



BUILDING HEALTH

Bucharest
International
Forum

PRESENTATION PROSPECTUS

2015, OCTOBER 22ND

Athénée Palace Hilton Bucharest Hotel

www.building-health.ro

 **BuildingHealthBucharest**

under
the aegis of:



ORDINUL
ARHITECȚILOR
DIN ROMÂNIA

a project
created by:



BORO PR&COMMUNICATION

Under the aegis / Co-Chairman

Presentation

Topic

Special and Guest Speakers

Agenda

Attendees

Reasons to attend

BORO PR & COMMUNICATION

is a communication agency in target groups.

We communicate about people and brands.

We connect professionals.





The Romanian College of Physicians

"The Romanian College of Physicians is a professional, non-political, non-profit, public entity, responsible for the authorization, control and surveillance of the practice of the medical profession as a liberal profession of authorized public practice.

The Romanian College of Physicians has juridical personality and institutional autonomy in its relation with any public authority, exerting its duties without any possibility of interference from outside its structure. The Romanian College of Physicians comprises all the physicians in Romania.

The Romanian College of Physicians has concluded a protocol with the Order of the Architects of Romania. We are pleased with the establishment of this partnership, having as the main common goal the promotion of values and professional models, of professional leadership and best practice examples of the professional environment in Romania, of the role of the professions in building a healthy society and of a high quality medical environment in Romania.

Both physicians and architects practice a liberal profession; we, the physicians, would like our professional



Co-Chairman
Gheorghe Borcean,
MD, PhD
President
The Romanian
College of Physicians

activity and development to occur in an appropriate technical and architectural environment and we are convinced that we can contribute to its becoming one through the partnership that we have signed with the Order of the Architects of Romania. The Romanian College of Physicians has decided to become actively involved in the promotion of this project (organizing the Forum), as well as of the partnership, through our own channels, for a high quality medical environment, both inside and outside the organization.

We are delighted to be co-organizers of the first edition of BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM, which will take place on October 22nd 2015, and which will be attended by physicians, architects with projects in healthcare, hospital managers, representatives of local public authorities and leaders of the professional environment. We hope that the debates will be of major interest to all members of the medical environment and that it will contribute to the development of a professional environment to suit our needs."

The College of Physicians is the most important professional organization of physicians in Romania.
More on www.cmr.ro



ORDINUL
ARHITECTILOR
DIN ROMÂNIA

The Order of the Architects of Romania

"The Order of the Architects of Romania is the organization that regulates, manages and represents the architectural profession in Romania, being entrusted by law in this respect.

The Order comprises all architects with signatory rights from Romania or who are temporarily working in Romania, as well as interns or architects who are involved in administration, education or work in various offices or institutions.

The Order of the Architects acts like a generator of projects and partner for those who are interested in or contribute to the development of the culture of the built environment, for a better quality of life in Romania.

We are, therefore, extremely optimistic about the partnership that we have established with the College of Physicians for the organization of BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM in October.

The Order of the Architects is the most important professional organization of architects in Romania.
More on www.oar.org.ro



Co-Chairman
arch. Șerban
Țigănaș
President
The Order of
the Architects
of Romania

The meeting between those who provide medical services and those who can set up the spaces to that effect, as well as to the recovery and treatment of patients, aims to develop initiatives in view of catalyzing political will, on the one hand, and the high standard of practices in ensuring, rehabilitating and generating spaces for healthcare.

We are confident that this step is an important beginning for a beneficial collaboration between the two professions, for the sole purpose of providing better quality for people."

BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM

is a unique project of interprofessional communication on a topic of utmost interest, which brings together two of the most important professions, physicians and architects, for the first time in Romania, within a unique event, that aims to become a platform for communication, direct meetings, networking and continuous dialogue for a high quality medical environment in Romania. The forum is the result of a strategic partnership recently established between the two professional organizations, CMR and OAR.

The project

promotes professional values and models, the role of the two professions in building a healthy society, interprofessional dialogue, professional leadership and best practices, having as the main aim the development of a partnership for a high quality medical environment, with a major impact on the quality of life of patients and physicians alike.

