



# “Emotion, Inspiration, Creativity: Pathways to Global Health Quality”

In collaboration with



with the endorsement



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RICCARDO TARTAGLIA MD, PH, OM, IEA FELLOW, ISQUA EXPERT, EUG-ERG





# ISQua Conference Sponsorship

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# About ISQua

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**ISQua, the International Society for Quality in Health Care**, is a member-based, not-for-profit community and organisation dedicated to promoting quality improvement in health care.

Our aim is to **inspire and empower** people to be patient safety and quality improvement advocates by **fostering a global community of improvers**.

We deliver a variety of initiatives and programmes, including **Community Membership**, a range of **Education Programmes**, **External Evaluation services**, **Communities of Practice**, and regional and international **Events and Conferences**.

# About INSH

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Il 2 Maggio 2017 è stata fondata l'Italian Network for Safety in Healthcare\_INSH un'associazione nazionale che riunisce professionisti della sanità e cultori della sicurezza e qualità delle cure al fine di costituire la comunità italiana della International Society for Quality in Healthcare\_ISQua ([www.isqua.org](http://www.isqua.org)).

Italian Network for Safety in Healthcare ([www.insafetyhealthcare.it](http://www.insafetyhealthcare.it)) è una associazione culturale, apolitica senza fini di lucro. Oggetto dell'Associazione è contribuire alla diffusione della cultura della qualità e sicurezza delle cure a livello nazionale e internazionale e promuovere attività di natura scientifica e formativa a supporto di tale diffusione.

# ISQua 2020 Florence



**ISQua®**  
**37<sup>th</sup> INTERNATIONAL CONFERENCE**  
**2020**  
**30<sup>th</sup> AUGUST**  
**2<sup>nd</sup> SEPTEMBER**  
**FLORENCE - ITALY**

**CALL FOR ABSTRACT**  
opens  
23<sup>rd</sup> October  
2019

**ITALIAN NETWORK**  
GRC  
Global Research Center  
in Quality Improvement & Patient Safety

Contact details: Ph: + 353 1 6706750  
Email: [conference@isqua.org](mailto:conference@isqua.org)  
#ISQua2020

[ISQua.org](http://ISQua.org)

“Emotion, Inspiration,  
Creativity: Pathways to Global  
Health Quality”

# About ISQua cont.

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ISQua's International Conference cover **the topics that matter most** to the healthcare industry and allows for like-minded individuals across the world to collectively understand how they can **impact and improve** healthcare safety and quality.

Each year the ISQua conference attracts more than **1500 healthcare professionals** from every continent.

Over **200 healthcare quality and safety leaders** will share their **real-world experiences and insights**, for example, lessons learned from recent healthcare crises, reducing hospital mortality, digital health technologies, eHealth, patient engagement, and much more..

