



International Forum on  
**QUALITY & SAFETY**  
in **HEALTHCARE**

28-30 April 2020  
Bella Center  
Copenhagen, Denmark

**Programme Brochure**



[internationalforum.bmj.com/copenhagen](https://internationalforum.bmj.com/copenhagen)

 Institute for  
Healthcare  
Improvement

**BMJ**



# Welcome

In 2020 the International Forum on Quality and Safety in Healthcare will celebrate 25 years of supporting and energising the movement for health and healthcare improvement by presenting the best of new thinking and work from around the world.

In April 2020 the International Forum travels to Copenhagen, Denmark, for the first time since 2004.

It will provide an inspirational setting to meet, learn and share knowledge in our common mission to improve the quality and safety of care for patients and communities across the world.

## Our 2020 theme is 'Breaking Down Barriers'.

Through the programme, we will seek to explore how we can unite those across our health and care systems to transform outcomes for and with patients and their communities.

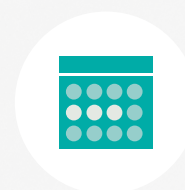
Inspired by the Danish approach to culture, we will consider how we can break down the barriers that often get in the way of creating lasting change, how we can move from hierarchical structures to open discussions, how we engage patients and service users on an equal footing, how we connect health and social care, and how we transform a burned-out workforce to one which embraces joy in work.

We'll also look beyond quality improvement, and consider how working together with other methodologies and industries can bring new innovations and insights.

In Denmark, they have a concept we call Hygge. Hygge cannot be translated into a single word, but is a feeling of contentment, inclusivity and empowerment, and is often cited as why Denmark is one of the happiest countries in the world. Inspired by this pioneering nation, we'll demonstrate that by giving each person a voice, a platform and the support to speak out we can transform healthcare for the next 25 years to come.

We are looking forward to hearing from industry leaders, discovering new innovating pioneers, recognising many individual accomplishments and continuing to build global networks collaborating towards improving healthcare and patient safety worldwide.

We invite you to join us in Copenhagen to connect with colleagues, to learn from global healthcare leaders and to continue to support and energise the movement for healthcare improvement.



**3 days**  
of innovation



**70+**  
countries



**110+** inspirational  
speakers



**3,400+**  
attendees



Evening  
networking



**800+** poster  
displays

'...the Forum is the go to place to find out what's new and what's working'

'...It is like an energy injection, reminding me again why I do this work.'



## Introduction & Background

re, wait-time has always been an issue for both the patient as well as the clinical practice (Mohsin, 2007). To take of such non-valued time, many clinics have been utilizing their waiting room wait-time to push for providing more added approaches towards patients (Henize, 2018). In this abstract, we are proposing to enhance these efforts by responsibilities of primary care screens from clinical providers to non-clinical support staff. The design of the project with lean methodologies to ensure that waste was being minimized and process efficiency was being maximized

## Rationale & Literature Review

ed 61% of patients waited up to 180 minutes to be seen by the provider, and 36.1% of the total amount of patients spent a maximum of 5 minutes( or less) when eventually called in to see the provider(Oche, 2013)  
Study 2- Long wait times are very common in outpatient clinics(Mohsin, 2007)  
According to another study, patients that arrived late, on time and early spent roughly 18.2 mins, 30.7 mins and 38.mins waiting room before they were called in. Concluding that late patients spent less time waiting(Medway, 2016)

## Proposed Intervention

Primary Care settings, does the responsibilities of primary care screens from clinical providers to non-clinical quality outcomes?

## Why attend?

Join us in Copenhagen to meet new colleagues, hear from inspirational speakers, and share ideas on how to deliver exceptional person-centred care.

The International Forum is jointly organised by the Institute for Healthcare Improvement (IHI) and BMJ. The ambition of both organisations is to improve healthcare and outcomes for patients and communities. Don't miss the chance to be part of this dynamic gathering of healthcare improvers from around the world.

