

# European Patient experience & Innovation Congress

**The European Patient Experience and Innovation Congress is a high energy, stimulating event for everyone, from C -Suite executives, to clinical practitioners, clinic owners, scientists and investors.**

**✿ EPIC 2020**

**19<sup>th</sup>-21<sup>st</sup> March 2020**

**DUBROVNIK, CROATIA**

Valamar Lacroma Hotel

EPIC brings together some of the most influential physicians, MedTech startups and health professionals from Europe & beyond to the table to improve how your patients will experience healthcare in the near future.

As technology continues to help us achieve previously unattainable results in healthcare, join us for an insiders' look at which technologies, ideas & innovations are improving the patient experience with some of the leading clinics & healthcare companies of the world so that you can stay ahead.



Day 1 - Thursday 19 March

**DAY 1**

<b>8:30</b>	Open & Welcome	<b>Official welcome &amp; opening</b> <i>Mayor of Dubrovnik - Mato Franković</i> <i>U.S. Ambassador to Croatia - W. Robert Kohorst</i> <i>State secretary - Primarius, Željko Plazonić, MD</i>
	Opening Remarks	<b>The Importance of The Patient Experience</b> <i>Tomislav Mihaljević, MD - President and Chief Executive Officer at Cleveland Clinic ONLINE</i> <i>Joe Sweet - Director International Development &amp; Experience, Cleveland Clinic</i> <i>Ognjen Bagatin, MBA - CEO of Bagatin Clinic</i>
<b>9:00</b>	High-Tech & High-Touch	<b>Speakers from industry &amp; technology will review the latest developments and changes to managing the patient experience</b> <i>Irving Stackpole - President of Stackpole &amp; Associates, Inc. &amp; EPIC Congress co-organizer</i> <i>Ivan Duggan - Regional Sales Director, CISCO</i> <i>Tobias Schneider, MD - Associate Partner, McKinsey &amp; Company</i>
	Q & A	
<b>10:00</b>	Why "The Patient Experience"?	<b>How The Patient Experience is eclipsing other outcome measures in healthcare</b> <i>Karin Jay - Senior Vice President, Global Services at Planetree International</i> <i>Chris Graham - Chief Executive at Picker Institute Europe</i>
	Q & A	
<b>11:00</b>	<b>BREAK</b> Network & mingle with clinical, industrial and thought-leaders from Europe and the world!	
<b>11:30</b>	Innovative Patient Experience at the Bedside	<b>Clinical Thought-Leaders on Improving the Patient Experience at the Bedside</b> <i>Rebecca A. Brustad - Experience Manager Training, Education and Coaching at Mayo Clinic</i> <i>Nuria Diaz Avendaño - Director of Quality and Corporate Patient Experience, Quirónsalud</i>
	Q & A	
<b>12:30</b>	The Patient's Journey	<b>Looking at the entire patient journey - from start to finish - changes the way we "see" healthcare</b> <i>Doug Lansky - Travel Writer, Destination Development Advisor, Smart Tourism</i>
	Q & A	
<b>13:00</b>	<b>LUNCH</b>	
<b>13:45</b>	The Patient Will See You Now; Redefining Roles in Healthcare	<b>Thoughts leaders from clinical care, research and industry will look at the changing roles among consumers and providers</b> <i>Rahul Kashyap, MD, MBA - Clinical Research Scientist at Mayo Clinic</i> <i>Daniel Coulton Shaw - The ambassador for the Global Clinic Rating</i>
<b>14:45</b>	PANEL - Q&A with speakers	<b>This is the audience's chance to put questions to the speakers and panelists</b> <i>Doug Lansky - Travel Writer, Destination Development Advisor, Smart Tourism</i> <i>Chris Graham - Chief Executive at Picker Institute Europe</i>
	Q & A	
<b>15:00</b>	<b>BREAK</b>	