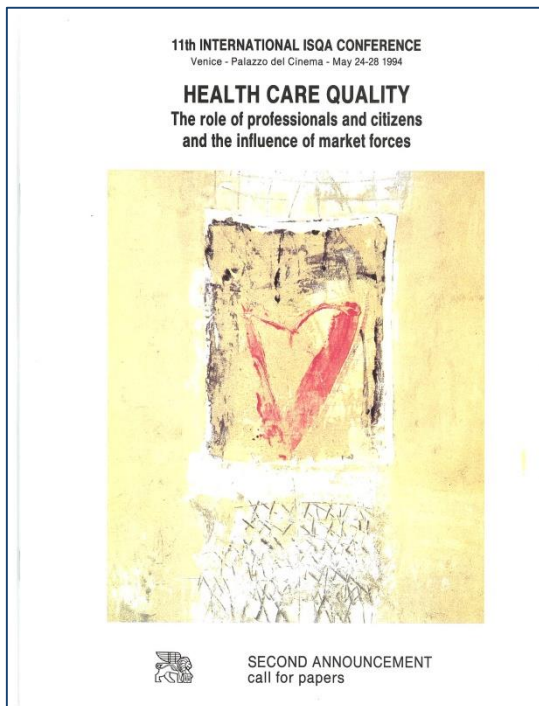
# ISQua World Conferences



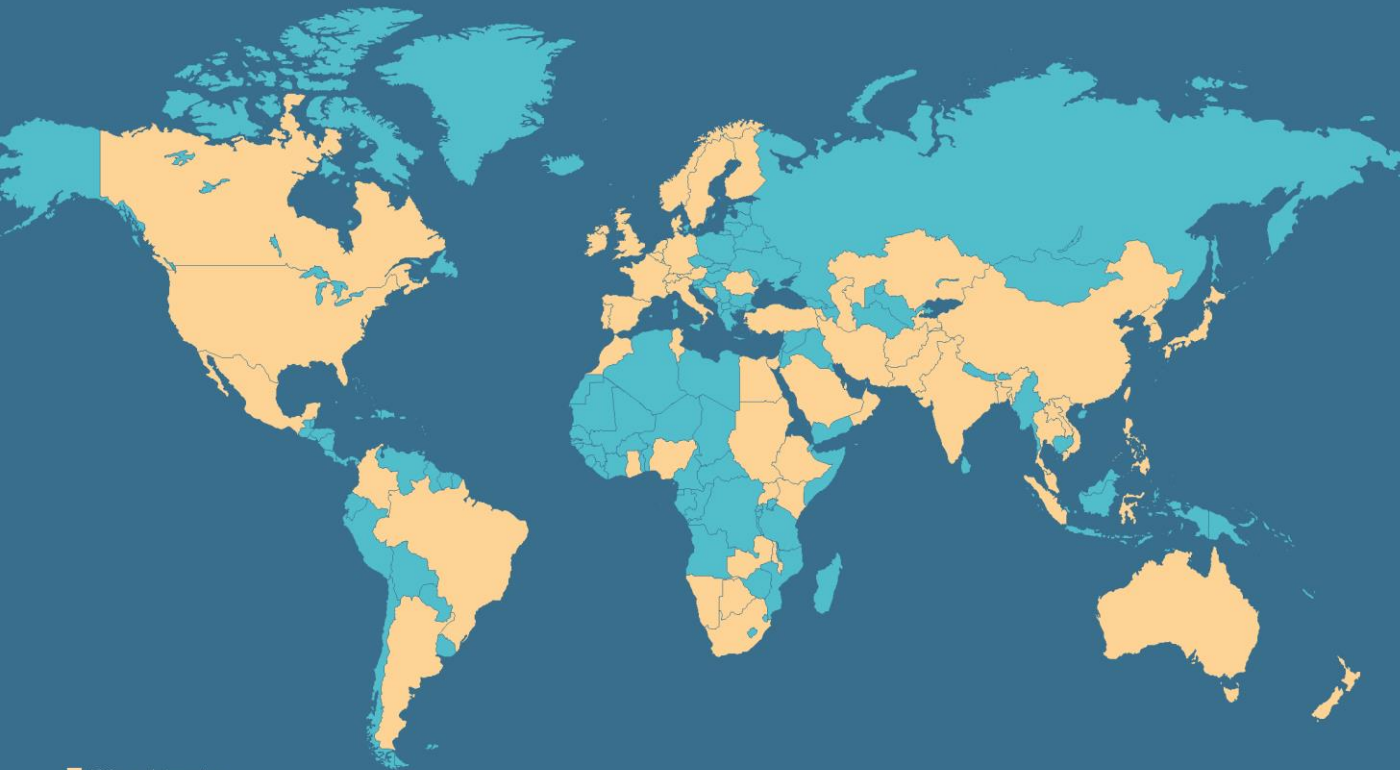




# ISQua then and now: 1994 & 2020



## Delegates Around the World



# Delegate Profile

- 41% Medical Providers
- 37% Senior Health Care Professionals
- 13% Academics
- 5% Policy Makers
- 4% Health Care Agencies

