

Focusing on high value care for the patient

INTRODUCTION

| TIMESLOT | ACTIVITY | DESCRIPTION |
|-------------|---|---|
| 09.30-10.00 | Welcome and registration Host Tine Gøtzsche | Registration, nametags, coffee ect. |
| Presenter | | Focus |
| 10.00-10.15 | Thomas Balle Kristensen, CEO, Aarhus University Hospital | How the EU should ensure high-value care through effective healthcare systems and a strong life sciences sector. |
| 10.20-10.50 | Viktoria Steinbeck and Katharina Achstetter, Technische Universität Berlin Co-writers EU-framework | Presentation aimed at creating an understanding that there are many aspects of low-value care and ensuring a shared understanding and terminology |
| 10.55-11.15 | Steffen Tirstrup, CMO European Medicines Agency | How does EMA perceive and measure value when reviewing new pharmaceuticals. How does this impact Low Value Care? |
| 11.20-11.40 | Mads Koch, CEO MedTech Denmark | How do we make sure innovation brings high value care instead of low value care with overdiagnosis? |
| 11.45-12.05 | Kristine Sørensen, Ph.D Global Advisor European Health Perspective | Health literate institutions. Self- efficacy, shared decision making |
| 12.10-13.00 | Lunch | |

WORKSHOPS

All workshops are co-led by EUHA members.

Part 1: Knowledge sharing. **Part 2:** Discussion. **Part 3:** Call for Action.

| TIMESLOT | WORKSHOP | FOCUS |
|------------------------|---|--|
| Track 1 13.00-14.30 | Implementing Choosing Wisely | How can we succeed in identifying, reducing, and de-implementing no-value care? |
| Track 2 13.00-14.30 | Patients and Society | How do we get both politicians and the public on board with the transformation? |
| Track 3 13.00-14.30 | Transforming guidelines and avoiding inefficient Delivery | How do we help ensure that guidelines take into account the time needed to treat and avoid introducing new treatments with minimal marginal effect?" |
| Track 4 13.00-14.30 | Transformation Leadership and Management | From a hospital-based understanding to a broader understanding of the quality concept and complex interventions for change—what will it take? |
| 14.30-15.00 | Short break | |

DISCUSSION & CLOSURE

| TIME SLOT | ACTIVITY | FOCUS | PARTICIPANTS |
|---------------|--|--------------------------------|--|
| 15.00-16.00 | Panel discussion | Which actions should be taken? | Thomas Balle, CEO, AUH Steffen Tirstrup, CMO, EMA Mads Koch, CEO, MedTech Denmark Stefan Sleijfer, CEO and Dean, ERASMUS MC Others TBD |
| 16.00-16.15 | Closure | | |
| From 17.30 | Tour at AROS - Aarhus Museum of Modern Art | Open for participants | |
| 18.00 - 21.00 | Drinks and Standing Dinner at AROS | | |