<b>15:30</b>	Translating Innovation & Bending Systems to Meet Patient Needs	<p><b>Experienced managers on the challenges of changing healthcare systems to meet the human needs of patients</b>  <i>Mario Škugor, MD FACE - Clinical Assistant Professor of Medicine CCLCM of CWRU, Cleveland Clinic</i>  <i>Dragan Primorac, prof., M.D., Ph.D. - President of the Board of Trustees at St. Catherine Hospital</i></p>
	Q & A	
<b>16:30</b>	Wrap	<i>Irving Stackpole - President of Stackpole &amp; Associates, Inc. &amp; EPIC</i>
<b>16:45</b>	Adjourn	
<b>18:00</b>	Sightseeing Marin Med Clinic	
<b>19:00</b>	Reception - Karaka boat ride around Dubrovnik sponsored by Marin Med Clinic	

Day 2 - Friday 20 March

**DAY 2**

<b>8:30</b>	Opening Remarks	<i>Daniel Coulton Shaw - The ambassador for the Global Clinic Rating</i>
<b>8:45</b>	If Disney Ran your Hospital	<p><b>Creative insights into healthcare services from one of the leading hospitality &amp; entertainment brands in the world</b>  <i>Stephen Bender - Account Manager, Disney Institute</i></p>
	Q & A	
<b>9:30</b>	The Value of the Patient Experience	<p><b>What is the “economic” model for improving the patient experience? Business leaders look at the euros and cents</b>  <i>Stephanie E. Trpkov - Strategy Consultant, World Bank Croatia</i>  <i>Mario Ravić - Head of IoT &amp; Digital Health at Ericsson Nikola Tesla</i></p>
	Q & A	
<b>10:30 BREAK</b>		
<b>11:00</b>	The Future of the Patient Experience	<p><b>Looking into the future, what will be the relationship of providers &amp; patients? How does accreditation impact the patient experience? The robot will see you now!</b>  <i>Frank A. Papay, MD - Chairman, Dermatology and Plastic Surgery Institute at Cleveland Clinic Health System</i>  <i>Elizabeth Ziemba, JD, MPH, Founder and President, Medical Tourism Training &amp; Temos representative</i>  <i>João Bocas - The Wearables Expert™, Digital Salutem</i></p>
	Q & A	<p><b>How do innovations go from idea to reality? Entrepreneurs &amp; innovation agents will discuss the steps along the way</b>  <i>Beáta Kurucz - Regional Manager Central Eastern Europe, EIT Health</i>  <i>Tomasz Rogula, MD, PhD, FACS - Professor of the Jagiellonian University</i>  <i>Nikica Gabrić, MD - Founder &amp; CEO of the University Eye Hospital Svjetlost</i></p>
<b>12:00</b>	From idea to reality	
	Q & A	
<b>13:00 LUNCH</b>		
<b>13:45</b>	Future-Proof your patient experience	<p><b>Healthcare consumers were once called “patients” because they accepted and complied; this is changing! How can we prepare for this?</b>  <i>Dave deBronkart - Business transformation optimist &amp; healthcare keynote speaker at e-PatientDave</i>  <i>James Gutierrez, MD - Chief of Quality, Safety &amp; Patient Experience, Cleveland Clinic London</i></p>
	Q & A	
<b>14:45</b>	Panel: Through the patients’ eyes An opportunity to hear the side of a patient	<p><b>Facilitated interview and audience Q&amp;A with healthcare consumers about their experience</b>  <i>Elizabeth Ziemba, JD, MPH, Founder and President, Medical Tourism Training</i></p>
	Q & A	



**15:00 BREAK**

**15:30** Closing Keynote

**What does the future of healthcare look like?**

*Thijs de Blok - Senior adviser at Buurtzorg Nederland*

Q & A

**16:15** Wrap

*Daniel Coulton Shaw - The ambassador for the Global Clinic Rating*

**19:30 GALA DINNER (optional)**

Day 3 - Saturday 21 March

**DAY 3**

**9:00** Opening Remarks

*Irving Stackpole - President of Stackpole & Associates, Inc*

**9:15** Shark Tank

**Can you swim with the sharks? This will be a competitive, fast-paced series of presentations by innovators & entrepreneurs. A panel of experienced "sharks" will evaluate and rate the presentations**  
*Rahul Kashyap, MD, MBA - Clinical Research Scientist at Mayo Clinic*  
*Tobias Schneider, MD - Associate Partner at McKinsey & Company, Inc*  
*Stephanie E. Trpkov - Strategy Consultant, World Bank Croatia*

