

KAROLINSKA INSTITUTET  
Medical Management Centre

PROGRAMME

Mats Brommels

19 March 2008

***EUROPEAN OPHTHALMOLOGY  
LEADERSHIP DEVELOPMENT PROGRAMME***

**Stockholm module 6-9 April 2008**

***Programme aims***

The general aims of the European Ophthalmology Leadership Development Programme (EuLPD), organised by the European Society of Ophthalmology (SOE) are

- To identify future leaders in European ophthalmology and provide them with an informal network of peers
- To provide a basic leadership training programme adapted for ophthalmology
- To enhance advocacy issues in a European perspective
- To promote ophthalmology and the SOE in general
- To create a forum to enhance collaboration with the AAO and the Pan-American Academy of Ophthalmology

The Stockholm module is intended in a concise format to address substance matter relevant to the overall aims and to offer participants to develop skills of importance when leading a professional society nationally and internationally.

The module offers student-focused interactive sessions on European policy issues, patient organisations and participation, communication and stakeholder management, promoting ophthalmology in the European context, and the role of ophthalmology societies in national and European settings.

***Stockholm module programme***

*Accommodation* at Elite Palace Hotel, S:t Eriksgatan 115, 100 31 Stockholm (on 10 minutes walking distance from Karolinska Institutet), phone: +46 (0)8 566 217 00), fax: +46 (0)8 566 217 01, e-mail: [reservation.palace@elite.se](mailto:reservation.palace@elite.se). The coach from Arlanda airport stops just outside the hotel.

*Course venue:* Karolinska Institutet, Atrium, Nobels väg 12 B and Room 221, Building 50, Retzius väg 13

*Module Administrator:* Sara Tolf, +46 (0)8 52486496 or +46 (0)733-320953, [sara.tolf@ki.se](mailto:sara.tolf@ki.se), office: Medical Management Centre, Karolinska Institutet, Berzelius väg 3, 5<sup>th</sup> floor, 171 77 Stockholm.

**Sunday 6 April 2008**

1900 Welcome reception at Elite Palace Hotel, S:t Eriksgatan 115, hosted by EuLDP Director, Professor Stefan Seregard

**Monday 7 April 2008**

*Theme: Patients as partners*

0815 Departure from the hotel by bus to Enskede

0900 Visit to the Swedish Association of the Visually Impaired  
Sandsborgsvägen 52, Enskede, phone +46 (0)8 648 8662  
Host: Mr. Urban Fernquist, Director, stakeholder relations and field organisation

1130 Lunch at the Association

12.20 Departure by bus to Karolinska Institutet  
  
Course venue: Atrium, Nobels väg 12 B

1300 Patient empowerment and the rising health consumerism in Europe  
  
Professor John Øvretveit, PhD, Programme in Improvement, Implementation and Evaluation, Medical Management Centre, Karolinska Institutet

1500 Adjourn

1510 Departure by bus to the Vasa museum

1530 Guided tour of the museum and film about the 17<sup>th</sup> century Vasa warship

1710 A short walk to restaurant "Ulla Winbladh"

2100 Departure to the hotel

**Tuesday 8 April 2006**

*Theme: The European and global perspective*

Course venue: Atrium, Nobels väg 12 B (see map below)

0830 EU health legislation and policy – towards a European health market  
  
Ms. Jennifer Bremner, Director, and Mr. Paul Belcher, Consultant, European Health Management Association, Brussels

0945 Break

- 1000 EU health legislation and policy - continued
- 1100 Finding the competitive edge in the field of science  
Professor Hans Wigzell, former President of Karolinska Institutet, Stockholm
- 1200 Lunch at restaurant Svarta Räfven, Nobels väg 6.

*Theme: Influencing stakeholders*

- 1300 Persuading politicians: mission impossible?  
Mr Anders Lönnberg, Management consultant, member of the Stockholm County Assembly
- 1430 Break
- 1445 Doctors as spin doctors? The art of lobbying  
Ass. professor Mats Jutterström, Stockholm School of Economics
- 1530 Reflection and wrap-up  
Professor Mats Brommels
- 1600 Break

*Theme: Challenges of leadership in ophthalmology*

- 1615 Leadership from an industry perspective  
Rogier Janssens, General Manager Nordic and Baltic countries, AlconLabs
- 1645 Group photograph
- 1700 Leadership from the SOE perspective  
Stefan Seregard and Nikolaus Bechrakis, European Society of Ophthalmology
- 1800 Adjourn

**Wednesday 9 April 2008**

*Theme: Enhancing the impact of the professional society*

Course venue: Room 221, Building 50, Retzius väg 13

- 0830 Creating a corporate culture among professionals: implementing clinical care guidelines  
Professor Mats Brommels
- 0945 Break
- 1000 How physicians exercise leadership

Dr Catarina Andersson Forsman, Director of Health Services, Stockholm County, former Chief Executive, Swedish Medical Association

- 1130 Lunch at Restaurant Svarta Räfven, Nobels väg 6.
- 1230 Departure by bus to Klara östra kyrkogata 8
- 1300 Visit to the Swedish Medical Society  
Klara östra kyrkogata 8, Stockholm, phone +46 (0)8 440 8860  
Host: Professor Mats Bauer, MD PhD, Chief Executive  
Evidence-based medicine as a professional strategy
- 1430 Summary and evaluation  
  
Professor Mats Brommels
- 1500 End of module

Map from Elite Palace Hotel, S:t Eriksgatan 115, to lecture room, Atrium, Nobels väg 12 B