During three days packed with insight, inspiration and networking opportunities, you will:

- Receive the latest updates on achieving organisational and cultural transformation for the delivery of sustainable and better patient care
- Gather the evidence needed to support improvement in your local area
- Connect with like-minded colleagues from all over the world
- Translate your concerns into effective action
- Feel empowered to drive improvement
- Be inspired to act as a quality leader
- Enhance your professional knowledge and make a real difference to your organisation
- Recharge your batteries - get motivated to implement the ideas you have acquired
- Hear from international industry leaders and learn from their experiences, ideas, solutions and vision
- Take home lessons for delivering high quality healthcare with limited resources
- Keep up-to-date with the latest innovations from the global healthcare community and embrace fresh ideas
- Discuss and share solutions to improve care for patients in your organisation

**Tickets**

### Book your place online

You can book as an individual or as a group, and with our special fees for groups of five and more, you and your colleagues can save up on your fees. You can book to attend three days (pre-day plus two-day main conference) or two days only (two-day main conference). Scholarships are available for students and teachers and there are also special rates for low and middle income countries.

Book online:

[internationalforum.bmj.com/copenhagen/fees](http://internationalforum.bmj.com/copenhagen/fees)

**Save with Early Bird rates**  
if you book before  
4 February 2020

# Programme Overview

In Copenhagen our focus will be on exploring how we can unite those across our health and care systems to transform outcomes for and with patients and their communities.



## Tuesday 28 April

During our popular pre-day, we offer a range of half-day and full-day interactive workshops (minicourses) and excursions (experience days).

**See the full programme on pages 7-10.**

## Wednesday 29 and Thursday 30 April

The two-day main conference will feature four keynote presentations, 100+ international speakers delivering more than 60 sessions across six streams, an exhibition featuring over 20 exhibitors, over 800 poster displays showcasing a wide range of quality and improvement projects, special breakfast and lunchtime sessions, our Night Forum, and a welcome drinks reception on Wednesday 29 April.

*About 70% of the programme is made up of work that has never been presented at the International Forum.*



**For the most up to date programme, check online:**  
**[internationalforum.bmj.com/copenhagen/view-programme](https://internationalforum.bmj.com/copenhagen/view-programme)**

Each session has been assigned a stream, including one new stream for 2020, and a session style to help you tailor your learning.

### Streams

Safety  
Quality, Cost, Value  
Person and Family-Centred Care  
Population and Public Health  
Building Capability and Leadership  
Improvement Methods - **NEW for 2020**

### Session styles

Interactive workshop    Keynote  
Seminar    Minicourse  
Rapid fire    Excursion  
Panel



## New and improved for 2020

This year approximately 70% of the programme is made up of work that has never been presented at an International Forum before.

We will also have updates from some of the biggest quality improvement initiatives from across the globe and we have added a number of new and exciting features for you to explore:

- **What's working** – These early morning short sessions (EN1-EN5 on Wednesday) will showcase a range of international projects that have demonstrated tangible results through innovative interventions in challenging circumstances
- **Achieving change at scale** – These morning energiser sessions (EN6-EN9 on Wednesday) will give you an overview of an organisation or region that is undergoing large scale change to improve outcomes for patients
- **Innovation showcase** – In this fast paced rapid fire session (D8 on Thursday) you will hear talks from those who have dared to do things differently and can demonstrate their results
- **Tech showcase** – Come and hear from organisations that have used innovative digital solutions to solve wicked problems (E6 on Thursday)
- **The Danish Way** – Hear how organisations from across Denmark have been breaking down barriers to improve care, and how you can apply their methods in your own country (A8 on Wednesday)
- **Learning from models outside of QI** – join our interactive workshops to learn how theories from organisational development and behavioural insights can contribute to QI (M7 on Tuesday, D7 on Thursday and E8 on Thursday).



### The Night Forum

**Wednesday 29 April**

This multi-streamed event will give delegates an opportunity to meet peers in an informal setting and continue networking and learning through a range of activities across different locations. It is a chance to unwind with colleagues and make new connections whilst exploring unique venues in Copenhagen. Details will be announced soon.



