

2021 IHFBARCELONA

44th World Hospital Congress

8th - 11th November 2021

**People on board: Transforming
healthcare by blending agility,
responsiveness and resilience**



BARCELONA

ORGANISERS



The **International Hospital Federation (IHF)** is an international nonprofit, non-governmental membership organization.

IHF recognizes the essential role of hospitals and health care organizations in providing health care, supporting health services, and offering education. Its role is to help international healthcare services providers. Its vision is a world of healthy communities served by well managed hospitals and health services where all individuals reach their highest potential for health.



La **Unió Catalana d'Hospitals** is a membership association of health and social care services providers, gathering more than 100 healthcare organizations.

As a health and social services providers association, La Unió defends a public healthcare system, build with the contribution of civil society, on the basis of an autonomous management of the health providers, an strict ethical performance, and promoting excellence in healthcare management through professionalization and supporting innovation for its members.

PRESENTATION

The **World Hospital Congress (WHC)** is the major annual international conference that gathers hospital and health services leaders from around the world to promote excellence in healthcare and hospital management by sharing views, experiences and networking. The event is promoted by the International Hospital federation, along with its members. With its members, next edition in 2021 with La Unió Catalana d'Hospitals

The 44th WHC was to be hold in Barcelona in November 2020. In light of the COVID-19 pandemic impacting the globe the International Hospital Federation and Unió Catalana d'Hospitals have made the decision to **postpone the 44th World Hospital Congress to 8-11 November 2021.**

Nevertheless, the purpose of this Congress remains intact. Moving the Congress to 2021 provides us an enhanced opportunity to exchange knowledge and best practices on healthcare transformations driven by people, value and technology. Considering how Covid-19 crisis has challenged healthcare organizations, we will have to share also how these transformations contribute to enhance responsiveness, flexibility and resilience of healthcare systems and hospitals.



“ Highlighting the importance of the 44 WHC Barcelona 2021.

Beyond Covid-19: the health sector as key driver for social and economic transformation and help boost economy in all countries ”

The healthcare emergency of the COVID-19 pandemic has tested the professionalism and organizational structures of healthcare systems. Almost from one day to the next, healthcare services have had to change their traditional ways of working to deal with a large number of transformations very quickly, in some cases unforeseen and in others, long-awaited.

After the initial impacts of the crisis, the healthcare community has to set up **THREE clear objectives**:

- **Establish** which changes, from all those undertaken, will remain and become **true sustainable transformations** for the healthcare systems. Time will show which changes have proven to be effective over time and provide real value. **Those changes will be transformative and become innovative.**

Sustainable changes that will become transformative: technology, value, people

Health sector has been a key driver for social and economic transformation

- The **dynamism and responsiveness of healthcare sector** all around the globe has been a key factor to face this pandemic. Healthcare sector has an entrepreneurial capacity, is at the forefront of research and innovation, technology and quality, and it is **the best positioned economic sector to pull countries out of recession and boost economic development.**

- In these unprecedented times, the healthcare sector renews its **commitment and bond with the care and health of people**, making it as easy as possible for all those who make it happen, supporting and recognizing their commitment and dedication. The **resilience** of the health sector means the resilience of all of the country

The Health sector will place itself on the starting grid to help the countries' economic recovery, as life and health sciences sector is a true strategic economical sector