# Why Get Involved?

## Scientific Programme



# Some of our Previous Keynote Speakers

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- ❖ **Dr Margaret Chan**, former Director-General of the World Health Organization
- ❖ **Prof Peter Pronovost**, author of *Safe Patients, Smart Hospitals: How One Doctor's Checklist Can Help Us Change Health Care from the Inside Out* and member of the Institute of Medicine.
- ❖ **Chen Zhu**, former Minister for Health, China
- ❖ **Dr David Bates**, Chief of General Medicine, Brigham and Women's Hospital; USA
- ❖ **Sir Liam Donaldson**; former UK Chief Medical Officer & current Chairman of the Independent Monitoring Board overseeing the polio eradication initiative coordinated by the World Health Organization
- ❖ **Dr Atul Gawande**, writer of three New York Times best sellers and Time Magazine's top 100 most influential thinkers
- ❖ **Prof Jeffrey Braithwaite**, Founding Director of the Australian Institute of Health Innovation at Macquarie University
- ❖ **Jishnu Das**, Lead Economist in the Development Research Group (Human Development Team) at the World Bank

# Some ideas for plenary in Florence

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Equal distribution in representation of geographical areas and gender

6 plenary sessions

At least 3 keynote speakers from Italy (Walter Ricciardi, Ilaria Capua, Giuseppe Remuzzi, Benedetta Allegranzi, Patrizia Asproni)

2 people for each session with a duet on a specific topic from 2 different perspectives: research and technical approach vs political view

20 mins each speaker, 2 speakers for session, 60 mins for each plenary session

And more international speakers....



## Programme and Planning Committee Members

### Co - Chairs

- **Riccardo Tartaglia**; The Italian Network for Safety in Health Care (INSH)
- **Jeffrey Braithwaite**; ISQua President- Elect

### Committee

- **Sara Albolino**; GRC-WHO Collaborating Centre
- **John Brennan**; General Practitioner
- **Silvio Brusaferrò**; University of Udine
- **Stephen Clark**; ISQua Board Member (conf 2021)
- **Helen Crisp**; Independent Consultant
- **Ezequiel Garcia Elorrio**; Institute for Clinical Effectiveness and Health policy; Argentina
- **Vittorio Fineschi**; University la Sapienza, Rome
- **Federico Gelli**; Italia in Salute
- **Peter Lachman**; ISQua CEO
- **Eugene Nelson**; The Dartmouth Institution
- **Sabina Nuti**; Santanna school, Pisa
- **Walter Ricciardi**; University Sacro Cuore
- **Jacqui Stewart**; COHSASA
- **Carlo Rinaldo Tomassini**; Dept. of Health Tuscany
- **Shin Ushiro**; ISQua Board Member
- **Manvir Victor**; ISQua Patient Representative
- **Wendy Nicklin**; ISQua President
- **Rohit Ramaswamy**; Gillings School of Global Public Health

The logo for the 37th International Conference (ISQua) 2020, held in Florence, Italy. It features a stylized blue wave graphic above the text 'ISQua®'. Below this, it reads '37th INTERNATIONAL CONFERENCE 2020' with dates '30th AUGUST' and '2nd SEPTEMBER' and location 'FLORENCE - ITALY'. A hexagonal call to action box states 'CALL FOR ABSTRACT opens 23rd October 2019'. Logos for the Italian Network and GRC (Global Research Centre) are also present. Contact details include phone number '+353 1 6706750', email 'conference@isqua.org', and hashtag '#ISQua2020'. The website 'ISQua.org' is listed at the bottom.