### Take ideas back to your organisation

We expect over 800 posters across seven topics to be displayed at the Forum, showcasing improvement projects from around the world. Some of those will also be presented on our live poster stage.

The poster displays are an opportunity for teams to share and discuss their improvement strategies and achievements. Poster presenters will be on hand to speak about their experiences, offer you tips and inspire improvement work back at your organisation.

## Key Speakers



### Fiona Moss

Dean of the Royal Society of Medicine, London; England

Fiona Moss is the Dean of the Royal Society of Medicine, London, England. She trained in respiratory medicine and has a career long interest in medical education and quality improvement. Her previous roles include Consultant Respiratory Physician at Central Middlesex Hospital, where she was also Director of Undergraduate Clinical Studies. She has had extensive experience in postgraduate medical education and from 2010-2013, was Director of Medical and Dental Education Commissioning for London and developed "one year in one place" rotations for junior doctors; set up London's Postgraduate Specialty Schools and devised the London Darzi Fellowship Programme to provides opportunities for senior residents to take a year out of training programmes and, working alongside clinical directors, to gain practical experience of organisational change and quality improvement.

She was a co-chair of the International Conference on Residency Education from 2012-2019. Fiona was founder editor of Quality and Safety in Health Care (now BMJ Quality and Safety) and is on the Strategic Advisory Group of the International Forum on Quality and Safety in Healthcare. In 2006 she was awarded a CBE for services to Medicine.



### Helen Bevan

Chief Transformation Officer, NHS Horizons; England

Helen Bevan is a leader of change within the NHS. She has led and facilitated many nationwide initiatives to improve care. Helen has demonstrated a constancy of purpose and resilience to stay within the system over decades that is rare in internal change agents. Her focus has shifted from managing big programmes of change to approaches that mobilise and build energy and commitment to change on a large scale. Helen has the ability to connect directly with thousands of frontline staff and patient leaders. She is one of the top social influencers in healthcare globally.



### Maureen Bisognano

President Emerita and Senior Fellow, Institute for Healthcare Improvement; USA

Maureen Bisognano, President Emerita and Senior Fellow, at the Institute for Healthcare Improvement (IHI), previously served as IHI's President for 5 years and Executive Vice President and COO for 15 years. She is a prominent authority on improving health care systems, whose expertise has been recognized by her elected membership to the National Academy of Medicine, among other distinctions.

Ms. Bisognano advises health care leaders around the world, is a frequent speaker at major healthcare conferences on quality improvement, and is a tireless advocate for change. She is also an Instructor of Medicine at Harvard Medical School, a Research Associate in the Brigham and Women's Hospital Division of Social Medicine and Health Inequalities, and serves on the boards of the Commonwealth Fund, Cincinnati Children's Hospital Medical Center, Indiana University Health System, and Nursing Now.

Ms. Bisognano chairs the advisory board for the Well Being Trust, an independent institute with a mission to improve mental health and resilience across all ages in the US. She co-chairs, with Dr. Atul Gawande, the Massachusetts Coalition on Serious Illness Care. She serves as vice chair for membership for the National Academy of Medicine section on administration. Prior to joining IHI, Ms. Bisognano was Senior Vice President of the Juran Institute, where she consulted with senior management on the implementation of total quality management in health care settings. Before that, she served as Chief Executive Officer of the Massachusetts Respiratory Hospital in Braintree, MA, where she implemented a hospital-wide strategic plan that improved the quality of care while simultaneously reducing costs. Ms. Bisognano began her career in health care in 1973 as a nurse at Quincy Hospital in Quincy, MA. She held positions of increasing responsibility, eventually serving as Chief Operating Officer from 1984-1987.

