institute for Older Persons and Social Services (IMSERSO), Ministry of Health, Social Services and Equality, Government of Spain

Moving towards integrated care

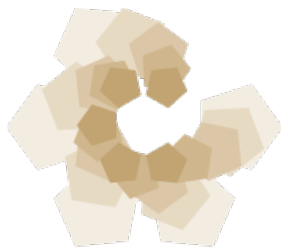
10:30-11:30 Keynote Conference

Chair: **Mr Alfredo Ruiz-Plaza**, Vice-President of Fundación Edad&Vida International Area and Managing Director, Southern Europe, Compass Group

Keynote speaker:

- **Dr Nick Goodwin**, CEO International Foundation for Integrated Care (IFIC)
Integrating care for people with complex chronic illnesses: key elements for success from the international experience

11:30-12:00 Coffee Break



12:00-14:00 Session 1: The development of an integrated care approach: from vision to legislation

Chair: Mr Luis Martínez Hervás, Director-General of Long Term Care Coordination, Ministry of Social Affairs, Autonomous Community of Madrid

Moderator: Mr Manuel Vilches Martínez, Director-General of IDIS Foundation

Speakers:

- **Mr Geoff Huggins**, Acting Director for Health and Social Care Integration, The Scottish Government
The development of an integrated care approach in Scotland: the process from vision to legislation
- **Mrs Milagros Marcos Ortega**, Minister for Family and Equal Opportunities, Junta de Castilla y León
The development of an integrated care approach in Castilla y León
- **Dr Albert Ledesma Castellort**, Director of the Interdepartmental plan for healthcare and social services interaction, Generalitat de Catalunya
The development of an integrated care approach in Catalonia

14:00-15:30 Lunch

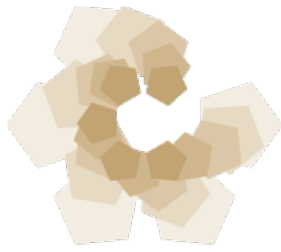
15:30-17:00 Session 2: The implementation of an integrated care system

Chair: Mr Juan Ramón Pérez Sancho, Member of Fundación Edad&Vida and Director-General of Eulen Group Spain and Portugal

Moderator: Mr Ramón Berra de Unamuno, Member of Fundación Edad&Vida and Director-General of Sanyres Group

Speakers:

- **Dr Réjean Hébert**, MD MPhil, Full Professor, Department of Health Administration, School of Public Health, Université de Montréal
The implementation of the PRISMA model of integrated care in Canada
- **Mrs Coro Piñeiro Vázquez**, Secretary for Social Policy, Xunta de Galicia
Advances in integrated care model in Galicia
- **Mr Manuel Molina Muñoz**, Vice-Minister for Health Care, Autonomous Community of Madrid
Advances in integrated care model in the Autonomous Community of Madrid



17:00-18:30 *Parallel Session 1: Management of Pharmaceuticals and Healthcare Products in Residential Care Facilities*

Chair: **Mr Julio Zarco Rodríguez**, Director General of Patient Care, Madrid Health Service of the Health Department, Autonomous Community of Madrid

Moderator: **Mr Eugeni Sedano Monasterio**, Vice-President of Fundación Edad&Vida Healthcare Area and Institutional Relations Director of Esteve

Speakers:

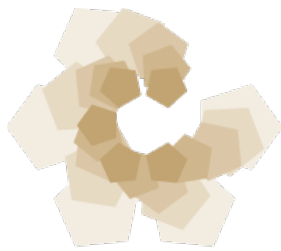
- **Dr Josep Pascual Torramadé**, Member of Fundación Edad&Vida and Medical Director of SARquavitae
Results of the Edad&Vida analysis of the health profile of residents in care homes
- **Mr Lluís Segú Tolsa**, Director of the Edad&Vida study "Effectiveness and efficiency in the use and management of pharmaceuticals and healthcare products in care homes"
Recommendations for the design of an effective and efficient model of pharmaceutical assistance in care homes
- **Mrs Marta Zaera Barrio**, Director of Grupo Amma in Sant Cugat del Vallès
Results of the implementation of improvements in the pharmaceutical management and healthcare products suggested by the Edad&Vida study
- **Mr Tomás Casasín Edo**, Head of the Viladecans Hospital's Service Pharmacy and Frederica Montseny of Viladecans Care home
Results of the implementation of improvements in the pharmaceutical management and healthcare products suggested by the Edad&Vida study

17:00-18:30 *Parallel Session 2: Healthcare Nutrition: From prevention of poor nutrition to provision of proximity services*