The forum

is equally addressed to the leaders of the professions, decision-makers, investors in healthcare, providers of solutions and technology, to all those who, through their actions, contribute to the quality of the Romanian medical environment.

The first edition

of the forum addresses the concept of "building health" from three main perspectives: *professional leadership* – education, leaders and professional models, *medical management* – projects and best practices, *the medical environment* – architecture and engineering.

Over 200 guests,

physicians and healthcare managers, architects with projects in healthcare, representatives of central and local authorities, leaders of the professional environment and international specialists will participate in BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM.

BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM alongside BUILDING EDUCATION BUCHAREST INTERNATIONAL FORUM, is part of the series of **projects of interprofessional communication launched in 2015 for two priority areas, healthcare and education**, having as the main aim the promotion of a high quality medical and educational environment in Romania. BUILDING HEALTH BUCHAREST INTERNATIONAL FORUM is a concept created and implemented by BORO PR & COMMUNICATION, organized under the aegis of **THE ROMANIAN COLLEGE OF PHYSICIANS** and of **THE ORDER OF THE ARCHITECTS OF ROMANIA**.

More about the two projects of interprofessional communication on www.health-education.ro



PROFESSIONAL LEADERSHIP

PROFESSIONAL LEADERSHIP EDUCATION, LEADERS AND PROFESSIONAL MODELS

The roles of the professions in building a healthy society
Leaders and professional models
Leaders who create leaders
The new generation of leaders
The development of professional leadership
Value through leadership
Continuous education and training
Recovering values
Organizational culture
The culture of excellence
Culture quality
Standards

MEDICAL MANAGEMENT

PROJECTS AND BEST PRACTICES

How to build
a high quality medical system
A holistic approach
to the medical environment
Hospital as a community
Healthcare policies
Best practices
European, public and private funding
Public-private partnership
Efficiency and costs
Risk management
Quality management
Projects and investments
Technologies and equipment

MEDICAL ENVIRONMENT

ARCHITECTURE AND ENGINEERING

Hospital & city, a healthy built environment
The role of architecture in reintegrating the hospital into the community
The medical environment
– the social environment
Workspace and therapeutic space
The quality of the medical environment
Physical, emotional, mental and spiritual comfort
Healthcare constructions
– long-term investment
Green hospitals
The influence of architecture on the patient's quality of life
Evidence-based design
Architecture and engineering, solutions for the medical environment
Functionality and sustainability



Special Guest, Norway

Erik Kreyberg Normann, MD

President,
The International Hospital Federation (IHF)

"I am very honored to be invited to Building Health Bucharest International Forum. Modern hospitals in modern buildings are important for a better healthcare for the patients. It is very important that the medical professionals collaborate with architects and engineers as well as the patients in deciding how the hospitals are built and how they are managed.

It is important to empower the patient organizations in such development. It is also important to involve the municipalities and the primary health care in a better coordination of the patient health care. I have personal experience in this as former CEO of Akershus University Hospital which was built during my time as CEO and I was in charge for the first year.

I will give some examples during my presentation at the congress."

Dr Erik Kreyberg Normann is Norwegian and has been a member of the Governing Council since 2009. In the period 2005 to 2013, he was the President of the Norwegian Hospital and Health Service Association (NSH). NSH hosted the 38th IHF World Hospital Congress

in Oslo in 2013. From 2013, he has been board member of this organisation. He is the CEO of Curato AS, the largest private imaging provider in Norway.

Dr. Normann is a Pediatrician but for the last 20 years he has mostly been employed in different management positions. He has been the CEO of several hospitals in or near by Oslo, like Ullevaal University Hospital, Buskerud Hospital and Akershus University Hospital. In the last one he was leading the process in preparing and moving the hospital from an old inefficient building into a large, new hypermodern hospital.

He was also the CEO of the Oslo Municipal Child and Family Services; the child protection service, child and adolescent psychiatry and family services in Oslo. For three years he was part time employed

by the Norwegian Health Department involved in establishing a new system of financing the hospitals.