ISQua®

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ITALIAN NETWORK

GRC

Contact details:  
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Email: conference@isqua.org  
#ISQua2020

ISQua.org

## Local Organising Committee Members

- **Sara Albolino**; GRC-WHO Collaborating Centre
- **Giulia Dagliana**; GRC-WHO Collaborating Centre
- **Michela Tanzini**; GRC-WHO Collaborating Centre
- **Giulio Toccafondi**; GRC-WHO Collaborating Centre
- **Francesco Venneri**; INSH & GRC-WHO Collaborating Centre
- **Elena Beleffi**; GRC-WHO Collaborating Centre
- **Stavros Prineas**; EroMed, Australia
- **Francesco Ranzani**; GRC-WHO Collaborating Centre
- **Elisabetta Flore**; GRC-WHO Collaborating Centre

1. Policy, Sustainability and Resourcing for Quality and Safety (132 in 2019)

2. The Person (140 in 2019)

3. Patient Safety (362 in 2019)

- Human Factors
- Medication Safety
- Infection, Prevention and Control
- Patient Safety Tools and solutions
- Medical Tourism
- Solutions and safe practices

4. External Evaluation (75 in 2019)

- Regulation
- Accreditation
- Licensing
- Performance Monitoring
- Certification

5. Economics of Quality (43 in 2019)

- Medical Insurance
- Leadership and Governance

6. E-health and Innovation (97 in 2019)

7. Healthcare Quality and Safety for LMIC (115 in 2019)

8. Primary, Community, and Integrated Care (89 in 2019)

9. Learning, Development and Data for Quality and Safety ( 131 in 2019)





## Emotion

### 1. Leading for Quality

- Policy for Quality and Safety
- Developing Leaders for quality and safety
- Economics benefits for improving and safety
- Behavioural Economics

### 2. Focus on the Person

- People Experience as providers and receivers of care and community care
- Voice of the Person as Patient
- Healthcare Providers not just the Person for Whom we Care
- People's Perception of Community Care



The poster features a background image of the Florence Cathedral dome with a blue hexagonal grid overlay. The ISQua logo is prominently displayed in the lower left. A central hexagonal callout box contains the text 'CALL FOR ABSTRACT opens 23rd October 2019'. At the bottom, there are logos for the Italian Network and GRC, along with contact details.

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FOR SAFETY IN HEALTHCARE

**GRC**  
Centro Regionale  
Cultura Clinica  
& Sicurezza del Paziente

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#ISQua2020

## Inspiration

3. Education, Knowledge and Learning
  - Reverse Learning and Teaching
  - Preparing future generations for quality
  - Developing the workforce
  
4. Quality in Resource-Challenged Settings
  - LMIC
  - Fragile States
  - Vulnerable Settings
  - War zones
  - Currency fluctuation
  - Corruption
  - Migration
  
5. Escalating Quality and Safety Challenges in Health
  - Digital Health
  - Artificial Intelligence
  - Big data
  - e-Health
  - Art, Culture and Medicine
  - The ageing population
  - People with long term conditions
  - Promoting well-being



The poster features a background image of the Florence Cathedral dome with a digital overlay of a network diagram. The text on the poster includes the ISQua logo, the conference title '37th INTERNATIONAL CONFERENCE', the dates '2020 30th AUGUST 2nd SEPTEMBER', and the location 'FLORENCE - ITALY'. It also includes the website 'ISQua.org', a call for abstracts deadline of '23rd October 2019', and logos for the Italian Network and GRC (Gruppo Nazionale per lo Studio e la Sicurezza del Paziente).

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## Creativity

6. Designing for People Safety
  - Resilience
  - Human Factors
  - Human Factors in litigation
  - Ergonomics
  - Medication Safety
  - Infection, Prevention and Control
  - Patient Safety Tools and Solutions
  
7. Building Sustainable and Comprehensive Care
  - Building Hospitals for the Future
  - Environmental challenges
  - Climate Change
  - Integrated and Universal Health Care
  - Human Resources
  - Pre-Primary Care (Health Literacy, including TV and Media)
  - Primary Healthcare
  - Mental Health
  
8. External Evaluation
  - Regulation
  - Accreditation
  - Licensing
  - Performance Monitoring
  - Certification

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Other topics

New model of compensation (for example CP)

Human factors litigations

Safety in clinical pathology

Art, Music and Medicine

# Italian track and contribution



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Proposte dalle società scientifiche

Le vostre idee!