Chair: **Mrs M^a Dolores Navarro Ruiz**, Delegate for Family, Social Services and Public Participation, Madrid City Council

Moderator: **Mr Walter Molhoek**, Member of Fundación Edad&Vida and Director-General of Nestlé Health Science

Speakers:



- **Dr Federico Cuesta Triana**, Specialist in Geriatric Medicine, Hospital Universitario Clínico San Carlos de Madrid
Recommendations for protein intake and physical activity in older persons, and their link to long term care. Study Group PROT-AGE
- **Dr Pedro Abizanda Soler**, Chief of Geriatrics Department, Complejo Hospitalario Universitario de Albacete
The costs of malnutrition in elderly people: systematic review of the literature
- **Dr Domingo Manuel García Fernández-Caro**, Member of Fundación Edad&Vida and Director of Proximity Services Area, ILUNION Sociosanitario
Prevention of poor nutrition and promotion of healthy eating habits through proximity services

17:00-18:30 Parallel Session 3: A 0% interest rate world? Effects on people's savings

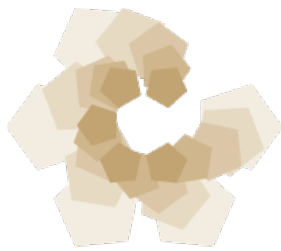
Chair: **Mr José Antonio de Paz Carbajo**, Deputy Director-General of Plans and Pension Funds, Directorate-General of Plans and Pension Funds, Ministry of Economy and Competitiveness, Government of Spain

Moderator: **Mrs Clara Armengol Vivas**, Member of Fundación Edad&Vida and Director-General of Deutsche Zurich Pensions

Speakers:

- **Mr Antonio Argandoña Rámiz**, Emeritus of Economics and Business Ethics and “la Caixa” Chair of Corporate Social Responsibility and Corporate Governance at IESE Business School
Consequences for the economy and long-term savings in a context of high life expectancy and 0% interest rates
- **Mrs Pilar González de Frutos**, President of UNESPA
Risks and opportunities for the Insurance Sector
- **Mr Mariano Rabadán Fornies**, President of INVERCO
Risks and opportunities for the Financial Sector
- **Mr Lukas Junker**, Head of Product Innovation Global Life, Zurich Insurance Group
Product innovation in a low-interest rate environment – Experience of an international insurance group

18:30-19:30 IMSERSO special session: Healthcare and Social Services: Transforming its vision around the person



Moderator: **Mr Francisco Alfonso Ferrándiz Manjavacas**, General Secretary of Imserso

Speakers:

- **Mr Fernando Vicente Fuentes**, Senior Adviser of the General Direction of Imserso
The integrated care strategy objectives
- **Mrs Carmen Ferrer Arnedo**, Managing Director of Hospital de Guadarrama (Madrid)
Lessons learned in integrated care
- **Mrs Maravillas Izquierdo Martín**, Deputy Director-General of Portfolio Services, Ministry of Health, Social Services and Equality, Government of Spain
Implementation challenges

17:00-19:30 Parallel Session 4: Corporate Social Responsibility and Social Economy

Opening:

- **Mrs Engracia Hidalgo Tena**, State Secretary for Employment, Ministry of Employment and Social Security, Government of Spain
- **Mr Higinio Raventós Negra**, Honorary President of Fundación Edad&Vida
- **Mr Ramón Guardia Massó**, Member of Fundación Edad&Vida and President of Valores&Marketing

17:15-18:15 Table I: Corporate Social Responsibility in the integrated care sector

Chair: **Mr Miguel Ángel García Martín**, Director-General of Self-employment, Social Economy and Corporate Social Responsibility, Ministry of Employment and Social Security, Government of Spain

Moderator: **Mr Roberto López Ruiz**, Member of Fundación Edad&Vida and Deputy Director-General of Management Control and Business Incentives, MAPFRE Spain

Speakers:

- **Mr Roberto Rodríguez Andrés**, Member of Fundación Edad&Vida and Communication, Marketing and Institutional Relations Director of Grupo Amma
A Residential Services Company point of view
- **Mr Juan José Mulero Miras**, Member of Fundación Edad&Vida and Director-General of General and Life Insurances of DKV Group
An Insurance Company point of view

18:15-19:15 Table II: Social economy and care for older people

Chair: **Mr Luis Martín Pindado**, President of UDP



Moderator: **Mrs María Sánchez-Saráchaga García**, Advisor to the Cabinet State Secretary for Employment, Ministry of Employment and Social Security, Government of Spain