# Conference Pre-Day Programme

## Tuesday 28 April 2020

### Half-day and full-day interactive minicourses

09:00-17:00

- M1 International Improvement Science Symposium
- M2 Quality Improvement: the basics

09:00-12:30

- M3 Fundamentals of transformational change - building tomorrow's leadership
- M4 Co-producing improvements in experience and quality: the WHY and the HOW
- M5 Everyone improves: embedding improvement throughout the organisation
- M6 A revolutionary management system that accelerates quality, safety, care experience and positive economics
- M7 Designing for humans: behavioural insights for operational and clinical effectiveness

13:30-17:00

- M8 Striving for seamless patient pathways across sector boundaries in the Central Jutland Health Cluster (CJHC). Experience a collaborative health service system that has gone far!
- M9 A provocation for kindness: why the "soft stuff" is the REAL work
- M10 The inner work of change agents
- M11 To be confirmed
- M12 To be confirmed

Streams for 2020

Building Capability and Leadership

Quality, Cost, Value

Person and Family-Centred Care

Population and Public Health

Safety

Improvement Methods

### Off-site experience days 09:00-17:00

#### EX1 Experience Day 1: Systematic approach to patient safety during the last 10 years (North Zealand Hospital)

North Zealand Hospital is a 570 bed acute Hospital in the Capital Region of Denmark. It is one of the five hospitals that embarked with Danish Society for Patient Safety and Institute for Health Care Improvement (IHI) in 2010 on a four-year patient safety programme, the Safer Patients Hospitals (Patientsikkert Sygehus).

North Zealand Hospital is preparing the transitions to a brand-new build site in 2023. At this experience day, we will learn about the outcomes from 10 years of QI and patient safety work and learn about the transition to a new location. There will be visits to clinical departments and a presentation of a mock-up of the new hospital.

#### EX2 Experience Day 2: Health Care on the Brink of a 4th Industrial Revolution? (Medicon Valley – the Hub for Life Science)

Medicon Valley is the crucible of Scandinavian life sciences, located at the gateway to Denmark and Sweden. Companies like Novo Nordisk, LEO Pharma, Baxter Gambro and Lundbeck are represented. So are large research and innovation institutions and many smaller innovative start-ups who continue to energize the area.

The focus for the experience day will be what the World Economic Forum has called the 4th industrial revolution in healthcare – "Precision medicine has the potential to transform medicine by tailoring treatments to individuals. It is an emerging approach for disease treatment and prevention that takes into account individual variability in environment, lifestyle and genes for each person. Precision medicine has great potential to providing high value healthcare by improving outcomes while decreasing cost." The visit will also look at research and innovation. Participants will learn how research-based innovation, start-ups, and health care can create an innovative eco-system for which discovers solutions for tomorrow's health care.

During the Experience Day, you will visit two exciting research and innovation sites, The National Genome Center and The Technical University of Denmark – SkyLab.



### EX3 Experience Day 3: How do volunteers play a role in the health services? (Zealand University Hospital and Roskilde Festival)

Denmark has a long tradition of volunteering. This applies to local sports associations, patient associations, and social work at local, national and international level. This experience day to the town of Roskilde demonstrate this, and how it relates to healthcare.

The first part of the visit will be hosted at Zealand University Hospital, and will demonstrate how the organisation draws on the experiences and input from patients and relatives. There are 25 volunteer patients or relatives in the Patient Board.

The second part of the visit will be to Ragnarock, the museum for pop, rock and youth culture. Every year, around 30.000 volunteers help to create the Roskilde Festival, the second largest music festival in Europe. In addition, Zealand University Hospital contributes to a health care station at the festival staffed with about 400 volunteer health care workers.

### EX4 Experience Day 4: Safe perinatal care and health in the Early Years across the healthcare continuum - (Copenhagen University Hospital, Hvidovre and Hvidovre Municipality)

Copenhagen University Hospital, Hvidovre is a public, academic, and acute hospital in The Capital Region with 696 beds and around 5.200 staff members. The labour unit is the largest in Denmark with 7000 births per year. Some of the focus during this Experience Day will be on:

- How we deliver safe perinatal care for the uncomplicated/normal and complicated birth and take care for breastfeeding in the point of care.
- How we train the staff in high reliable care by simulation-based team training with systematic communication and other tools for high reliable care.
- How we support vulnerable mothers and families from pregnancy to delivery by co-creating a safe start on a new family across sectors.

