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**Full Program**

**IMPROVING HEALTH AND HEALTHCARE:  
 WHO IS RESPONSIBLE? WHO IS ACCOUNTABLE?**

Jerusalem, December 7-10, 2009, ICC Jerusalem Convention Center

**Monday,  
19:00 - 21:00**

**December 7, 2009  
Welcome Reception**

**Tuesday,  
08:00 - 09:00  
09:00 - 11:00**

**December 8, 2009  
Registration  
Opening Session**

Prof. Shlomo Mor-Yosef  
 Mr. Nir Barkat  
 Mr. Yaakov Litzman  
 Dr. Nata Menabde  
 Prof. Avi Israeli

**Chairman, Board of Directors & Director General of the Hadassah Medical Organization**  
**Mayor of Jerusalem**  
**Deputy Minister of Health**  
**Deputy Regional Director, WHO Regional Office for Europe**  
**Co-Chair of the conference**  
**Head, Department of Health Policy, Management & Economics, The Hadassah-University Medical Center**  
 Responsibility and Accountability – talk is cheap...  
**Co-Chair of the conference**  
**Dean, School of Public Health, Berkeley, CA, USA**  
 Meeting the Challenge of Chronic Illness: Policy and Evidence On Integrated Care

Prof. Stephen Shortell

**11:00 - 11:30  
11:30 - 13:30**

**Coffee Break**  
**Plenary Session - Group A**  
**Public Accountability /Governance & Stewardship**

Prof. Gabi Barbash

**Director General, Tel-Aviv Sourasky Medical Center, Israel**  
 Government Accountability or Health Care Leaders' Responsibility

Prof. Richard Saltman

**School of Public Health, Emory University, Atlanta, USA**  
 Context, Culture, and the Practical Limits of Health Sector Accountability

Dr. Ezekiel Emanuel

**The Clinical Center of the National Institutes of Health, & Special Advisor for Health Policy to the Director of the Office of Management and Budget, USA**

Dr. Josep Figueras

**European Observatory on Health Systems and Policies, WHO European Centre on health policy, Belgium**

Dr. Siegal Sadetzki

**The Gertner Institute, Israel**

**13:30 - 14:30  
14:30 - 16:00  
Group A**

**Lunch Break**  
**Parallel Session 1**  
**Public Accountability -**  
**Quality assurance: from technical science to stakeholders politics**

Prof. Paulo Moreira  
 Mr. Dan Perețianu  
 Dr. Fausto Felli  
 Ms. Edna Bar-Ratson  
 Prof. Elisheva Simchen

Health communication in the EU: A survey on Citizen Information needs, Sweden  
 Health status is depending on corruption, Romania  
 Redefine Budgets for Local Health Authorities to Produce Health on A Large Scale, Italy  
 Accreditation in three clalit acute care hospitals: promise, performance, and lessons learned, Israel  
**Department of Health Services Research, Ministry of Health, Israel**  
 Introducing Quality Indicators for hospitals in Israel (QUIP Israel): Setting the Israeli standards for accountability, also for transparency?, Israel

**Dr. Paula Feder-Bubis**

The voice of the Israeli provider in the face of the accountability and transparency challenge (QUIP Israel), Israel

## Group B

**Dr. Diane Levin Zamir**

### Social Support -

#### Making the Health System Fit the People, or Vice Versa?

Cross-Cultural Action for Promoting Health among Ethiopian Immigrants in Primary, Secondary and Tertiary Health Care Settings, Israel

**Dr. Nihaya Daoud**

First visit to the MCH and the Health Beliefs Model (HBM) among Bedouin mothers in the Negev, Israel

**Dr. Orna Baron-Epel**

Differences in the association between social support, mental health and visits to physicians in a multicultural population in Israel, Israel

**Ms. Anissa Afrite**

Assessment of asthma control and its socioeconomic determinants, France

**Dr. Pavel Zagodzoon**

Spatial differentiation of mortality among unemployed subjects in Poland, Poland

**Prof. Terje P. Hagen**

Is place all that matters? Inequalities in the use of PCI following AMI in Norway, Norway

**Ms. Barbara Rabin**

A Hospital Experience in Cultural Competence, Israel

## Group C

**Prof. Rosalind Raine**

### Personal Responsibility -

#### Enhancing Personal Responsibility

#### Department of Epidemiology & Public Health, University College London, UK

Tracking the Inverse Care Law in the U.K.