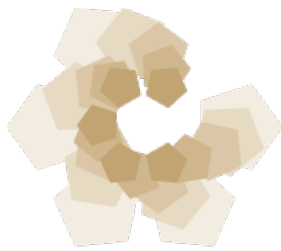
Speakers:

- **Mr Marc Simón Martínez**, Corporate Director of La Caixa Banking Foundation Social Area
Social Economy projects of Obra Social "la Caixa"
- **Mr Carlos Pedro de la Higuera Pérez**, Member of CEPES Board of Directors and Responsible for the Long term care Area
The point of view of an Association of Social Economy Companies
- **Mrs Isabel María Martínez Lozano**, President of HelpAge International Spain
Global AgeWatch Index

Closing:

- **Mr Miguel Ángel García Martín**, Director-General of Self-employment, Social Economy and Corporate Social Responsibility, Ministry of Employment and Social Security, Government of Spain
- **Mr Pablo Martín Calderón**, Member of Fundación Edad&Vida and Director-General of ILUNION Sociosanitario

21:00 Dinner



Wednesday, 11th March 2015

9:00-11:00 Session 3: Evaluation of integrated care systems

Chair: Mr Victor Raúl Muñiz García, Member of Fundación Edad&Vida and Director of Best Practices and Innovation, idcsalud

Moderator: Mr Mariano López de Ayala, Member of Fundación Edad&Vida and Director of the Legal Department, Grupo Ballezol

Speakers:

- **Mr Nicholas Mays**, Professor of Health Policy and Director, Policy Research Unit in Policy Innovation Research, London School of Hygiene and Tropical Medicine
Integrated care developments in England - interim findings from the early evaluation of the Integrated Care and Support Pioneers
- **Mr Arturo Álvarez Rosete**, Scientific Director of the OMIS NewHealth Foundation and Researcher of the London School of Hygiene and Tropical Medicine
The identification and analysis of integrated care experiences in Spain: the role of the Spanish Observatory on Integrated Care (OMIS)
- **Mrs Vicky Serra-Sutton**, Researcher, Agency for Health Quality and Assessment of Catalonia (AQuAS)
The experience of the AQuAS project in the evaluation of the integrated care in Catalonia
- **Dr Ana María Miquel Gómez**, Coordinator of the Strategy on care for patients with chronic diseases in the Autonomous Community of Madrid
Chronicity evaluation experiences in the Autonomous Community of Madrid

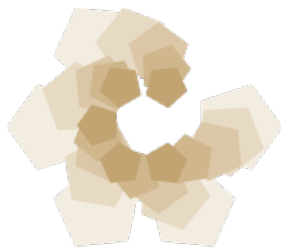
11:00-12:00 Session 4: Ethics in integrated care models

Chair: Mr Valentín García García, Member of Fundación Edad&Vida and Director-General of Caser Residencial

Moderator: Mr Guillermo Bell Cibils, Member of Fundación Edad&Vida and Director-General of Novaire

Speakers:

- **Mr Francisco Javier de la Torre Díaz**, Bioethics Chair Director, Universidad Pontificia de Comillas
Ethical dilemmas on aging in dignity
- **Dr Marc Antoni Broggi i Trias**, Chair of the Bioethics Committee of Catalonia
Ethical reflections on integrated care



12:00-12:30 Coffee Break

12:30-14:00 Parallel Session 5: Public-private Partnerships: Public Procurement

Chair: Mr Joaquim Borrás Ferré, Vice-President Products and Services Area of Fundación Edad&Vida and Executive President of ISS Spain

Moderator: Mr José Ramón Menéndez Aquino, Director-General of the Elderly, Autonomous Community of Madrid

Speakers:

- **Mr Bruno Broseta Dupré**, European University of Valencia
Trends in Public Sector Procurement
- **Mrs Raquel Cruz Almarza**, Director of Major Accounts ISS Spain
An experience of Performance Based Contracting

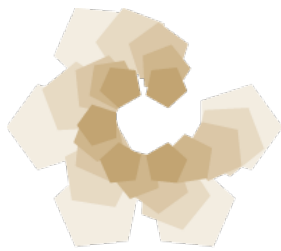
12:30-14:00 Parallel Session 6: Active aging and chronic disease prevention

Chair: Mr Marc Pérez Pey, Member of Fundación Edad&Vida and Director-General of Laboratorios Hartmann S.A.