### EX5 Experience Day 5: The Danish journey in acute care – from helicopters to home (Copenhagen Emergency Medical Services and Herlev Hospital including CAMES)

The Danish acute care system was developed on the basis of a national plan, and in recent years the development of community care services and collaboration with patients has undergone substantial improvement.

In this Experience Day, you will experience the acute care system from inside. At the Copenhagen Emergency Medical Services you will learn how to handle emergency and other health related calls, how the ambulances are dispatched, how artificial intelligences support decision making, how volunteer citizens responders are engaged, and how patients have 24/7 access to acute care. It is all coordinated with the aim of providing the best and relevant patient care with easy access.

You will also see how a new emergency department is built and how the flow, coherence, and safety is built into the acute care system.

### EX6 Experience Day 6: Healing architecture and mental health (Slagelse Psychiatric Hospital)

For the last eight years it has been a national effort to reduce the use of mechanical restraints (belts) as part of care in mental health, which is legal in Denmark. Many units have met the national target of 50% reduction and several units have eliminated the use of mechanical restraint altogether. The journey of quality improvement in mental health is ongoing.

In this Experience Day, participants will visit a brand new psychiatric hospital, learn about the architectural principles behind its design, hear from patients and staff how they have been involved in building process and learn about the work to reduce restraint and to increase collaboration between communities and hospital care around mental health.

### EX7 Experience Day 7: Using a new quality concept and QI to improve community services (Greve municipality)

Greve Municipality is about 21 km south-west of Copenhagen on the east coast of the island of Zealand in eastern Denmark. It covers an area of 60 km<sup>2</sup>, and has a total population of 50,000 citizens.

Greve municipality has been working on improving the patient safety and the quality of care for elderly living in nursing homes and for elderly receiving care in their homes.

In 2016 to 2019 Greve municipality was accredited and we optimized our quality organization. In 2017 we decided to use improvement science to reduce medications errors, prevent pressure ulcers, and prevent unplanned weight loss in elderly citizens. Quality improvement has been spread to all care units in all private and all municipal units.

This site visit will cover the outcomes of this quality programme it will show results from a new quality concept. During the visit, it will be possible to talk to residents, staff and managers.



# Conference Programme

## Wednesday | 29 April 2020

Streams for 2020

Building Capability and Leadership

Quality, Cost, Value

Person and Family-Centred Care

Population and Public Health

Safety

Improvement Methods

🕒 08:00-08:45

**EN1 | Seminar**

Reducing overcrowding and improving flow

**EN2 | Seminar**

Improving outcomes for rural communities

**EN3 | Seminar**

Building networks and inspiring staff

**EN4 | Seminar**

Reducing harm from opioids

**EN5**

To be confirmed

🕒 08:15-08:45

**EN6 | Seminar**

Transforming healthcare delivery: Eastern Health's 5 year journey

**EN7**

To be confirmed

**EN8 | Seminar**

Learning from our successes and failures – scaling up NHS Wales' improvement journey

**EN9 | Seminar**

Culture Change at Scale: Harnessing distributed leadership, social influence and informal networks

🕒 09:00-09:30

Opening remarks

🕒 09:30-10:15

Keynote to be announced

🕒 11:00-12:15

**A1 | Seminar**

Creating tomorrow today: a radical manifesto for leaders of health and care

**A2**

To be confirmed

**A3 | Interactive Workshop**

Population health improvement: the Health Improvement Alliance Europe journey

**A4 | Interactive Workshop**

Guiding the measurement of patient safety: new principles from global stakeholders

**A5 | Panel discussion**

The hospital at home: learning from 4 countries

**A6**

To be confirmed

**A7 | Panel discussion**

Quality management systems

🕒 11:00-12:30

**A8 | Rapid Fire**

The Danish Way

**A9 | Rapid Fire**

Co-production and beyond: patients leading the way

🕒 13:15-14:30

**B1 | Seminar**

Restoring joy in work and preventing burnout with IHI: lessons from the field

**B2 | Interactive Workshop**

What matters to you? - sharing experience from 4 countries

**B3**

To be confirmed

**B4 | Interactive Workshop**

Having new eyes rather than seeking new landscapes, applying Safety-II/resilience in hospitals

**B5 | Seminar**

Community driven primary care transformation: two international perspectives

**B6 | Interactive Workshop**

Mistakes of a learning organisation: blunders, pitfalls and lessons learned

**B7 | Interactive Workshop**

Co-creation Rocks!