**Prof. Daniel Wikler**

#### Harvard School of Public Health, USA

Should Personal Responsibility Remain a Peripheral Consideration in Health Policy?

**Prof. Elliot Berry**

#### Department of Medicine, Hadassah University Hospital, Israel

The Positive Deviance Approach Enhancing Personal Responsibility in Lifestyle Interventions for Diabesity.

## Group D

**Prof. Yaffa Machnes**

### Performance Management -

#### Management of physicians' and nurses' performance

#### School of Business Administration, Bar-Ilan University, Israel

The demand for pharmaceuticals by Israeli managed care organizations

**Ms. Maria Trottmann**

Physician prescription behavior - Do financial incentives affect choice?, Switzerland

**Dr. Jacob Urkin**

Failure to comply with the standards of treatment of acute pharyngitis, Israel

**Prof. Talma Kushnir**

Communicating with patients, prescribing medications and referring to tests and specialists: Associations with physician burnout and moods, Israel

**Dr. Natan Kahan**

Off-Label Prescribing of Tamoxifen in Israel: Is it Evidence Based?, Israel

**Dr. Chaya Balik**

Clinical Decision-Making in Nursing Based on Sound Evidence, Israel

**Dr. Itzhak Katzir**

Promoting and Implementing The Use of Generic Substitutions, Israel

**16:00 - 16:30**

### Coffee Break

**16:30 - 18:00**

### Parallel Session 2

## Group A

### Public Accountability -

#### Hazards and Special Needs

**Chair: Prof. Asher Or Noy**

#### Hadassah Medical School, Ministry of Health, Israel

**Prof. Richard Scheffler**

#### School of Public Health, UC Berkeley, USA

ADHD and accountability: the responsibilities of the government, the health care providers, patients and their families

**Ms. Yael Steinberg**

Organization of Adult Attention Deficit Disorder treatment in Israel, Israel

**Ms. Liri Endy-Findling**

Child Safety Report Card: Israel's Child Safety Policy Performance, Israel

**Dr. James Muthotho**

Current Nutrition Problem in Kenyan Society, Kenya

**Ms. Orly Tamir**

The Dilemma over Reimbursement of Orphan Drugs – Accountability and Affordability Hand in Hand?, Israel

**Dr. Paul Kadetz**

Determining Sustainable Global Health Policies: an analysis of the World Health Organization's policy for the integration of local healthcare practices and practitioners into state biomedical healthcare systems in the Philippines, UK

**Dr. Yaakov Rosenfeld**

World Record in IVF Cycles? Who is Counting? And How?, Israel

**Dr. Daniel Sperling**

Attitudes and Policies Regarding Access to Assisted Reproductive Technology in Israel, Israel

## Group B

### Social Support -

#### Who is Responsible for Caring?

**Prof. Ariela Lowenstein**

Care for Frail Older Persons – Family-Welfare State Balance - and Impact on Quality of Life of Elders, Israel

**Dr. Zohar Nir**

The Role of Social Support in Quality of Life of Stroke Survivor's Caregiver, (A longitudinal study), Israel

**Dr. Dorit Rubinstein**

Cultural Differences in Nurses' Health Behaviors, Israel

**Prof. Ruth Landau**

Ethics of decision making for people with dementia: The case of GPS, Israel

**Dr. Laure Com-Ruelle**

The place of Hospital at Home in French health care system, France

**Ms. Anissa Afrite**

Patient - physician interaction and equity in health: the role of primary care, France

**Dr. Dena Jaffe**

Social Capital and Pediatric Injuries, Israel



**Ms. Ziona Haklai**  
**Prof. Miriam Hirschfeld**

Female Physicians: Trends and Impact on Healthcare, Israel  
Globalization, migration, human resources and long term care policies, Israel

## Group B

**Chair: Prof. Leon Epstein**

### Social Support -

Health Inequalities: From Rhetoric to Real Action

**The Hebrew University-Hadassah Braun School of Public Health & Community Medicine, Israel**

Health Inequalities: the State of the Art and Beyond

**Prof. Margaret Whitehead**

**Faculty of Medicine, University of Liverpool, UK**

Health Inequalities: Who is Responsible, Who is Accountable?