Pitch

*Mislav Malenica, Founder and CEO, Mindsmiths*  
*Edgar Grant, C-level executive, Telemedico*  
*Marcin Kruczyk, CEO, GenGoogle*  
*Michał Smoliński, CTO, Radpoint*  
*Misanto*

**10:45** PANEL - Q&A with the sharks

**The audience can challenge the sharks!**

**11:00** Awards

**11:30** Final Wrap

*Ognjen Bagatin, MBA - CEO of Bagatin Clinic*

**12:00** Dubrovnik tour - Who will sit on the Iron Throne?

**EPIC SPEAKERS**



**European patient & Innovation Congress**

**Tomislav Mihaljević**  
Cleveland Clinic



**European patient & Innovation Congress**

**Frank A. Papay**  
Cleveland Clinic



**European patient & Innovation Congress**

**James Gutierrez**  
Cleveland Clinic London



**European patient & Innovation Congress**

**Mario Škugor**  
Cleveland Clinic



**European patient & Innovation Congress**

**Joe Sweet**  
Cleveland Clinic



**European patient & Innovation Congress**

**Rahul Kashyap**  
Mayo Clinic



**European patient & Innovation Congress**

**Rebecca A. Brustad**  
Mayo Clinic



**European patient & Innovation Congress**

**Stephen Bender**  
Disney Institute



**European patient & Innovation Congress**

**Nuria Díaz**  
Quirónsalud



**European patient & Innovation Congress**

**Dave deBronkart**  
e-PatientDave



**European patient & Innovation Congress**

**Tomasz Rogula**  
Jagiellonian University



**European patient & Innovation Congress**

**João Bocas**  
The Wearables Expert™



**European patient & Innovation Congress**

**Dragan Primorac**  
St. Catherine Specialty Hospital



**European patient & Innovation Congress**

**Nikica Gabrić**  
University Eye Hospital Svjetlost



**European patient & Innovation Congress**

**Thijs de Blok**  
Buurtzorg



**European patient & Innovation Congress**

**Elizabeth Ziemba**  
Medical Tourism Training



**European patient & Innovation Congress**

**Stephanie Trpkov**  
Strategy consultant




**European patient & Innovation Congress**

**Doug Lansky**  
Tourism development advisor



**European patient & Innovation Congress**

**Chris Graham**  
Picker Institute Europe



**European patient & Innovation Congress**

**Karin Jay**  
Global Services - Planetree



**European patient & Innovation Congress**

**Irving Stackpole**  
Stackpole & Associates, Inc.



**European patient & Innovation Congress**

**Ognjen Bagatin**  
Bagatin Clinic



**European patient & Innovation Congress**

**Daniel Coulton Shaw**  
Global Clinic Rating

and more ...

## Why to attend?



„This summit will focus on new ways to deliver high quality, safe care in healing environment. You will also learn how technology is changing our views on what patients want and need. Cleveland clinic is pleased to support this event. We were one of the first hospitals in the world to appoint a Chief Experience Officer and establish an office of patient experience. Our leaders will share some of the innovations we've developed to support more positive patient journey, while also creating a more engaging experience for our care givers around the world.“



„Driving innovation and utilizing effective new technologies in your organization will not only improve patient experience but will also improve patient outcomes. Invention is only a small part of the path to healthcare innovation. Leadership, entrepreneurship and smart cost management are essential elements that bring new ideas to the bedside.“



„Spending time in the UK developing our plans for patient experience at Cleveland Clinic London, following 2 decades of practice in the US, has highlighted the power of bringing together great ideas from the US, UK and Europe. I'm looking forward to being part of EPIC and bringing back so much of what I'll learn for the future benefit of our London patients.“

