



## EUREGIO III PROJECT MASTER CLASS PROGRAMME

2-5 September, 2009, Health Services Management Training Centre,  
Simmelweis University, Budapest

### AGENDA

#### Day One – Wednesday 2<sup>nd</sup> September: EU Structural Funds, health and the operating environment

0830 – 0900	Registration
0900 – 0945	Welcome from <b>Miklós Szócska</b> , <i>Structural Funds: painting a picture about health, structural funds, regional needs and EUREGIO III</i> <b>Jonathan Watson</b> , Project Director EUREGIO III, Executive Director/Board of Trustees, Health ClusterNET; Special Professor of Health & Public Policy, University of Nottingham; Governor, Edinburgh Napier University
0945 - 1030	Discussion – Different health care systems: common problems. <b>Miklós Szócska</b> Director of Health Services Management Training Centre, Semmelweis University and member of European Health Management Association
1030 – 1045	Coffee break
1045 – 1145	<i>Structural Funds for health care – some critical aspects in the funding of health-related projects</i> <b>Jonathan Watson</b>
1145 – 1245	<i>The changing context of healthcare – contemporary shifts in the priorities and practice of healthcare capital policymaking, and the impact on strategic capital investment</i> <b>Barrie Dowdeswell</b> , Director of Research at the European Centre for Health Assets and Architecture (ECHAA)
1245 – 1345	Lunch
1345 – 1445	<i>Public Health – understanding the importance and impact of demographic and epidemiological dimensions of healthcare investment</i> <b>Christopher Birt</b> , Senior Research Fellow, University of Liverpool
1445 – 1545	<i>The future economic outlook for capital investment – including the outcome of the ECHAA European workshop on the ‘credit crisis’</i> a. The impact on Capital investment b. Revenue affordability of capital including trends in tariff payment systems <b>Barrie Dowdeswell</b>
1545 – 1615	Coffee break
1615 - 1700	<i>Development policy in health</i> <b>Tamás Köpeczi Bócz</b> , director, Human Resources Programmes Governing Authority, National Development Agency
1615 - 1700	Discussion – identifying key messages and learning from day 1 Moderator: <b>Jonathan Watson</b>

**Day Two – Thursday 3<sup>rd</sup> September: Developing project business cases and managing funded projects**

0900 – 1030	<p><i>Developing project business cases for matched funding</i></p> <p>A. The tactical and strategic dimensions of business cases (including concept development). <b>Barrie Dowdeswell</b></p> <p>B. Capital and Service synergy (the translation of service need into capital solutions) <b>Barrie Dowdeswell</b></p>
1030 – 1045	Coffee break
1045 – 1145	Small group discussion: reflecting on participant experience in applying for funding and managing SF health-related projects
1145 - 1245	Observatory Case-study book sub-launch <b>Barrie Dowdeswell</b>
1245 – 1400	Lunch
1400 – 1500	<i>Life cycle costing and assessment of healthcare capital assets and Improving the Lifecycle Value and Effectiveness of Hospitals and Healthcare Facilities</i> <b>Marinus Verweij</b> , Board of Directors of the Netherlands Board for Healthcare Institutions (Bouwcollege)
1500 – 1545	<i>Hospital Facility Management and Operational Cost Strategy</i> <b>Kunibert Lennerts</b> , University of Karlsruhe
1545 – 1615	Coffee break
1615 – 1700	Managing Authority <b>Zsolt Molnár-Gallatz</b> , National Development Agency, Hungary
1700 - 1730	Discussion – identifying key messages and learning from day 2 Moderator: <b>Miklós Szócska</b>



**Day Three – Friday 4<sup>th</sup> September:  
effective health facilities**

**Designing sustainable and**

0900 – 1045	<i>Designing Health Facilities for 2025</i> <b>Hennu Kjisik</b> , Finnish architect, winner of the 2007 Netherlands Board for Healthcare Institutions (Bouwcollege) Healthcare Design Competition
1045 – 1115	Coffee break
1115 – 1200	<i>Sustainability and Design – and meeting the new carbon control targets</i> <b>Phil Nedin</b> , Global Director Healthcare Development, ARUP International
1200 – 1300	<i>What the European Capital Study Is Telling Us About Design and Workforce Practice</i> <b>Barrie Dowdeswell</b> , Director of Research at the European Centre for Health Assets and Architecture (ECHAA)
1300 – 1400	Lunch
1400 – 1530	<i>Hungarian Experience on Functionality and Design, Investment Evaluation and Lifecycle Economy</i> <b>Viktor Takács</b> , Architect, Anterra Zrt.
1530 – 1545	Coffee break
1545 – 1630	<i>Hungarian Experience on Designing Health Care Facilities from the Professional Principles to the Technical Acceptance</i> <b>Zsolt István Kiss</b> , architect, Association of Hungarian Architects, president of the Hungarian Healthcare Working Group of UIA WP Public Health
16.30 – 17.00	Discussion: identifying key messages and learning from Day 3 Moderator: <b>Oliver Komma</b> , junior fellow, Semmelweis University Health Services Management Training Centre

**Day Four – Saturday 5<sup>th</sup> September: Using structural funds for health – the Hungarian context and experience**

0900 – 1100	<p><u>Maximising use of Structural Funds for health</u> The viewpoint of health policy</p> <p><b>Zoltán Horváth</b>, secretary of state, Ministry of Health <b>Tamás Balogh</b>, Head of Department of Innovation and R&amp;D, Ministry of Health</p>
1100 – 1130	Coffee break
1130 – 1200	<p><u>Evaluation experiences of SF health projects in Hungary.</u></p> <p><b>Krisztina Török</b>, projekt leader, Inner's Kutatási Közhasznú Társaság</p>
1200 – 1300	<p><u>Practical experience of SF projects in Hungary (from different viewpoints)</u></p> <p>3a. <b>Gusztáv Varga</b>, deputy mayor, Mezőkovácsháza 3b. <b>Gyula Dávid</b>, quality manager, Ferenc Csolnoky County Hospital, Veszprém 3c. <b>Ferenc Galló</b>, consultant, Aditus Tanácsadó Zrt.</p>
1300 – 1400	Lunch