**Dr. Ran Balicer**

**Clalit Health Services, Israel**

Clalit's Strategy for Health Disparities Reduction: The Vision and Its Implementation

**Dr. Rachel Wilf-Miron**

**Maccabi Healthcare Services, Israel**

From measurement to comprehensive policy: The Maccabi Healthcare Services action plan to increase equity

## Group C

**Dr. Gene Bishop**

### Personal Responsibility -

Personal Responsibility in the Clinic

**Pennsylvania Hospital, USA**

Supporting behavior change: whose responsibility?

**Dr. Asaf Caspi**

**Chaim Sheba Medical Center, Israel**

The Personal Responsibility of the Psychiatric Patient

**Ms. Leah Wapner**

**Israel Medical Association, Israel**

Patient Empowerment as a Tool to Strengthen the Relationship Between the Physician and His Patients

## Group D

**Prof. Stephen Birch**

### Performance Management -

Managing Performance in Managed Care Organizations II

**Centre for Health Economics & Policy Analysis, McMaster University, Canada**

Tamoxifen for Breast Cancer Risk Reduction Impact of Alternative Approaches to Quality-of-Life Adjustment on Cost-Effectiveness Analysis

**Dr. Dan Greenberg**

**Department of Health System management, Ben-Gurion University of the Negev, Israel**

Is an intervention cost-effective? It depends on who you ask

**Dr. Manuel García-Goñi**

Risk adjustment and provider payment systems: complementarities and matching, Spain

**Dr. Antonio Giulio de Belvis**

Do waiting-list active management systems in ambulatory care work? The results of a controlled before-and-after study in Italy, Italy

**Mr. Michel Naiditch**

The preferred doctor scheme: design, implementation and outcomes of a French Managed Care reform, France

**Dr. Francesco Paolucci**

Subsidising Private Health Insurance: Why, How and How to Proceed?, Australia

**16:00 - 16:30**

### Coffee Break

**16:30 - 18:00**

### Parallel Session 4

## Group A

### Public Accountability -

From Regulation to Stewardship

**Prof. Josep Figueras**

**European Observatory on Health Systems and Policies, WHO European Centre on health policy, Belgium**

**Prof. Geoffrey I Nwaka**

Poverty and the Challenge of Urban Health in Nigeria, Nigeria

**Dr. Asher Elhayany**

The Lotus Project – Eliminating Co-Payments, Israel

**Dr. Guy I. Seidman**

Why isn't the Israeli Supreme Court Interested in Healthcare?, Israel

**Prof. Gregory P.**

Public Stewardship, Managerial Competence and Regionalization in Canada, Canada

**Marchildon & Prof. Wallace Lockhart**

**Dr. Lisa Rubin**

Breastfeeding Knowledge, Attitudes & Supportive Behavior Among Nurses Working in Tipat Halav Clinics, Israel

**Dr. Vilasini Devi**

Health care financing in African countries: the role of user fees, theories and evidence, Ethiopia

**Dr. Doron Garfinkel**

Passing the buck - who is responsible for the war on polypharmacy? Rethinking and re-evaluation needed for each and every drug in the elderly

Using the Good-Palliative-Geriatric-Practice (GPGP)

## Group B

### Social Support -

Priorities: Who Decides Who Gets What, When, How and Why?

**Dr. Eric Brunner**

**Division of Population Health, University College London, UK**

Towards a working definition of morality in public health

**Dr. Nurit Guttman**

**School of Communication, Tel Aviv University, Israel**

Beyond Information: Developing Culturally-Centered Narrative Formats for Ethiopian Immigrants on the Realization of Health Rights

**Mr. Giora Kaplan**

**The Gertner Institute for Epidemiology & Health Policy Research, Israel**

Decision-makers' acquaintance with the public's priorities among various components of health services

**Dr. Yeela Raanan**

Denial of Access to Electricity and its Effect on Public health, Israel

**Dr. Mayer Brezis**

Expert Bias Facilitates Adoption of New Fertility Technology, Israel

**Prof. Daniel Lantum**

Traditional Medicine: Victim of Progressive and Retrogressive Policies in Cameroon, Cameroon