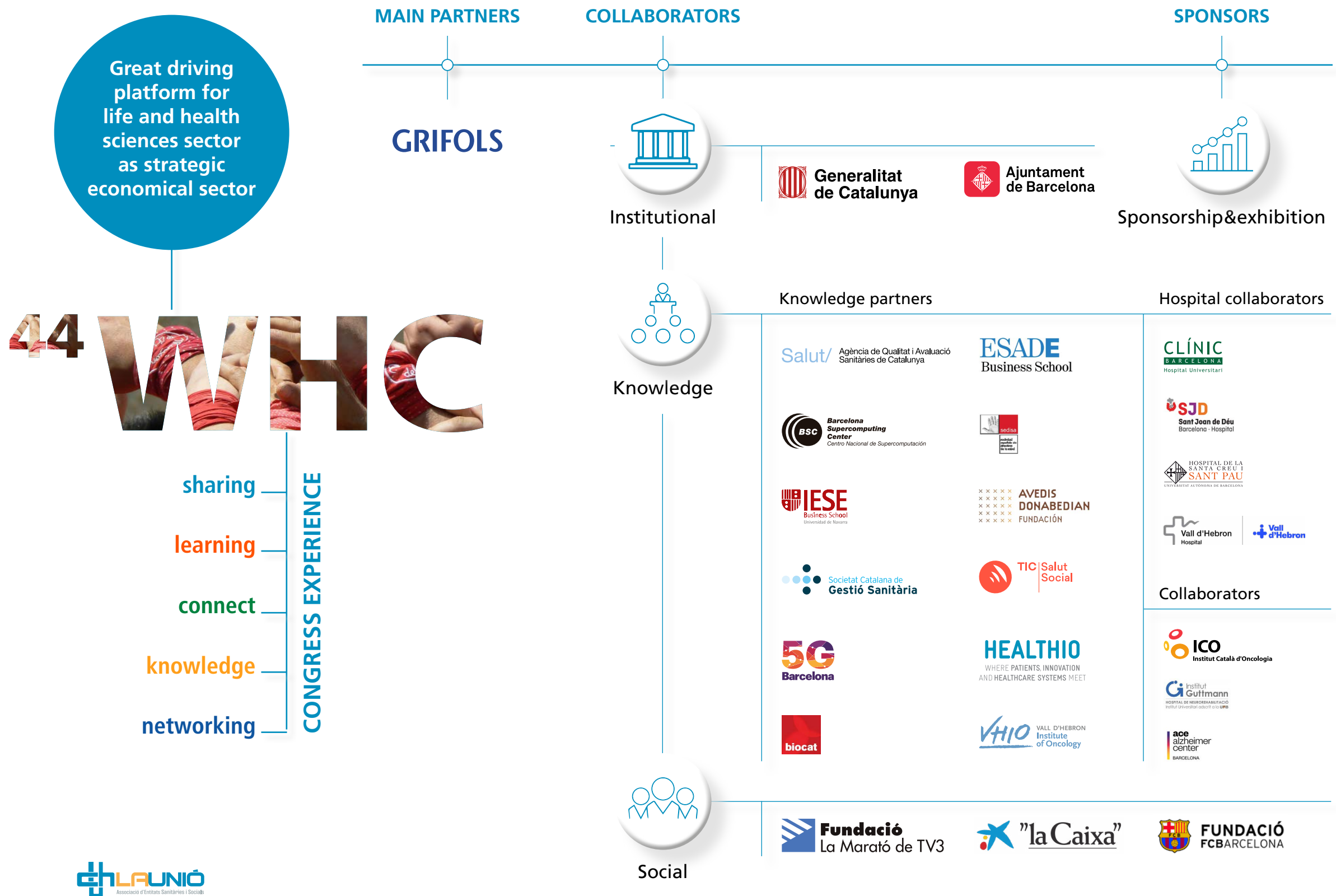
The agility, responsiveness and resilience of the health sector means agility, responsiveness and resilience of our society



That's why, now more than ever, our slogan makes sense

People on board: Transforming healthcare by blending agility, responsiveness and resilience

PARTNERSHIP & COLLABORATION





THEME 1. Digital and technology driven transformations

- 1.1 Artificial Intelligence for smart health and care.
- 1.2 Big accurate data: how it helps us.
- 1.3 How is digital health transforming the way health systems are run and healthcare is delivered.
- 1.4 *Glocalization*: new actors, new rules, global healthcare invaders in the local healthcare set



THEME 2. Towards an integrated concept of health and care services model: value driven transformations

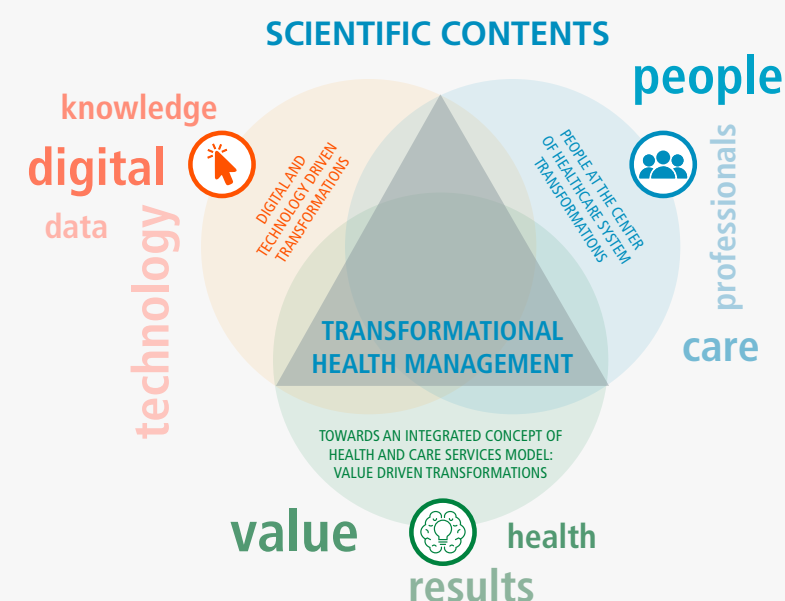
- 2.1 Enabling the flexibility of organizations to adapt quickly to changes, addressing accelerated innovation adoption.
- 2.2 Key results that really matter: patients outcomes as the driver for better healthcare.
- 2.3 Health and care sustainability supported by applied research and innovation adoption.
- 2.4 Global Healthcare, global mobility, global access: towards a liquid borderless healthcare system.