He has been the Director of Department of Hospital Services in the Norwegian Directorate of Health and the Secretary-General of the Norwegian Air Ambulance Foundation.

The International Hospital Federation (IHF) is the global representative body for hospitals and healthcare organizations, with some 100 countries as full and associate members and corporate partners.

IHF collaborates with international organizations such as the World Health Organization, the World Bank Group and the International Association of Patients Organization, on various projects.



Special Guest, Great Britain

Prof. Dame Sue Bailey

Chairman,
The Academy of Medical Royal Colleges

"I am both delighted and honoured to be playing a part in the Building Health Bucharest International Forum 2015 . Good health is central to the lives of children, adults and families wherever they live . Good health is also crucial for the realisation of flourishing communities and the economic health of any nation. Health services must be underpinned by values based care that is also value for money. Core to all the above is the importance of health care leadership which today both nationally and internationally is about integration and systems leadership.

A key characteristic of many of the most successful health care organisations in the world is their ability to collapse hierarchies, flatten organisational structures and to encourage clinicians to fill key leadership roles. Clinical leaders who have the ability to direct the activities of a group towards a shared goal whilst coping with change. The alignment of an organisation's workforce with its visions values and objectives. Leaders create visions, management is about implementing them.

We all know leaders need to be intelligent and have appropriate experience but above all must possess emotional intelligence, the key components of which are self-awareness (knowing how we feel) self regulation (control of our emotions) empathy (how others feel) and social skills (influencing and inspiring others). Supportive leaders are able to build relationships with all those with whom they work which can increase positivity and motivation to a common values based purpose.

I very much look forward to sharing ideas with colleagues from across the world and learning from them."

Sue Bailey is a Consultant Child and Adolescent Forensic psychiatrist and Professor of Mental Health Policy in North West of England. Interests include development of needs and risk assessment measures for use with young offenders with mental illness and development of community and secure inpatient treatment for young offenders both nationally and internationally.

As a past President of the Royal College of Psychiatrists, she worked with health and social care professionals, patients and carers to help bring about Parity of Esteem between mental and physical health which is now enshrined in Primary Legislation in England. Current Senior Clinical Advisor for Mental Health and Learning Disability for Health Education England.

Made an OBE in 2002 for services to Mental Health and young offenders and in 2013 made a DBE for services to Psychiatry and for voluntary service to People with Mental Health Conditions. Current Chair of UEMS CAP Section, elected member of EPA Council, secretary of EFCAP and member of programmes meeting of the WPA.

The Academy was established in 1974 as the Conference of medical Royal Colleges and their Faculties. In 1996 it was renamed the Academy of Medical Royal Colleges.

The Academy comprises the 20 medical Royal Colleges and Faculties across the UK and Ireland whose presidents meet regularly to agree direction in common healthcare matters.

It provides a collective, clear and sure voice for the benefit of patients and healthcare professionals across the four nations of the UK.



Special Guest, Germany

Arch. Guido Meßthaler

Managing Director,
HDR Europe

"I am honored to be invited to the Building Health Bucharest International Forum 2015 and I am very pleased to support this conference with a presentation.

Architectural Designing for Health, Science & Research must meet extremely high requirements when it comes to function, efficiency and user-friendliness. These buildings convey the first impression of an organization. They form the space where patients recuperate and researchers make scientific breakthroughs. They create a working environment that fulfills professional standards without ignoring the well-being of staff. They form the basis for optimum operational processes and functions and reflect the community around them —sensitively fitting into the surrounding area.

These technically complex facilities require architects with design, planning, and technical expertise not only in architecture, but also in the business and operational requirements of the healthcare and science industries as a whole.

From children's hospitals to cardiovascular centers, behavioral health facilities to cancer centers, we understand the distinct physical and emotional needs associated with specialized healthcare environments. Using the latest research along with patient/user input, we identify each project's primary goals and implement advanced evidence-based design concepts to support the overall care process for each type of patient population.