**Ms. Pamela Horowitz**

The Dilemma of Statistical Precision vs the Precautionary Principle in Small Areas, Israel

## Group C

**Mr. Harald Schmidt**

## Personal Responsibility - Patient Empowerment

**Harvard School of Public Health, USA**

*Incentives, sticks and carrots: some thoughts for policy makers*

**Dr. Mort Soroka**

Glaucoma Among Patients Enrolled in a National Vision Care Plan. Knowledge of the Disease, Family History, and Medication Use, USA

**Ms. Anat Amit Aharon**

Analyzed Reasons to Uncompleted Routine Vaccinations in Well Baby Clinic ("Tipat Chalav") of Tel-Aviv-Yafo Municipality, Israel

**Prof. Lisa Benz Scott**

Improving Cardiac Health and Health Care: Interventions and Policies Targeting Patient Responsibility, Social Support, and Provider Performance to Promote Outpatient Cardiac Rehabilitation Utilization, USA

**Ms. Davida Zigelman-Uzan**

Personal Responsibility for Health, Israel

**Ms. Malke Borow**

Patient empowerment- where does the physician's responsibility end and the patient's begin?, Israel

**Prof. Varda Soskolne**

Family Support in Facilitating Adherence to Diabetes Self-Care and Metabolic Control, Israel

## Group D

**Prof. Ramiro Guerrero**

## Performance Management -

Managing performance in hospitals I

**Ms. Michal Kranzler**

Health System performance measurement, USA

**Dr. Jacob Dreier**

Quality control assessment in OR, Israel

**Dr. Yaniv Sherer**

A Four - Year Project for Implementing Hospital Quality Indicators in Israel, Israel

**Mr. Ofir Ben Assuli**

Overall treatment-time reduction following opening of an emergency room for walking patients in a tertiary hospital, Israel

**Prof. Sara Singer**

The Impact of Medical Information on Admission Decisions in ED, Israel

Hospital Governance and Financial Performance in US Safety-Net Hospitals, USA

**19:00 - 22:30**

## Gala Dinner -

**Prof. Menahem Ben-Sasson**

President, The Hebrew University of Jerusalem , Israel

**Thursday,**

**December 10, 2009**

**09:00 - 11:00**

## Plenary Session - Group D

### Performance Management

**School of Public Health, The Hebrew University of Jerusalem, Israel**

**Chair: Prof. Amir Shmueli**

**Stanford University, USA**

**Prof. Alan Garber**

*The future prospects of comparative effectiveness research*

**Dr. Stephen Birch**

**Centre for Health Economics & Policy Analysis, McMaster University, Canada**

*The inconvenient truth of economic evaluation: Benefits forgone as a determinant of efficiency and implications for decision-making*

**Prof. Harold Luft**

**School of Medicine, University of California, San Francisco, USA**

*Aligning Incentives to Achieve the Performance One Cannot (Micro) Manage*

**Prof. Alan Maynard**

**Department of Health Sciences, University of York, UK**

*Pay for Performance (P4P): proceed with care*

**11:00 - 11:30**

## Coffee Break

**11:30 - 13:30**

## Parallel Session 5

### Group A

### Public Accountability -

**Epidemics and Emergencies - Managing the Unexpected**

**MP Matan Vilnai**

**Deputy Minister of Defense, Israel**

*The State's Responsibility for Emergency Preparedness*

**Dr. Nachman Ash**

**Medical Corps, IDF**

*The role of the IDF Medical Corps in Emergency*

**Dr. Itamar Grotto**

**Department of Public Health Services, Ministry of Health, Israel**

*Government responsibilities during an influenza pandemic*

**Dr. Orna Ben-Natan**

**National-Level Organizational Model for Coping with an Epidemic Outbreak, Israel**

**Dr. Bruria Adini**

**Civilian staying power in the decision-making process during national emergencies, Israel**

**Ms. Adi Agiv**

**Performance management of Emergency Medical Services (EMS) – an evaluation of Madrid EMS conduct based on Israeli EMS protocols, Israel**

