



## **Programme**

**Field Visit**

**13th International Conference  
on Integrated Care**

**Integrated Care in Practice:  
OptiMedis-Gesundes Kinzigtal in a Berlin  
neighborhood**

**13. April 2013**

**VIA Tagungszentrum Berlin**

(Version: 10.04.2013)

**Organization:**

OptiMedis AG  
Borsteler Chaussee 53  
22453 Hamburg  
CEO: Helmut Hildebrandt  
Amtsgericht Hamburg HRB 87604

**Moderation:**

Helmut Hildebrandt, CEO of OptiMedis AG

**Conference Venue:**

VIA Tagungszentrum  
Room Chorin (first floor)  
Schönhauser Allee 175  
10119 Berlin

**Note:** To reach the VIA Tagungszentrum please go through the gate entrance of Schönhauser Allee 175 to the building in the backyard. The Room Chorin is on the first floor.

**Languages:**

German and English

**Fees:**

registration for IFIC members:	85,- Euro
Normal registration:	95,- Euro

**Registrations:**

[www.integratedcarefoundation.org/conference/184/registrations](http://www.integratedcarefoundation.org/conference/184/registrations)

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## Kinzigtal versus Neukölln, in Berlin

... On one hand, rural idyll; on the other, a social flashpoint. In both cases, secure and efficient healthcare faces challenges. The notable: in both cases doctors and their partners, in a new collective cooperation, are committed to better health for their patients, and practice “Integrated Care”. But, what exactly does this mean? What similarities are there? And what does the actual work on the ground look like? For the answers, join our Field Visit “Integrated Care in Practice: OptiMedis-Gesundes Kinzigtal in a Berlin neighborhood”.

The role-players in Integrated Care in Gesundes Kinzigtal and the Neukölln-Tempelhof GP Network will be presenting the healthcare situation, organization and processes in their region, and reporting on their motivation, health management, networking and details of finance and “Investments in Health”. Learn from their experiences and exchange ideas on the way to the “Triple Aim”: Better Health, Better Care, Reduced Costs.

### Saturday, 13. April 2013

- 10:00:                    Welcome
- 10:05:                    **The healthcare situation**  
Ensure health care in rural areas: multi-professional, interdisciplinary concepts are needed  
*Helmut Hildebrandt, CEO of OptiMedis AG*  
Healthcare in urban areas: the challenge to manage supply  
*Dr. Jürgen Oldenburg, CEO of DeltaMed Nord GmbH & Co. KG*
- 10:40:                    **Motivation**  
Back to basics: How physicians can create health gain!  
*Martin Wetzel, Medizinisches Qualitätsnetz – Ärzteinitiative Kinzigtal e.V.*  
Overcome isolation: Together instead of alone  
*Dr. Regina Weigel, Hausärztenetz Neukölln / Tempelhof*
- 11:15:                    Coffee break

- 11:25:                   **Organization**  
Population based integrated health care needs regional management  
*Helmut Hildebrandt, CEO of OptiMedis AG*  
Diversification in urban areas: same approach, different networks  
*Dr. Jürgen Oldenburg, CEO of DeltaMed Nord GmbH & Co. KG*
- 12:00:                   **Health management**  
Greater efficiency through prevention and optimized health care processes  
*Dr. Christian Daxer, Ärztlicher Beirat Gesundes Kinzigtal GmbH*  
Indicators for integrated care: practical experience  
*Dr. Ludwig Schaffner-Kubicki, Hausärztenetz Neukölln / Tempelhof*
- 12:35:                   **Cooperation and networking**  
Lively cooperation: from quality circles to integrated care software  
*Martin Wetzel, Medizinisches Qualitätsnetz Ärzteinitiative Kinzigtal e.V.*  
Management instruments for the promotion of commitment and acceptance  
*Dr. Jürgen Oldenburg, CEO of DeltaMed Nord GmbH & Co. KG*
- 13:10:                   **Lunch**
- 13:40:                   **Evaluation**  
Competition for Best Outcomes – Pursuing the Triple Aim  
*Timo Schulte, Health Data Analyst OptiMedis AG*
- 14:10:                   **Concluding discussion**
- 15:00:                   **Closing with coffee and cake**