Realising the potential of digital health transformation in Europe:

A focus on the role and experiences of Regional and Local Health Authorities

12th October 2022, 11:30 – 13:00 CET

SPEAKERS BIOs

Marco Marsella
Head of Unit, eHealth, Well-Being and Ageing, DG CONNECT, European Commission

Marco Marsella is Head of the "eHealth, Well-being, and Ageing" Unit in the Directorate General for Communications Networks, Content and Technology (DG CONNECT) of the European Commission. From 2016 to June 2018, Marco Marsella was leading the Unit responsible for the Web Accessibility Directive, Safer Internet and Language Technologies. He has worked on policy development, innovation and research implementation in the areas of digital content, technologies for learning, e-inclusion and assistive technologies.

Fidelia Cascini
Digital Health Expert, Directorate-General for Digitalisation, Italy's Ministry of Health

Fidelia Cascini is Assistant Professor of Hygiene and Public Health at Università Cattolica del Sacro Cuore in Rome, Italy. As Digital Health

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expert at the Directorate-General for Digitisation, Health Statistics and Information System of the Italian Ministry of Health, she is national delegate to the European Union Council Working Party on Public Health regarding the European Health Data Space (EHDS) Regulation. She has been engaged by the Ministry of Health to be in charge of Italian (such as the Next-Generation Italy, Mission 6), European (such as EU Joint Actions) and International (such as G7 Working Group) projects in the field of digital health. She has been engaged by the National Agency for Regional Health Services (Age.Na.S) as digital health expert on Telemedicine investments and development plans, on the Telemedicine Health Technology Assessment, and on the Transparency Platform project for the monitoring of the health services provision. She has been involved by the World Health Organization (WHO) for the Technical Consultation on Interoperable Digital Health Trust Networks for digital COVID-19 vaccination credentials. She acts as Italian Representative at the European Observatory on Health Care Systems and Policies (WHO) and as the Italian Representative at the Global Digital Health Partnership (GDHP).

Birgitta Sacrédeus — Chair, Interregional Group on Health and Well-being, European Committee of the Regions

Mrs. Sacrédeus was born in Sweden. Currently, she is the Chair of the Interregional Group on Health and Well-being and a member of the European Committee of the Regions
She has 27 years of political experience in health care in the region of Dalarna, Sweden, as well as experience in fostering integration and cooperation between the local and regional healthcare systems.

Mike Morrissey — Chief Executive of the European Cancer Organisation (ECO)

Mike Morrissey joined the European Cancer Organisation as Chief Executive in the summer of 2019, having previously worked at the European Society of Cardiology (ESC) as their Chief Operating Officer. He is also President of the European Society of Association Executives (ESAE), having been elected to the position in June 2021.
Mike has a respected track record in leading and re-energising international not-for-profit organisations in the health and other sectors. He has served in various leadership roles and brings with him over 20 years of experience in association management. Mike is recognised for developing and managing global collaborations, as well as for supporting strategic leadership and operational implementation.

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Prior to joining the ESC in 2016, Mike was Executive Vice President & Chief Global Officer at the International Council of Shopping Centres (ICSC) and Managing Director of the International Federation of Air Line Pilots' Associations (IFALPA). Mike's early career was as one of the leading tennis officials in the world when he worked for the International Tennis Federation (ITF) and umpired many finals at Grand Slam and Davis Cup events.

Mike is a British and Irish citizen and in 2019, set up his own management company 'Morrissey Global Management' based in Cannes, to provide his services as CEO of the European Cancer Organisation, as well as to advise and support other international organisations.

Giovanni Gorgoni

Chair, European Regional and Local Health Authorities (EUREGHA)

Giovanni Gorgoni is the CEO of AReSS Puglia, the regional government agency of Apulia Region for innovation in health and social care.

Currently he is also chair of EUREGHA (European Regional and Local Health Authorities), vice president of italian network NISAN (health clinical costing) and professor of Public Management at Bari LUM University.

Previously he administered the Apulian Health Department, two local health authorities and he has been facility manager, financial manager and operations manager in the healthcare sector between Rome and Milan.

He's a health economist with current practices on VBHC, digital health and clinical network design.

VIDEO TESTIMONIALS

Flanders (BE)

The ZorgAtlas

The ZorgAtlas is the "publication layer" within the ZorgAtlas DataPlatform. It consists of dynamic and interactive dashboards, business datasets and data science dashboards offered to internal and external customers. The ZorgAtlas has the following important objectives:

1. Offering BI products as a data-driven backbone for underpinning policy decisions for the cluster health and care;
2. Offering BI products to the facilities or partners as support for their policy and operational decisions;
3. Striving for a common, unambiguous and consistent picture for policy and partners (micro-meso-macro level) on the demand, quality, supply and cost of care. A common view of the demand and need for care (best known by the partners

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and facilities in the health and care sector) is important for the proper determination of the supply of care (a core task of the government);

4. Visibility and data for citizens;

Scotland (UK)	**Scotland's Approach to Innovation in Health and Care**

The video showcases how stakeholders in Scotland are working together to improve health and social care. The West of Scotland Innovation Hub supports health and social care innovation across the West of Scotland and addresses key challenges to improve health, social care and service delivery through co-design, co-developing and co-delivering health and social care innovation; providing end to end support, from conception to procurement; and supporting innovation that addresses key challenges to improve health, social care and service delivery. More information here.

THALEA Project	**Telemedicine system to meet the demands of Hospitals concerning early warning Assisted by innovative ICT for Life Saving co-morbid patients in Europe As part of patients personalized care program**

In the field of telemedicine, THALEA I and II successfully demonstrated how innovative ideas can be transformed into new products in a short period of time. The projects aim to make patient care in the ICU even safer through additional, computer-assisted monitoring. As the first cockpit solution for ICUs, THALEA II helps to save more lives and consequently increases the quality of life and well-being of many EU citizens. Taking this into account, the promising technology of THALEA II flourishes European competitiveness, goes far beyond existing research and development and underlines its effectiveness with respect to innovative management and procurement methods.

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