🕒 13:30-14:30

**B8 | Seminar**

Trust and quality measurement – the Nordic way!

**B9 | Interactive Workshop**

Get safety, improvement, transformation out of their boxes: inter-dependent not independent approaches

🕒 15:00-16:00

**C1**

To be confirmed

**C2 | Interactive Workshop**

Every improvement project has a story to tell: let's tell yours

**C3 | Seminar**

Putting it into practice: applying the model for safe and reliable care

**C4**

To be confirmed

**C5 | Interactive Workshop**

Climate Change: wildfires, the implications for healthcare

**C6**

To be confirmed

🕒 15:15-16:00

**C7**

To be confirmed

**C8 | Interactive Workshop**

Leveraging rising leaders to improve care

**C9**

To be confirmed

🕒 16:15-17:00

**Keynote 2:**

Helen Bevan and Fiona Moss



# Conference Programme

## Thursday 30 April 2020

### Streams for 2020

Building Capability and Leadership  
Quality, Cost, Value  
Person and Family-Centred Care

Population and Public Health  
Safety  
Improvement Methods

🕒 08:00-08:45

#### BR1

Breakfast session hosted by IHI

#### BR2

Breakfast session hosted by BMJ

🕒 09:30-10:30

**Keynote to be announced**



🕒 11:00-12:15

#### D1 | Seminar

QI on the brink? 5 urgent challenges to address by 2030

#### D2 | Seminar

Transforming flow using Real Time Demand and Capacity Management

#### D3 | Rapid Fire

Improving quality in care homes: examples from Denmark

#### D4 | Seminar

How to reduce mortality from Sepsis- learning from 3 countries

#### D5

To be confirmed

#### D6 | Interactive Workshop

A journey towards high reliability using Artificial Intelligence

🕒 11:00-12:30

#### D7 | Interactive Workshop

The psychology of change: people-driven methods to unlock resistance and unleash QI

#### D8 | Rapid Fire

Innovation showcase

#### D9 | Rapid Fire

What your patient is thinking - 4 models for listening to patient feedback

🕒 13:15-14:30

#### E1

To be confirmed

#### E2 | Interactive Workshop

Maximising efficiency through interdependent care - lessons from Sweden

#### E3 | Interactive Workshop

Our oxygen mask comes first: workforce safety

#### E4

Shared decision making

#### E5 | Interactive Workshop

If I Were A Rich Man... - reducing waste to create opportunity

#### E6 | Rapid Fire

Technology innovation lab

#### E7 | Interactive Workshop

Social prescribing for mental health: co-creating care with the third sector

🕒 13:30-14:30

#### E8 | Interactive Workshop

'Nudging' behaviours to improve healthcare: building behavioural insights into improvement approaches

#### E9

To be confirmed

🕒 15:00-16:00

#### F1

To be confirmed

#### F2 | Interactive Workshop

The anatomy and physiology of a tweetchat

#### F3 | Seminar

Increasing value, decreasing cost

#### F4 | Interactive Workshop

Leadership for continuous improvement - what it really takes...