We provide clients with quantifiable steps for improving existing facilities or setting the baseline for future facilities—all backed by extensive research and real data about the physical, psychological, emotional and spiritual needs of all the facility's users—patients most importantly, but also families, visitors and staff.

In today's competitive and volatile marketplace, we understand how important it is to do the most with the least. It's about more than just delivering projects on time and on budget. It's about gaining a thorough understanding of the processes that take place within a facility and using design to help optimize operations as well as help those individuals who work there do their jobs better. We are a valuable resource to our clients—delivering meaningful, cost-effective solutions.

We have been planning, designing and delivering health service buildings for more than five decades, and are established as one of the leading healthcare design firms in Germany. In the spring of 2013, we merged with HDR Architecture, the world's No. 1 healthcare and science facility design firm. Now we act as the hub for HDR's healthcare and science & technology design programs in Europe.

I am looking forward to giving you an overview of global trends in healthcare architecture and master planning and showing you some examples of our work in this field."

Together with Michael Keitel und Harald Klösge, Guido Messthaler runs HDR TMK Planungsgesellschaft, and is involved in a large number of hospital projects. As an architect, Messthaler has had years of experience with hospital planning regulations and guidelines, clinical and operative processes, and modern strategies for the future planning of hospitals.

With over 33 years of experience, Messthaler is the head of interdisciplinary teams made up of architects, engineers, and clients, equipping them to obtain the best possible results. His enthusiasm and energy enable his teams to come up with unique solutions.

Messthaler enjoys an exceptional network in the field and focuses on working closely together in partnerships.

Messthaler scrutinizes the entire process for risks and weak points from the conception of a project through to the billing phase. He knows from his years of experience how projects are to be conducted cost-efficiently and on time to make them successful for all involved.

Messthaler also holds talks and lectures, is active as a judge at the Düsseldorf Financial Court, and is appointed to the nominating juries of various competitions.

Guido Messthaler studied at RWTH University in Aachen through 1981, before beginning work in the Düsseldorf office of Gerhard Thiede the same year. He would become a partner and co-owner six years later.



Special Guest, France
Martin Hirsch
 General Manager,
 Assistance publique
 – Hôpitaux de Paris (AP-HP)

Martin Hirsch graduated from Ecole normale supérieure (biology) and Ecole nationale d'administration.

He has had various positions within the French administration: member of the council of State, chief of staff of the health minister, CEO of the French food safety agency. He was a member of the French Government between 2007 and 2010 as High commissioner for the policy against poverty and High commissioner for Youth. He chaired the national body in charge of volunteering, "agence du service civique", before being appointed CEO of the Greater Paris University Hospitals (AP-HP).

As a volunteer, he chaired for a long time the NGO called Emmaus.

At a European level, he was a member of several experts committees and, at an international level, a member of the UN - Commission chaired by Michele Bachelet aiming at building a social protection floor.

He is the author of a dozen books related to social issues.

Distinctions: Knight of the National Order of Merit and Knight of the National Order of the Legion of Honour.



Guest Speaker, Israel
Prof. Gabriel Barbash
 General Manager,
 Tel Aviv Sourasky Medical Center

"Promoting excellence in a public tertiary medical center in the face of private sector competition. Experience gained from 20 years of hospital management. We will discuss the effects of the public-private mix and physician market conflict on physician employment and promotion in the public hospital and personnel growth in the hospital environment. How do you provide the structure in which excellent and innovative recruits will develop in your system? How can we recruit successful department chairmen and retain quality leaders in the public hospital."

Gabriel I. Barbash, MD, MPH has been the Director General of the Tel Aviv Sourasky Medical Center since 1993, with a break from 1996 to 1999 when he served as the Director General of the Israeli Ministry of Health.

From 1998 to 2001, Dr. Barbash served as the Chairman of the Israeli National Transplant Center and reorganized the system of organ harvesting in Israel, doubling the number of organ transplantations nationwide.

Dr. Barbash was Israel's national coordinator and principal investigator for numerous international multicenter cardiology studies in which each department of cardiology in Israel took part. He has published more than 80 original papers, mainly in the fields of diagnosis, risk assessment, and treatment of acute myocardial infarction.