## Become a Headline Sponsor

 <b>Diamond</b>	<ul style="list-style-type: none"> <li>▶ Special Acknowledgment, with logo on the plenary stage and printed programme</li> <li>▶ Have details included in two promotional emails to delegates</li> <li>▶ 8 complimentary registrations</li> <li>▶ Exhibition stand 9sqm</li> <li>▶ 20% discount on 2 items in the sponsorship list</li> </ul>	<b>€30,000</b>
 <b>Gold</b>	<ul style="list-style-type: none"> <li>▶ Special Acknowledgment, with logo on the plenary stage and printed programme</li> <li>▶ Have details included in one promotional email to delegates</li> <li>▶ 6 complimentary registrations</li> <li>▶ Exhibition stand 6sqm</li> <li>▶ 20% discount on 1 item in the sponsorship list</li> </ul>	<b>€25,000</b>
 <b>Silver</b>	<ul style="list-style-type: none"> <li>▶ Special Acknowledgment, with logo on the plenary stage and printed programme</li> <li>▶ Have details included in one promotional email to delegates</li> <li>▶ 4 complimentary registrations</li> <li>▶ Exhibition stand 6sqm</li> <li>▶ 20% discount on 1 item in the sponsorship list</li> </ul>	<b>€20,000</b>



ISQua can offer you a tailored package to suit your budget and marketing objectives.

Early bird rate – **10% discount** on all purchased before 25th March 2020 (*this does not include headline sponsors*).

### Become an ISQua Supporter for €5,000

Acknowledgement (with logo & website link) on the conference webpage, printed programme and Conference App, plus one delegate registration.



**Contact:** Dominga Bettaccini

**dominga.bettaccini@rossoevolution.com**

<https://www.isqua.org/events/florence-2020.html>

Please note that prices do not include Italian VAT of 22%



## Speaking Session

Activity	Benefit	Cost
Breakfast Session (Limited slots)	Fully equipped meeting room and catering 2 x Main Conference Passes 45 Minutes	€5,000
Lunchtime Session (Limited slots)	Fully equipped meeting room and catering 2 x Main Conference Passes 60 Minutes	€6,400



## Exhibition

Activity	Benefit	Cost
9 sqm	Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply & daily stand cleaning	€5,800
6 sqm	Shell scheme package, company logo on fascia board, 1 table and 2 chairs, electricity supply & daily stand cleaning	€4,500



## Corporate Social Responsibility

Activity	Benefit	Cost
Support a Patient or Low Income Country (LIC) delegate	Support the conference attendance of a patient or LIC delegate. Expand your CSR and receive acknowledgement within the Conference Programme	€500 - €3,000 per delegate



## Branding Awareness

Activity	Benefit	Cost
Wi-Fi	Logo on Wi-Fi Welcome Page	€8,000
Congress Bag	Attach your branding to every #ISQua2020 delegate bag	€7,000
Speaker Preview Room	Branding on the home page and screen savers and exclusive option to display corporate information	€5,300
Branded Water Bottles	Branding on reusable water bottles that are distributed to all delegates. (Water dispensers are available throughout the venue)	€6,500
Pocket Programme	Branding on the pocket programme which is included with all name badges	€7,000
Conference Lanyards	Branding on the name badge lanyard	€8,000
Delegate Material	1. Branded Notebook 2. Branded Pens	€3,200 €3,200
Conference App	1. Exclusive sponsorship/branding on the homepage and banners 2. Banner adverts 3. Push messages (2 per day)	€5,000 €300 €1,000
Advertising	1. Full page outside back cover 2. Inside front/inside back cover 3. Inside full page 4. Bag Insert	€4,500 €3,000 €2,200 €3,000
Meeting Room Hire	Reserve a room to meet with existing or potential clients (subject to availability)	Please ask for quote and include AV and catering needs
Registrations	Purchase a group of 10 or more registrations and receive a discount	Please ask for quote

