EHMA 2020 Annual Conference: Call for Abstracts

European Health Management Association (EHMA) has just launched the **Call for Abstracts** for the EHMA 2020 Annual Conference (Rotterdam, The Netherlands, 9-11 June 2020) on the theme of '**Health Management: realigning systems, contexts and players'.**

At #EHMA2020 six sub-themes will be explored and will guide all debates and aspects of the conference. These are:

- **Systems & Organisational Governance**

Focus area: Measuring performance in citizens' centric health systems – How to make it happen?

- **Sustainability**

Focus area: The SDGs as drivers for sustainable health management

- **Digital Transformation**

Focus area: Data as a key tool for health managers

- **Personalisation**

Focus area: Personalisation vs. quality care for all

- **Integration**

Focus area: Breaking the silos – Interdisciplinary work to implement integrated care

- **Value-Based Healthcare**

Focus area: From theory to practice – delivering the value-based transformation

Before the submission, please read the [Guidelines](#) and submit your abstract [here](#).
The deadline for the Abstracts submission is February 16th, 2020 at midnight CET.

Sub-Themes Description

SYSTEMS & ORGANISATIONAL GOVERNANCE

Focus area: Measuring performance in citizens' centric health systems – How to make it happen?

For the subject of systems and organisational governance, the EHMA 2020 Conference will focus on bridging two key topics of discussion in today's health systems debate: performance measurement and citizen and patient centricity.

How can we ensure that performance is assessed in the most efficient way while re-organising systems to ensure effective citizens participation and involvement? How can we better inform and support health systems reform going in this direction? How can health managers lead the change and ensure the best performance possible for our health systems and services?

Other areas and key words: governance codes and best practices; health systems research; health systems performance assessment; citizens involvement; health literacy; health networks; leadership; change management

SUSTAINABILITY

Focus area: The SDGs as drivers for sustainable health management

When looking at sustainability of health systems, every involved stakeholder, including health managers, cannot avoid taking into consideration the UN framework of Sustainable Development Goals (SDGs).

The framework, in its 17 key components, can be used as a point of reference to drive sustainability-oriented innovation. Sustainable innovation touches upon a wide range of fundamental aspects, including the centrality of environmentally conscious actions, responsible use of energy; education and literacy, work conditions and economic growth, sustainable infrastructures, communities and cities, and the importance of partnerships to achieve common goals. How can health managers use the SDG framework to better organise and govern health systems sustainability?

Other areas and key words: environmental sustainability; waste management in hospitals; environmental impact of medicines (in particular antibiotics).

DIGITAL TRANSFORMATION

Focus area: Data as a key tool for health managers

Digitalisation can undoubtedly reform our health systems and services, and data can play a crucial role in this transformation. However, our high reliance in data comes with numerous challenges and crucial issues that must be taken into consideration by all stakeholders involved in the management of healthcare.

This includes how to enable data access, how to use and share data, how to ensure security and privacy, and how to make sure that health care professionals and settings are data ready. What role can health management play in delivering a positive use of data? How can we deliver an inclusive and sustainable data-driven digital transformation?

Other areas and key words: mhealth & ehealth; digital literacy; data protection and confidentiality; big data; artificial intelligence; digital therapeutics; digital innovation; electronic health records and interoperability.

PERSONALISATION

Focus area: Personalisation vs. quality care for all

Personalised care can improve quality of care for individuals, providing tailored and more efficient and cost-effective solutions in response to diagnosis and individual conditions. However, as with all healthcare innovative approaches, implementation remains at the centre of the debate and research in this field.

What strategies can be used by managers to link all the stakeholders involved in the personalisation of care? What is the managers' role in balancing personalisation and quality care for all? What practical approach can be used to develop co-creation of care frameworks?

Other areas and key words: health literacy; public participation and patient and user involvement; personalised medicine and care; hospital–patient relations; self-care; genomics

INTEGRATION

Focus area: Breaking the silos – Interdisciplinary work to implement integrated care

The pros and cons of implementing integrated care have been extensively debated at the European and international levels. Today, the question of implementing integration in different settings is still at the centre of the discussion.

In a condition of health systems with limited resources and taking into consideration the digital transformation of care, what role can managers play as leaders for the integration of care? In particular, how can they drive interdisciplinary work and workforce-based strategies to deliver patient-centric integrated care?

Other areas and key words: primary care; partnerships; the role of workforce in the integration of care; integrated care best practices and models; digitalisation for integrated care; occupational health

VALUE-BASED HEALTHCARE

Focus area: From theory to practice – delivering the value-based transformation

Value-based healthcare is surely one of the hottest topics in the healthcare debate nowadays. However, to deliver a truly value-based transformation of our health systems, implementation strategies and a common and shared definition of 'value' remain to be explored and discussed.

Managers can play a key role in transforming a theoretical debate in actual change for healthcare. How can they drive this transformation towards the best outcome for patients? How can we bridge value-based healthcare and personalised health care?

Other areas and key words: procurement; public-private partnerships (PPP); outcomes-based models; leadership in value-based transformation; the role of health information for value-based change