In 2001, Dr. Barbash was appointed Professor of Epidemiology and Preventive Medicine in the Sackler School of Medicine, Tel Aviv University. Between 2008 and 2012, Dr. Barbash was a visiting professor in the Mailman School of Public Health at Columbia University, New York, where he researched the diffusion of medical technologies in conjunction with the US Ministry of Health Agency for Health Research Quality (AHRQ). Publications on this topic were subsequently published in the NEJM and in the Annals of Surgery.

Dr. Barbash is a graduate of the Hadassah Medical School of the Hebrew University, Jerusalem. He is board certified in Internal Medicine, Medical Management and Occupational Medicine. He also holds a master's degree in Public Health (MPH), specializing in Health Policy and Management, from the School of Public Health at Harvard University.



Guest Speaker, Great Britain

Arch. Christopher Shaw

Chair,
Architects for Health

Founding Partner of Medical Architecture, Christopher has an unrivalled understanding of the Healthcare sector. He is a skilled leader with over 20 years' experience underpinned by an ethos of innovation, evidence based design principles, clinical service and human experience across healthcare design. With both strategic and practical expertise across acute and forensic mental health and academic research of medical facilities, Christopher's particular expertise lies in developing strategic planning, enabling design to effectively enhance clinical outputs and the human experience of medical care.

Applying principles of responsive design, Christopher actively engages in user consultation groups, facilitating stakeholder engagement sessions that outline 'the perfect day', ensuring an integrated design process that lead to informed and enhanced environments for staff and patient care paths.

Christopher provides and lateral and inclusive platform for strategy, communication and reporting for clients, stakeholders and clinical staff within a project.

Architectural Project Lead Experience:
Saskatchewan Hospital, North Battleford, Canada, \$250m, current - 284 bed specialised mental health hospital | Royal Marsden Hospital, Specialist Oncology services, £50m, current | National Forensic Hospital Portrane, Dublin, Ireland, €120m, current - Irish Health Service Executive. 225 bed High secure mental health hospital | The Heart Hospital, interim beds project, £7m, current | University College Hospitals NHS Foundation Trust, Cardiac services | Clock View, Walton Hospital TIME Project, Merseyside (£22.5m) 2014 Mersey Care NHS Trust. 85 bed local adult acute mental health hospital | Hopewood Park, Sunderland PrIDE Project, £50m, 2014 | Northumberland Tyne & Wear NHS Foundation Trust. 122 bed adult acute

and specialist mental health hospital | St Pancras and St Luke's Hospital, London, 2010 | Camden & Islington NHS Foundation Trust. Estates Strategy | New Oakville Hospital PPP, Halton, Ontario, Canada, \$450m, 2011 | 750 bed community hospital with rehabilitation and mental health.

Professional Associations:

Chair of Architects for Health, UK | RIBA (Royal Institute of British Architects) Health Forum, UK | Health & Care Infrastructure Research and Innovation Centre (HaCIRIC) | Architects Registration Board, UK

Qualifications:

Dip. Arch | Dip Art & Design

Recent Professional Activities:

Chair European Health Design Congress, London, 2015 | Session Lead Designing the Smartest ED, Cambridge, 2014 | Workshop lead, Nuffield Trust NHS Forum, 2014 | Presenter Healthcare

Investing Forum, Oct 2014 | Session Lead: IHEEM Nov 2014 | Primary Care Premises Forum, Nov 2014 | RIBA Client Forum (Health) sector lead 2014/2015 | RIBA Research Symposium panellist Oct 2014 | NHS Procure 21+ Room Standardisation Panel member 2014/15 | Speaker: 'Doing more for less' IHEEM, Manchester, 2013 | Speaker: 'Challenges of Integrated NHS Care' RIBA, 2013 | Co-author: 'Integrated Care and the Community Hospital', 2013 | Speaker: 'Dementia Design in an Acute Setting', AfH, Guy's and St Thomas' Hospital, London, 2013



Guest Speaker, Netherlands

Douwe Kiestra BEng.