## Why to attend?



European Patient Experience & Innovation Congress

**Mario Škugor**  
Cleveland Clinic

„I am thrilled to take part in this important inaugural patient experience and innovation conference in my homeland of Croatia and proud of involvement of the Cleveland Clinic, the place where I work and learn for the last twenty years.“



European Patient Experience & Innovation Congress

**Joe Sweet**  
Cleveland Clinic

„We are excited to be the international partner of the inaugural European Patient Experience & Innovation Conference hosted by Bagatin Clinic. This will be an excellent forum to learn, share, and network around innovative approaches to patient and customer experience.“



European Patient Experience & Innovation Congress

**Rahul Kashyap**  
Mayo Clinic

„This inaugural European Patient Experience & Innovation Conference (EPIC) is a great way to showcase diverse and fertile ground for healthcare innovation. I will be excited to be there and share and learn from others to work towards better patient satisfaction and outcomes“

## Why to attend?



„I am thrilled to be participating in the EPIC conference. It will be the ideal opportunity to learn from international thought leaders and discover what innovations they are implementing to move healthcare into the new age.“



„I feel honored to participate in the 1<sup>st</sup> European Patient Experience and Innovation Congress. It will be a pleasure to learn and share Quirónsalud's key values, which are based on clinical excellence, the commitment to innovation and research, and a personalized experience for patients and their families“



„Cleveland Clinic has nearly 100 years of history of leadership and innovation that changed healthcare in the USA. Now it is bringing its 'Patients First' unique culture to Europe. As a former Cleveland Clinic faculty member I strongly recommend attending the inaugural European Patient Experience & Innovation Conference hosted by Bagatin Clinic to every European doctor“



## Why to attend?



„I am delighted to be part of the first ever European Patient Experience and Innovation Congress, where a patient-centred approach will be the heart of the discussions. Furthermore, we will exploit and aim to solve important challenges together, bringing innovation, emerging technologies and the latest marketplace trends to the bigger picture“



„There is no doubt: innovation is key to success. At St. Catherine Hospital, we are introducing changes of healthcare through the personalized medicine concept, which is moving us closer to more precise, predictable and powerful health care that is customized for the individual patient. That is why I am excited to join EPIC, an excellent place to share knowledge and vision as well as to learn about new industry trends and emerging medical technologies.“



„Buurtzorg can't be absent at a congress that talks about patient experience! With EPIC we talk about the things that really matter in making our health care systems future proof. I feel honoured to share the key to our success with you.“

## Why to attend?



„Clinical excellence is no longer enough to effectively compete globally, it is essential for providers and governments to offer leading edge solutions and programs focused on the patient experience. What better opportunity to learn and share ideas and knowledge than the EPIC Congress? None! See you there!“



„This is the congress that is long overdue! I am excited to participate in EPIC, as it offers a unique opportunity to play with ideas aimed at redesigning care delivery systems in ways that create far-reaching value for society.“



„Healthcare is no longer just a scientific procedure or diagnosis that happens in a room with a patient and doctor, it’s now about the complete patient journey. This is one of the new frontiers of medicine and the best way to network and transfer knowledge is to meet up at key events like this and share.“

## Why to attend?



„We are truly looking forward to the 1<sup>st</sup> European Patient Experience & Innovation Congress. This will be a wonderful opportunity to share best practices and exchange ideas focused on person-centered care principles, and innovations to truly support optimal experiences for patients, family members and staff members as well!“



„This is a conference I wouldn't miss! Europe is the ideal incubator for innovations in healthcare, and EPIC is focused on those changes. EPIC represents the future of healthcare innovation to Europe.“



„We who work in healthcare are well aware of the very many exciting innovations around us that help us to do work well beyond what was previously thought possible. The majority of patients in Europe however, experience healthcare in a very similar way as they have done for the past 10, 20 or 30 years. EPIC was created to change that. To share, motivate & educate healthcare leaders & their teams to bring the very best patient experience & innovations to the medical facilities & companies that they represent. Sign up to attend EPIC in beautiful Dubrovnik this coming March, and make this happen for you.“

**EPIC co-organizers**



**Gold Sponsor**



**Accreditation partner**



**EPIC speakers**



**EPIC supporters**

