



UNIVERSITY HOSPITAL®  
OLOMOUC

5. YEAR

# HOSPITAL MANAGEMENT 2019

20. - 21. 11.  
2019



# PROGRAM

## HOSPITAL MANAGEMENT 2019

20. – 21. 11. 2019  
NH COLLECTION OLOMOUC CONGRESS  
LEGIONÁŘSKÁ 21, OLOMOUC

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UNIVERSITY HOSPITAL®  
OLOMOUC

### WEDNESDAY 20. 11.

#### **8:45 – 9:00 am INTRODUCTION**

by the directory of the University Hospital Olomouc, prof. MUDr. Roman Havlík, Ph.D.  
and commercial deputy of the University Hospital Olomouc Ing. Čeněk Merta, MBA, MPA, Ph.D.

#### **9:00 – 10:30 am BLOCK I**

## NEW ARCHITECTURE OF HOSPITAL BUILDINGS; INTEGRATION OF HEALTHCARE IN THE SMART CITY CONCEPT

#### **Lectures on the following topics:**

hospitals as green buildings, or new challenges for the architecture of hospital buildings  
hospitals yesterday, today and tomorrow in our country and in the world  
new resources, new opportunities, new risks  
typology of large and technologically demanding buildings, medical and spa buildings

#### **Moderated by:**

Ing. Čeněk Merta, MBA, MPA, Ph.D.

#### **Lecturer:**

Ing. arch. Adam Rujbr (Adam Rujbr Architects s.r.o.)

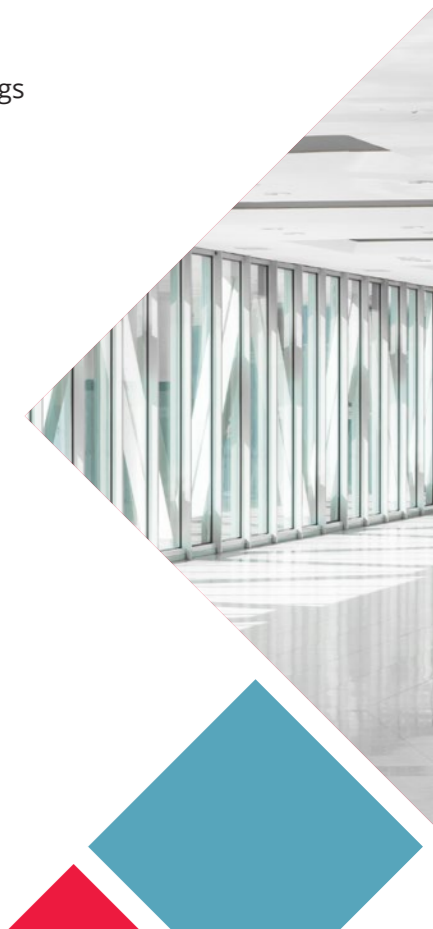
Ing. arch. Kristina Richter Adamson (LT Projekt a.s.)

Ing. Petr Tomický (LT Projekt a.s.)

Ing. Rut Bízková (Strategický rámec SMO ČR)

Ing. arch. Michal Juha (DOMY architects, FA ČVUT)

#### **10:30 – 11:00 am REFRESHMENT**



**11:00 am – 1:30 pm BLOCK II**

## INNOVATION IN HEALTHCARE

### Lectures on the following topics:

implementation of innovations in healthcare  
artificial intelligence and its role and application in healthcare  
how to use assistance robots in health and social services - practical demonstration of the robot  
use of smart glasses in health care  
monitoring of patients using cameras in the home environment  
future of cardiology using ICT tools  
how to efficiently process big data using modern tools

### Moderated by:

Ing. Čeněk Merta, MBA, MPA, Ph.D.

Mgr. Michal Štýbnar

### Lecturer:

MSc. Francesco Puja, Ph.D. (Konica Minolta Laboratory Europe, IT)

Ing. Michal Kolb (Microsoft, ČR)

Ing. Rostislav Babarík (Microsoft, ČR)

doc. Ing. Radim Burget, Ph.D. (Research centre SIX, VUT in Brno)

prof. MUDr. Miloš Táborský, CSc. MBA FESC FACC (I. IK FN Olomouc)

Mgr. Veronika Bulková, Ph.D. (MDT - Medical data transfer, s.r.o.)

**1:30 – 2:30 pm LUNCH**



**2:30 – 4:30 pm BLOCK III**

## DIGITALISATION OF HEALTHCARE, E-HEALTH

### Lectures on the following topics:

data integration in healthcare  
telemedicine and its future from the perspective of the Ministry of Health  
introducing innovations into the environment of the Czech healthcare system  
commercialization of innovations in Israel  
certification of paperless hospital  
adoption of the Electronic Medical Record Adoption Model (EMRAM) in Europe

### Moderated by:

Ing. Antonín Hlavinka

Ing. Čeněk Merta, MBA, MPA, Ph.D.