President elect,
The International Federation of Hospital
Engineering (IFHE)

"There are substantial differences between the continents regarding both the quality of healthcare and the quality of healthcare technology. But this is healthcare we're talking about - a product everyone on this planet is entitled to, and something everyone on earth should have access to. We know, however, that in many parts of the world healthcare fails to meet the desired quality standards.

In the Netherlands we do have good healthcare to rely on, which moreover is supported by the latest innovations in technology. The importance of innovation is becoming increasingly apparent in perfectly functioning machines that require very little maintenance, have a low malfunction rate, are extremely energy efficient, easy to operate, and, most importantly, safe.

We express this in our theme: Healthcare engineering creating effective and efficient care worldwide. We have acquired extensive knowledge of modern technology and we would like to share this with you. This is why, for the 2016 edition of the 24^e IFHE Congress, we have chosen the theme 'Sharing Knowledge for better healthcare worldwide'.

Together with you, our colleagues, we take our responsibility in bringing our collective knowledge of technology in healthcare under the attention of people who can benefit from it. We want to show them in which instances modern technology can be used - is essential, even. We cordially invite you to share and exchange your knowledge with other healthcare professionals. We encourage you to talk to one another and think of ways to effectively convey your expertise to colleagues in far-away places, so they can apply this knowledge in their own professional practice.

The hospital of the future is now taking shape."

First Vice President of the (IFHE), International Federation of Hospital Engineering | President IFHE 2016-2018 | President of the Dutch (NVTG) "The Dutch Federation of Technical Facility Managers in Healthcare" | Member of several Branch Committees | CEO of the national All-round Installation company Pranger-Rosier | Has more than 25 year experience working in the building and hospital industry | Did study building engineering and economic.

The International Federation of Hospital Engineering (IFHE) is a non-profit, non-governmental body established in 1970 to enable national engineering professional organizations to join in a world-wide federation.

The purpose of IFHE is to encourage and facilitate exchange of information and experience in the broad field of hospital and healthcare facility design, construction, engineering, commissioning, maintenance, and estate management.

Membership of IFHE has spread to over thirty countries - embracing some ten thousand persons. In addition to national healthcare engineering organizations, IFHE also admits as members: governmental institutions, corporate consultants, commercial and industrial firms, as well as individuals or small groups of interested persons.

IFHE is recognized by the World Health Organization (WHO) in Geneva, as a Non-governmental Organization in Official Relations with the WHO.



Guest Speaker, Romania

Mihai Marcu

President,
the Administrative Council of MedLife

"I am honored to contribute, as a speaker, to the first edition of Building Health Bucharest International Forum, the first project of its kind in Eastern Europe. I rejoice over the fact that it takes place in Romania, given that the Romanian medical environment was in great need of such an event to facilitate the interaction between healthcare decision makers, investors, managers and suppliers and to bring professional values, best practice examples and leadership models to the fore. Such an exchange of experiences can contribute to increasing not only the quality of the medical environment, but also the quality of life of our patients."

Mihai Marcu is the Chairman of the Board of MedLife, the private healthcare market leader in Romania, position which he occupies since 2004, when he decided to join the family business.

Previously, he was Vice President and Corporate Department Manager within RoBank.

He is a founding member and President of the Romanian Business Leaders Foundation, a non-governmental and non-profit organization which facilitates

action and social involvement among private sector leaders, entrepreneurs and company managers.

Mihai Marcu graduated from the Faculty of Mathematics within the University of Bucharest, and completed courses of Corporate Management, Human Resources and Financial Management in various institutions among which: DC Gardner London, The Open University London, Romanian Banking Institute, JAICA, Euromoney Trainings, WS Atkins.



Guest Speaker, Romania

Wargha Enayati, MD

Founder,
the private healthcare network
REGINA MARIA

"There is an imperative need to rethink – in a radical manner – the structures of state hospitals, of the National Health Insurance House, of private insurance and of healthcare passes, of policies regarding the intercommunity flux of physicians, and to identify solutions for an aging population."