Moderator: Dr Miguel Ángel Gil de Miguel, Professor of Preventive Medicine and Public Health, University Rey Juan Carlos

Speakers:

- **Mr Albert Vergés Millet**, Director-General of Fundación Edad&Vida
Conclusions of the “Más vida Más Salud” programme for the promotion of active and healthy aging and the improvement of chronic patients’ quality of life
- **Mr Álvaro Hidalgo Vega**, Health Economist
The economic value of prevention
- **Dr Sonia Tamames Gómez**, Head of Epidemiology Service, General Direction of Public Health, Ministry of Health, Junta de Castilla y León
Design and implementation of the pilot programme of vaccination against herpes zoster in Castilla y León



12:30-14:00 Parallel Session 7: Chronicity and long term care insurance coverage

Chair: Dr Miguel Carrero López, Member of Fundación Edad&Vida and President of PSN

Moderator: Mr Teótimo Sáez Zazo, Member of Fundación Edad&Vida and General Secretary of SegurCaixa Adeslas

Speakers:

- **Mr Miguel Alferieff**, Deputy CEO Europe, Middle East & Africa of SCOR Global Life SE, Head of Central, Eastern Southern Europe & Middle East
An international vision of chronicity and long term care insurance coverage: economic benefits and healthcare. The French experience
- **Mrs Montserrat Guillén i Estany**, Professor of Economics at Universitat de Barcelona and Director of UB Risk Centre
Different approaches to financial coverage of chronicity and long term care
- **Mrs Núria Mas Canal**, Associate Professor at IESE Business School
Different approaches to insurance coverage of chronicity and long term care services provision

12:30-14:00 Parallel Session 8: Interprofessional approach to the end of life: the experts view

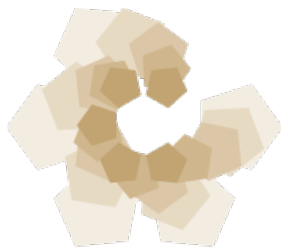
Chair: Mr Joan Berenguer Maimó, Member of Fundación Edad&Vida and Director General of Grupo Mémora

Moderator: Dr Susana Subirà Álvarez, Member of Fundación Edad&Vida and Deputy Medical Director - Hestia Alliance

Speakers:

- **Mr Fernando Martínez Cuervo**, President of Spanish Society of Geriatric and Gerontological nursing
The role of the nurse at the end of life
- **Mrs Maria Die Trill**, Coordinator, Psycho-oncology Unit, Hospital Universitario Gregorio Marañón
Psychosocial and psychiatric aspects of cancer in the elderly
- **Dr Marcos Gómez Sancho**, President of the Ethics Committee of the Spanish Medical Association and past President of the Spanish Society for Palliative Care (SECPAL)
Integrated end-of-life care to patients and their families

14:00-16:00 Lunch



16:00-18:00 Session 5: Viewpoint of the Administration representatives

Chair: Mr Teótimo Sáez Zazo, Member of Fundación Edad&Vida and SegurCaixa Adeslas General Secretary
Moderator: Mr José Luis Roselló Riera, Vice-President of Long Term Care Area of Fundación Edad&Vida and Deputy Director-General of SARquavitae

Speakers:

- **Mr Boi Ruiz i Garcia**, Minister for Health, Generalitat de Catalunya
- **Mrs Asunción Sánchez Zaplana**, Minister for Welfare, Generalitat Valenciana
- **Mrs Aquilino Alonso Miranda**, Vice-Minister for Equality, Health and Social Policies, Junta de Andalucía
- **Mr Jesús Galván Romo**, Vice-Conselour of Health and Social Security of Junta de Castilla-La Mancha
- **Mrs Carmen Balfagón Lloreda**, General Secretary of Social Affairs, Conselour of Social Affairs, Autonomous Community of Madrid
- **Mr César Antón Beltrán**, Director-General of the Institute for Older Persons and Social Services (IMSERSO). Ministry of Health, Social Services and Equality, Government of Spain
- **Mr Julio Sánchez Fierro**, Vice-President of the Healthcare Law Spanish Association (AEDS)

18:00-18:30 Session 6: Conclusions

- **Dr Josep Maria Via i Redons**, Chair of the Congress Programme Committee and Advisor to the Fundación Edad&Vida President

18:30-19:00 Closing

- **Mr Alfonso Alonso Aranegui**, Minister of Health, Social Services and Equality, Government of Spain
- **Mrs Ana María Botella Serrano**, Mayoress of Madrid
- **Mr Jesús Femosel Díaz**, Minister for Social Affairs, Autonomous Community of Madrid
- **Mr César Antón Beltrán**, Director-General of the Institute for Older Persons and Social Services (IMSERSO), Ministry of Health, Social Services and Equality, Government of Spain
- **Mr Eduardo Rodríguez Rovira**, President of Fundación Edad&Vida and Executive President of the Congress
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