### Lecturer:

Ing. Martin Zúbek (Inter Systems, ČR)

BSc. Dudi Klein, MBA (Assuta Medical Centers, ISR)

John Rayner (Regional Director, HIMSS Analytics for Europe and Latin America, UK)

Ing. Martin Zeman (Director of the National Centre of Electronic Healthcare and the Department of Informatics of the Czech Ministry of Health)

Mag. Christian Raming (Independent Consultant for e-Health, AUT)

**4:30 – 5:00 pm REFRESHMENT**



**5:00 – 7:00 pm DISCUSSION BLOCK IV**

## ROUND TABLE OF HEALTHCARE PAYERS, REGULATORY AUTHORITIES AND PROVIDERS

### **Discussions on these topics:**

the practical impact of the reimbursement regulation in 2019 and comparison with the reference periods of 2017 and 2018

strategy for reimbursement mechanisms for 2020 and beyond

financing the growth of specialized care

financial stability based on expected reality of available resources in health insurance

strategy of price regulation of pharmaceuticals incl. changes and new view of SUKL

### **Moderated by:**

**PharmDr. Michal Krejsta, MBA**

### **Invited:**

**Mgr. Filip Vrubel** (Deputy Minister, Czech Ministry of Health)

**Mgr. Irena Storová** (Director of SÚKL)

**Ing. David Šmehlík, MHA** (Deputy Director of VZP Czech Republic health insurance company)

**Mgr. Libor Štajer** (law firm KMVS)

**Mgr. Martin Schimmer** (lawyer, law firm 2 Martins Legal)

**8:00 pm JOINT DINNER**

**THURSDAY 21. 11.**

**9:00 – 11:00 am DISCUSSION BLOCK I**

## SELECTED PROBLEMS IN THE CZECH HEALTHCARE SYSTEM

### **Discussions on these topics:**

modern network of hospitals - division of activities between smaller and larger hospitals

how technologies can help us ensure the availability of health services

interconnection of hospital and outpatient care

### **Moderated by:**

**MUDr. Pavel Hroboň**

### **Invitations to the discussion block:**

**MUDr. Radomír Maráček** (Chairman of the board of directors of the Regional Hospital of T. Baťa in Zlín)

**prof. MUDr. Roman Havlík, Ph.D.** (Director of the University Hospital Olomouc)

**11:00 – 11:30 am REFRESHMENT**



**11:30 am – 1:30 pm DISCUSSION BLOCK II**

## HOSPITAL ACQUISITIONS IN THE CURRENT MARKET ENVIRONMENT - CURRENT MANAGEMENT OF PURCHASING PROCESSES

### Discussions on these topics:

the current state of public procurement and tendering in hospitals for pharmaceuticals and medical supplies  
view of hospital management on the current legislative environment related to hospital purchases (Act on the register of contracts, Act on pharmaceuticals, orders and letters of the Minister of health of the Czech Republic, addressed and unaddressed bonuses, trade secrets)  
possibilities of optimization of purchasing processes in the environment of Czech hospitals using electronization and digitization

### Moderated by:

JUDr. Petr Šustek, Ph.D.

### Invited:

Ing. Čeněk Merta, MBA, MPA, Ph.D. (commercial deputy of the University Hospital Olomouc)

Mgr. Michal Hojný (vedoucí ústavní lékárny IKEM)

Ing. Michal Filip (Deputy Director, University Hospital Hradec Králové)

MUDr. Tomáš Gottvald (CEO and chairman of the board of directors of Nemocnice Pardubického kraje, a.s.)

JUDr. Karel Hlaváček (AK Šustek & Co.)

Ing. Miroslav Kubeš, MBA (ekonomicko-provozní náměstek Nemocnice Tábor a.s.)

**1:30 – 2:30 pm LUNCH**

**2:30 – 4:30 pm DISCUSSION BLOCK III**

## EFFECTIVE PURCHASING PROCESS FOR PHARMACEUTICALS IN THE CZECH REGULATORY ENVIRONMENT

### Discussions on these topics:

practical experience with public procurement and tenders of suppliers of pharmaceuticals and medical supplies  
practical experience with legal standards (register of contracts, unit prices, trade secrets, addressed and unaddressed bonuses)  
practical foreign experience with national and central tenders  
practical experience with price sustainability of medicines and medical supplies on the Czech market

### Moderated by:

Ing. Čeněk Merta, MBA, MPA, Ph.D.

### Invitation to the discussion:

PharmDr. Michal Krejsta, MBA (CEO / Chairman of the board of directors of LEXUM a.s., Executive Secretary of AVEL ČR, AVEL SK)

Ing. Jan Rohrbacher (Executive Director ALLIANCE HEALTHCARE s.r.o.)

Ing. Robert Sýkora, MHA (Market Access Director CEEMERIT, KYOWA KIRIN PHARMA s.r.o.)

Ing. Petr Hudec (Company Commercial Director, Phoenix lékárenský velkoobchod, s. r. o.)

Ing. Ján Urban (Cardiomedical)

MUDr. Alan Munteanu (ředitel divize Aesculap, člen vedení Skupiny B. Braun v České a Slovenské republice)

**5:00 pm END, DINNER**