Wargha Enayati is the founder of the private healthcare network REGINA MARIA and a cardiology Consultant Physician. Of German origin, he began his medical studies at the Faculty of Medicine in Regensburg, Germany, and graduated from the Faculty of Medicine of Cluj. He pursued cardiology at Fundeni Hospital in Bucharest.

He was born in 1964, in Germany, to a family of Iranian origin, and has triple citizenship: German, Iranian and Romanian. He came to Romania in 1983, in full Communist regime, drawn by the life and activity of Queen Maria of Romania and her ties with the Bahá'í Faith. He studied Romanian for one year in Suceava and then medicine for several years in Cluj. As the Revolution took place in 1990, Dr. Enayati was one of the few Germans who graduated and remained in Romania. He came to Bucharest, where he specialized in Cardiology at Fundeni Hospital. Dr. Enayati founded Unirea Medical Center (CMU) in 1995 and occupied the position of President throughout these years. Since 1996 and

1997 respectively, Dr. Enayati has been the physician of the Embassy of Germany in Bucharest and of the Lufthansa offices in the same city. In 2007 he brought one of the global giants in the field, 3i investment fund, into the shareholding of Unirea Medical Center.

In early 2010, the sale of a majority holding to Advent International investment fund was completed. It is the largest transaction that has occurred to date on the private healthcare services market in Romania. Once with the merger with Euroclinic in early 2011 and with the agreement of the Royal Family, Unirea Medical Center became the private healthcare network REGINA MARIA, largest private healthcare network in Romania.

In 2010, the work experience gained and a long-standing dream gave rise to Regina Maria Foundation. The projects carried on within this Foundation address people in need my through two main areas: healthcare and education.



Guest Speaker, Romania

Andreea Moldovan, MD

Sf. Constantin Hospital,
Braşov

"The quality of medical services depends on a series of interrelated factors: medical staff, the level of knowledge and skill to apply the former correctly, the quality of medical facilities at hand and, equivalently, the physical, material environment in which the medical services are conducted.

The existence of adequate premises, of correct functional circuits which completely avoid the intersection between aseptic and septic components, their accessibility - which ensures a better compliance in respecting them as such - is an important, even vital link in the chain to prevent nosocomial infections. Why not respect it then?"

EUROPEAN HAND HYGIENE EXCELLENCE AWARD 2013 within the First Global Patient Safety Challenge of the World Health Organization - Clean Care is Safer Care

Doctor of Medical Sciences and Senior Physician in Infectious Diseases, Department of Quality Control of Sf.Constantin Hospital in Braşov, named the "cleanest Hospital in Europe" in 2013.



Guest Speaker, Romania

Arch. Ştefan Alberto Bianco

Founder,
Prographic Architecture Studio

"Medical architecture is the symbiosis between norms, technical specialty coordination and medical practice and design".

Arch. Stefan Alberto Bianco is the founder of Prographic Architecture Studio, which he started in 1996, the same year he graduated the architecture courses from the Architecture Institute "Ion Mincu" in Bucharest. In 1997 he graduated the Master's Degree in Urbanism at the same Institute, where during the period of 1997-2000 he served as a Teaching Assistant.

With experience in custom commercial, residential, and public building types, Bianco offers a balanced design approach that respects project economics, functional use of space, and flexibility for future needs.

Prographic Architecture Studio's portfolio ranges from office buildings, private residences, retail centers, medical centers and hospitality to public areas like restaurants, bars & cafes. Among the medical facilities designed by Prographic Architecture Studio are the Pediatric MEDLIFE Hospital in Bucharest, MEDICOVER Hospital in Bucharest, Ovidius Clinical Hospital in Constanta County, along with numerous MEDLIFE clinics in the country.

