



PROGRAMME

10 SEPTEMBER 12:00–16:00 CET

● 12:00–13:20  
CET

**FUNDAMENTALS OF POPULATION  
HEALTH MANAGEMENT (PHM):  
THE PHM CYCLE AND HOW IT CAN  
STRENGTHEN PHC**

**WELCOMING REMARKS**

**PRESENTATION**  
**Fundamentals of population  
health management (35 mins)**

**COUNTRY DEEP-DIVE (15 mins)**  
**Implementing population health  
management in England:  
policy and practice perspectives**

**REFLECTIONS (10 mins)**

**Moderator:**

**Melitta Jakab**

Head of Office, WHO European  
Centre for Primary Health Care

**Natasha Azzopardi-Muscat**

Director, Division of Country  
Health Policies and Systems,  
WHO Regional Office for Europe

**José Cerezo Cerezo**

Consultant, WHO European Centre  
for Primary Health Care

**Esteban Manuel Keenoy**

Former CEO, Biosistemak,  
Institute for Health Systems Research,  
Basque Country, Spain

**Marc A Bruijnzeels**

Associate Professor, Leiden University  
Medical School, Kingdom of the Netherlands

**Dan Alton**

National Clinical Advisor, PHM,  
NHS England

**Viktoria Stein**

Assistant Professor, Department for  
Public Health and Primary Care,  
Leiden University Medical Centre

● 13:20–13:35  
CET

**BREAK**

● 13:35–14:30  
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**COUNTRY PANEL:**  
**Why are countries moving towards  
population health management  
and what are the opportunities  
for PHC?  
Strategic objectives and lessons  
learned**

**Q&A (10 mins)**

**Moderator:**

**Emilia Aragón de León**

Technical Officer, Public Health Policy,  
Division of Country Health Policies and  
Systems, WHO Regional Office for Europe

**Panelists:**

**Vanessa Ribeiro**

Head of planning and innovation,  
Administration of the Health System, Portugal

**Annemarie Jacobi**

Policy Adviser, Belgian Federal Public  
Service of Health, Belgium

**Dan Alton**

National Clinical Advisor, PHM,  
NHS England



14:45–16:00  
CET

**TECHNICAL DEEP DIVE 1:  
Strengthening PHC through  
risk stratification**

**PRESENTATION**

**Risk stratification in PHC:  
relevance, tools, applications**  
(20 mins)

**Practical applications of risk  
stratification in PHC (30 mins)**  
**Addressing the Needs of  
Complex Chronic Patients**

**Risk stratification of patients  
with cardiovascular diseases  
in PHC**

**REFLECTIONS (10 mins)**

**AUDIENCE ENGAGEMENT Q&A**  
(20 mins)

**Moderator:**

**Esteban de Manuel Keenoy**

Former CEO, Biosistemak,  
Institute for Health Systems  
Research, Basque Country, Spain

**Shelley-Ann Girwar**

PhD Researcher, Lecturer,  
Department for Public Health  
and Primary Care, Leiden University  
Medical Center, Kingdom of the  
Netherlands

**Ane Fullaondo Zabala**

PhD, Scientific Director, Biosistemak,  
Basque Country, Spain

**Rimke Vos**

Associate Professor and Program  
Manager, Leiden University Medical  
Centre, Kingdom of the Netherlands

**Kamalzhan Nadyrov**

Rector, Astana Medical University,  
Kazakhstan

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11 SEPTEMBER 12:00–16:00 CET

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**TECHNICAL DEEP DIVE 2:  
Accounting for the social  
determinants of health  
in population health management**

**PRESENTATION  
Addressing health inequalities  
through population health  
management (20 mins)**

**TACKLING THE SOCIAL  
DETERMINANTS OF HEALTH  
IN PRACTICE (50 mins)**

**Screening for poverty  
and related social determinants  
in PHC**

**Informing the community  
orientation of PHC through data  
on the social determinants of  
health: Health maps in Aragón,  
Spain**

**Using proportionate  
universalism to address people's  
need during the COVID-19  
pandemic: Primary care zones  
in Flanders**

**Q&A (10 mins)**

**Moderator:**  
**José Cerezo Cerezo**  
Health Policy Analyst,  
WHO European Centre for PHC

**Durka Dougall**  
Chief Executive, Centre for  
Population Health, England,  
United Kingdom

**Andrew Pinto**  
Founder and Director of Upstream  
Lab, Canada

**Barbara Quevedo Beneyto**  
Public Health General Directorate,  
Regional Ministry of Health of Aragón  
&  
**Carmen Belén Benedé Azagra**  
Primary Care, Aragonese Health  
Service and General Directorate of  
Health Care and Planning, Regional  
Ministry of Health of Aragón

**Elke Wijnants**  
Policy Officer, Team Primary Care,  
Department of Care, Government  
of Flanders

● 13:45–14:00  
CET

**BREAK**

● 14:00–16:00  
CET

**IGNITING CHANGE:  
Enabling Population Health  
Management**

**Moderators:**  
**Melitta Jakab**  
Head of Office, WHO European Centre  
for Primary Health Care  
&  
**Marc A Bruijnzeels**  
Associate Professor,  
Leiden University Medical School,  
Kingdom of the Netherlands

**PRESENTATION**  
**Enabling population health management** (25 mins)

**Viktoría Stein**  
Assistant Professor, Department for Public Health and Primary Care, Leiden University Medical Centre, Kingdom of the Netherlands

**Q&A** (10 mins)

**MODERATED PANEL DISCUSSION**  
(50 mins)

**Helmut Hildebrandt**  
Population Health Management Policy Developer, Chair Of The Board, Optimedis

**Dan Alton**  
National Clinical Advisor, PHM, NHS England

**Laura Prett**  
Family doctor, Linnamõisa Family Medicine Center, Estonia

**Q&A**

**CLOSING**

**Melitta Jakab**  
Head of Office, WHO European Centre for Primary Health Care

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Last updated: 2 September 2024