THEME 3. people at the center of healthcare system transformations

- 3.1 How to put citizens at the center of health and care.
- 3.2 Humanistic centered care.
- 3.3 Professionals leading transformations: the strength of professionals to promote transformation.
- 3.4 From health management to ethical leadership.

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Name

2021 IHFBARCELONA
44th World Hospital Congress
8th - 11th November 2021

The city

mediterranean
design
innovation

Delegate profile

- Hospital and Health services providers, executive and senior managers
- Social services organizations executives and senior managers
- Government healthcare representatives and healthcare policy planners
- National and international healthcare organization and association executives
- Academics and other university representatives and business schools
- Technology providers, equipments and other services for hospitals
- Information systems for health
- Innovation and research experts
- Communication
- Experts in clinical management

BARCELONA

Organisers



The global goals



Congress experience

networking
learning
sharing
connect
knowledge

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Venue

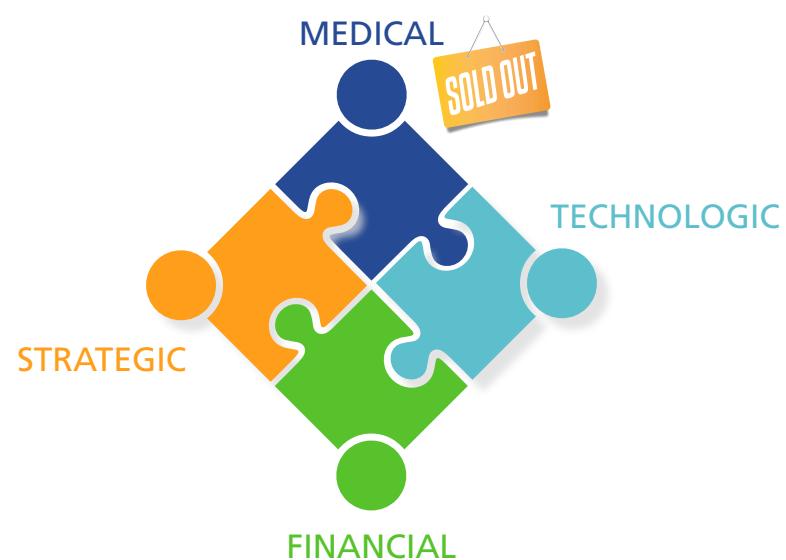
FIRA MONTJUIC
Palau de Congressos de Barcelona
Avinguda de la Reina Maria Cristina, s/n,
08004 Barcelona

FORMS OF COLLABORATION



A

MAIN PARTNERS



B

PRINCIPAL SPONSORS



Platinum
€ 50.000



Gold
€ 30.000



Silver
€ 20.000



Bronze
€ 10.000

SCIENTIFIC ACTIVITIES



Satellite activities
€ 10.000 - 15.000



Spaces for debate
€ 5.000 - 7.000



FORMS OF COLLABORATION



C

EXHIBITION



3 x 2 m space

€ 4.500



Presentation area

€ 4.000

SOLD OUT



6 x 2 m space +
Marketplace +
Speakers' Corner

€ 15.000



Phone charging area

€ 5.000

SOLD OUT



Cloakroom zone

€ 6.000

D

PROMOTIONAL MATERIAL



Attendee welcome
pack

€ 15.000



Insertion of
material in bags

€ 2.000



Lanyards

€ 6.000



Insertion of
advertisement in
program

€ 2.200

E

CATERING SPACE SPONSORSHIP



Welcome cocktail

€ 20.000



Congress dinner

€ 25.000



TO COLLABORATE

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Video Presentation!!

WWW

www.worldhospitalcongress.org