08.30 - 09.30

**WELCOMING GUESTS,
WELCOME COFFEE**

09.30 - 10.20

OFFICIAL OPENING

Welcome message:

Co-Chairman Dr. Gheorghe Borcean
President,
The Romanian College of Physicians

Co-Chairman Arch. Șerban Țigănaș
President,
The Order of the Architects of Romania

Special Guests, Master Partner

10.20 - 11.50

PART 1

*"PROFESSIONAL LEADERSHIP:
EDUCATION, LEADERS AND
PROFESSIONAL MODELS"*

Co-Chairman Gheorghe Borcean, MD, PhD
Co-Chairman Arch. Șerban Țigănaș

Speakers: Leaders of medical and architecture schools, international leaders of the professions of physician and architect, leaders in the industry - partners of the two professions.

11.50 - 12.20

COFFEE-BREAK

12.20 - 13.50

PART 2

*"MEDICAL MANAGEMENT:
PROJECTS AND BEST PRACTICES"*

Co-Chairman Gheorghe Borcean, MD, PhD

Speakers: Highly valued and awarded managers in healthcare, international specialists in medical management, partners of medical management in Romania.

13.50 - 14.40

LUNCH

14.40 - 16.10

PART 3

*"THE MEDICAL ENVIRONMENT:
ARCHITECTURE AND ENGINEERING"*

Co-Chairman Arch. Șerban Țigănaș

Speakers: International specialists in medical architecture, architects with representative projects in healthcare, partners with solutions for the Romanian medical environment.

16.10 - 17.00

BUILDING HEALTH 2015 DEBATE:

*"PARTNERSHIP FOR
THE ROMANIAN MEDICAL ENVIRONMENT"*

17.10 - 18.00

BUSINESS COCKTAIL



**Leaders of
the professional environment**

**Leaders of
the institutional environment**

**Representatives of central
and local authorities**

**Representatives of
the academic environment**

Healthcare managers

Physicians

Architects

International specialists

Healthcare investors

**Producers in the medical
and pharmaceutical industry**

**Providers of solutions and technologies
for setting up and equipping the medical
environment**

>200

guests

30%

physicians
and healthcare
managers

25%

architects with
projects in healthcare

10%

leaders of the
professions and
representatives of
the academia

10%

representatives
of the institutional
environment

10%

representatives
of central and local
authorities

10%

partners

5%

international
specialists

The role of these professions is, perhaps, more important than ever nowadays. Come join those who, by means of their actions, physicians and architects, can build a healthy society.

The medical environment has a major impact on the quality of life of patients and physicians. Find out how it can influence you in a positive way.

Physician or architect, become a part of a unique project of interprofessional communication. Sign the partnership in BUILDING HEALTH BUCHAREST for a high quality medical environment in Romania.

The development of healthcare infrastructure is a priority axis in the Regional Operational Programme 2014-2020 for the rehabilitation/modernization/expansion/equipment of the infrastructure for outpatient services, emergency units and for the construction/equipment of regional emergency hospitals.

Meet the leaders of the professions and the stakeholders in healthcare.

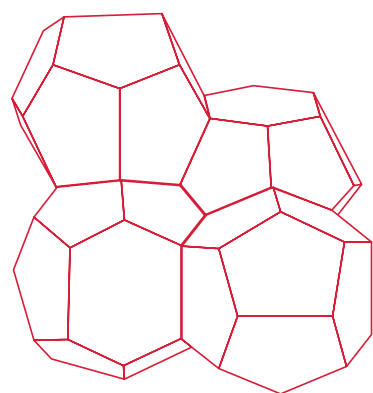
The healthcare financiers present the healthcare infrastructure development projects for the following years. Find out what hospitals will be build or renovated in the near future.

See the best practice examples in healthcare management in Romania.

Meet the Romanian physicians who have been awarded abroad for their effective and efficient healthcare management.

Find out how architecture contributes to the creation of a healthy, safe and sustainable medical environment.

See the state-of-the-art technology in the healthcare industry and the solutions that can transform the medical environment in an attractive and comfortable environment.



The access to the forum is by invitation-only. Physicians and architects can participate free of charge, subject to the availability of places. Companies can request information about communication and networking opportunities within the forum at the email address health@borocommunication.ro, and will be selected according to their profile and references to the healthcare field.



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