Please note that prices do not include Italian VAT of 22%

# Or, become an ISQua Supporter

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- Acknowledgement, with logo (and back link), as a conference sponsor on the ISQua website, printed programme, and conference app.
- One complimentary registration
- Only €5,000 per organisation



## Linee guida per la sponsorizzazione del Congresso ISQua 2020, Firenze

### 1.0 Introduzione

Le seguenti linee guida hanno lo scopo di tutelare la reputazione di Isqua e fornire un riferimento per la sponsorizzazione degli eventi dell'International Society for Quality in Health Care

### 2.1 Principi base degli accordi di sponsorizzazione con ISQua

- 2.2 Per tutte le sponsorizzazioni deve essere redatto un contratto scritto recante i termini della sponsorizzazione
- 2.3 I contratti di sponsorizzazione verranno stipulati solo con il CEO e/o con il Manager del reparto Eventi
- 2.4 Le sponsorizzazioni devono provenire da organizzazioni/aziende rispettabili che promuovono la salute ed il benessere
- 2.5 ISQua potrà vigilare sul materiale portato dagli sponsor
- 2.6 ISQua non supporterà alcun prodotto e la sponsorizzazione non implicherà alcun supporto da parte di ISQua

- 3.1 Sponsorizzazioni non accettate** (ISQua non accetterà sponsorizzazioni da nessuna delle seguenti aziende)
- 3.2** Tabacco
  - 3.3** Armi da fuoco
  - 3.4** Scommesse
  - 3.5** Organismi politici
  - 3.6** Cause sociali da valutare caso per caso (di base, le cause sociali che sono legate al mondo della salute e del benessere della popolazione globale potrebbero essere prese in considerazione)
  - 3.7** Prodotti e/o organizzazioni che puntano a fare ricerche di mercato, a meno che non siano state preventivamente concordate.

**4.1 Responsabilità**

**4.2 Sponsor**

Lo Sponsor concorderà nello scrivere esplicitamente cosa sia offerto e come la sponsorizzazione verrà riconosciuta. Lo sponsor dovrà sottoporre tutto il materiale all'approvazione di ISQua

**4.3 ISQua**

ISQua provvederà a fornire i servizi previsti per la sponsorizzazione e onorerà gli accordi presi con lo sponsor.

## 5.1 Criteri

I seguenti criteri dovranno essere rispettati:

- 5.2 Gli Sponsors non potranno pretendere alcun servizio che non sia chiaramente previsto dal contratto. Nel caso venissero avanzate richieste di vario genere, verrà richiesto di presentare la corretta documentazione a sostegno di tali richieste.
- 5.3 Il supporto di qualsiasi genere (per servizi o prodotti) NON puo' essere richiesto ad ISQua.org
- 5.4 Ad ISQua spetta l'approvazione finale di tutti gli sponsor/prodotti, messaggi, banner o altri supporti che siano collegati direttamente o indirettamente ad Isqua
- 5.5 Non sono permessi messaggi commerciali indesiderati
- 5.6 Raccogliere e vendere mailing list non è consentito. Tutti i dati raccolti dovranno essere utilizzati in accordo con il GDPR

Queste linee guida devono essere interpretate come una guida generale alle sponsorizzazioni. Non sono da considerarsi complete ed esaustive, inoltre possono essere soggette a cambi a discrezione di ISQua.

## 6.1 Sponsorizzazione del sito – non è consentita la sponsorizzazione del sito ISQua.org, ciò esclude la sponsorizzazione mediante:

- 6.2 Pop-up e , finestre di dialogo e sondaggi
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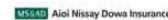
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