#### F5 | Seminar

Ebola and Zika - lessons for Quality Improvement in infection control

#### F6 | Seminar

One size fits one: mass customization in healthcare

🕒 15:15-16:00

#### F7 | Interactive Workshop

Mental and physical health: practical learning and ideas for joined up care

#### F8

To be confirmed

#### F9

To be confirmed

🕒 16:15-17:00

#### Keynote 4:

Maureen Bisognano





## Registration

To register for the International Forum Copenhagen 2020, visit:  
**[internationalforum.bmj.com/copenhagen/fees](http://internationalforum.bmj.com/copenhagen/fees)**

<b>3 days</b> (Tuesday - Thursday)	<b>Early Bird rate</b> (until 4 February 2020)	<b>Standard rate</b> (from 5 February 2020)
Individuals	£1589.59	£1751.04
Groups of 5-20 (10% discount)	£1484.06	£1629.37
Groups of 21-50 (15% discount)*	£1431.30	£1568.54
Students**	n/a	£721.88
Faculty/Teachers**	n/a	£1142.71
Low income countries (LICs)**	n/a	£899.38
Lower middle income countries (LMCs)**	n/a	£1264.38

<b>2 days</b> (Wednesday - Thursday)	<b>Early Bird rate</b> (until 4 February 2020)	<b>Standard rate</b> (from 5 February 2020)
Individuals	£1055.21	£1216.66
Groups of 5-20 (10% discount)	£949.69	£1095.00
Groups of 21-50 (15% discount)*	£896.93	£1034.16
Students**	n/a	£187.50
Faculty/Teachers**	n/a	£608.34
Low income countries (LICs)**	n/a	£365.00
Lower middle income countries (LMCs)**	n/a	£730.00

All the above prices are per delegate and are inclusive of Danish VAT at 25%.

\*Special rates are available when 5 or more individuals from the same organisation register at the same time.

\*\* Discounted rates available for 2 or 3 day packages only.

### Bespoke packages

For groups of over 50 delegates, please contact Warren Lee, Manager, Strategic Partnerships & Alliances, to find out about bespoke pricing and additional benefits.

Email [wlee@bmj.com](mailto:wlee@bmj.com) Telephone **+44 (020) 3655 5713**

The International Forum is pleased to offer a limited amount of scholarships and special discounts for students, teachers and delegates from Lower Middle and Low Income countries.

**For more information please visit:**  
**[internationalforum.com/copenhagen/fees](http://internationalforum.com/copenhagen/fees)**

"...I have to say that the BMJ-IHI Forum is by far the best event that I have been to this year. I learned so much that I was then able to take back to my workplace"

Medical Director, London

# Sponsorship and Exhibition Opportunities



**3,400+**  
attendees



**150**  
average number of  
leads obtained from  
previous events



**8+**  
hours of delegate  
networking



**70+**  
countries  
represented



**24**  
hours of  
learning



**150**  
renowned  
speakers

**1**

**empowering  
event**

## Achieve your marketing objectives

- Tangible ROI - exhibitors achieve 150+ leads
- Build lasting relationships with key decision makers
- Increase the visibility of your organisation
- Learn about needs within healthcare and how you can address them
- Cost effective way of reaching qualified audiences

## Opportunities include:

- Thought leadership - speaking sessions available
- Exhibition space - increase your connections
- Branding solutions - raise your profile

**60%**

**do not attend any other event  
- make sure you connect with  
them here**

**88%**

**rated speakers as excellent or good -  
our innovative programme is crafted  
by experts and local champions**

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**Medical Directors | Healthcare Managers | Senior Clinicians**  
**They are all here - come and meet them**



# Strategic and Supporting Partners

We are proud to work with our partners to develop and present the International Forum Copenhagen 2020.

Our partners have provided their expertise and insight to produce an exciting programme which will showcase the best of Danish healthcare.

Our Danish and international partners have also been instrumental in building momentum with their wide ranging networks. We are appreciative and thankful for their generous support.

## Strategic Partners



## Danish Supporting Partners



## International Supporting Partners



Improving quality with our international partners

Interested in being a partner, or perhaps bringing the International Forum to your city?

To find out more about partner benefits, contact:

**Warren Lee**, Manager, Strategic Partnerships & Alliances

**Tel:** +44 (0)20 3655 5713

**Email:** wlee@bmj.com

## Upcoming events



28-30 April 2020  
Copenhagen



4-5 July 2020  
New Delhi



30 September-2 October 2020  
Sydney



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