## Group B

## Social Support -

Social Support in the Morass of Bureaucracy and Market

**Prof. Lawrence Brown**

**Health Policy and Management, School of Public Health, Columbia University, USA**

**Dr. Karen Wolk Feinstein**

**The Role of a Local/Regional Initiative in Health Policy, USA**

**Prof. Alberto Holly**

**Informal Care and Formal Home Care Use in Europe and the United States, Switzerland**

**Dr. Krzysztof Krajewski-Siuda**  
**Ms. Naama Ron**  
**Dr. Becca Feldman**

Posters in public health campaigns – Poland case 1918-2000, Poland

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Physician peer groups: A new methodology for improving the quality of care, Israel

A Socio-Ecological Analysis of Ethiopian Immigrants' Interactions with the Israeli Healthcare System and its Policy and Service Implications, Israel

## Group C

**Dr. Eitan Chay-Am**

## Personal Responsibility - The Never Ending Dilemma

**General Manager, Ministry of Health, Israel**

[The Change of Personal Responsibility in the Kibbutzim](#)

**Dr. Carla Saenz**

How Much Should People Pay for Health Care? The Reasonable Trade-off Account of Affordability, USA

**Dr. Yael Applbaum**

Who is Accountable? The Never-ending "Perpetuum", Israel

**Dr. Stephen T. Parente**

Health Savings Accounts: Are Wealth and Health Portfolio Choices Joint and Rational?, USA

## Panel of Knesset Members

## Group D

**Prof. Laurence Freedman**

## Performance Management - Managing performance in hospitals II

Statistical methods and their application to routine administrative data and data from QUIP Israel, Israel

**Dr. Paul W. Armstrong**

Two answers, one question: do the two most commonly used methods of sampling correctly describe the length of the prospective wait for admission to hospital?, UK

**Prof. Eitan Naveh**

Resident physicians' medical errors: Active Learning – When more is better?, Israel

**Ms. Osnat Bashkin**

Potential Adverse Events in Radiology: Human Factors for Healthcare systems, Israel

**Dr. Ygal Plakht**

Performance of Reperfusion Interventions after Acute Myocardial Infarction and Their Impact on One-year Mortality in Different Risk Groups of Patients: Decision Making Implications, Israel

**Ms. Shoshanna Mischari**

Safety and Risk Management through Event Debriefing Lead by Nurses: 2006-2008, Israel

## Special Session

**Prof. Jeff Richardson**

## I. The Quest for a "Responsible" Budget Holder and Purchaser

**Monash University Australia, Australia**

[The Form of Governance in Australia: the Contradictory Recommendations of the 2009 Review](#)

**Ms. Rosemarie Day**

**Commonwealth Health Insurance Connector Authority, USA**

[The Massachusetts Health Care Reform](#)

**Dr. Ricardo Bitran**

**Bitran and Associates, Chile**

[Health System Reform in Chile](#)

**Dr. Maureen Lewis**

**The World Bank, USA**

[Raising Performance in Health Care Systems; the Critical Role of Institutions](#)

**Chair: Dr. Alexander Preker**

## II. Accountability to Whom: Tax payers, Private Payers, Patients?

**Dr. Ronald Donato**

**The World Bank, USA**

**University of South Australia, Australia**

[The Single Payer - Single Purchaser Enigma](#)

**Dr. Ricardo Bitran**

**Bitran and Associates, Chile**

[Social Health Insurance; Latin American Perspective](#)

**Prof. Peter Berman**

**The World Bank, USA**

[Innovations in Health care Finance; South East Asia](#)

**Prof. Dov Chernichovsky**

**Ben-Gurion University of the Negev, Israel**

[Regulated Private Health Care Finance](#)

**13:30 - 14:30**

## Lunch Break

**14:30 - 17:00**

## Closing Session

**Chair: Prof. Avi Israeli**

## Concluding Remarks:

**Prof. Stephen Shortell**

**What lessons can we take away?**

Dr. Bruce Rosen

## Poster Awards

### Panel: From crises to growth

**Chair: Prof. Dov Chernichovsky**

Department of Health System management, Ben-Gurion University of the Negev, Israel

**Prof. Alan Maynard**

Department of Health Sciences, University of York, UK

**Mr. Alexander S. Preker**

The World Bank, USA

**Dr. Ezekiel Emanuel**

The Clinical Center of the National Institutes of Health, & Special Advisor for Health Policy to the Director of the Office of Management and Budget, USA