



**"We want to be at the table and not on the menu"**

## **Inspire2Live Annual Congress - January 30, 31 and February 1 – 2019**

*Health is a matter of all citizens. The unborn, the young, the young adult, the adult and the elderly.' We have to take care that health is not only important when we get sick, when we are diagnosed with cancer. It matters always and it needs to be emphasized when we are still healthy. Prevention from falling ill is key.*

*Health cannot be fragmented: it is composed of an integrated fabric of physical, social and psychological aspects in a healing environment.*

*In healthcare, when citizens have become a patient, we have to look at diagnoses, the planning of the treatment, the treatment, reintegration in society after treatment and the after care. For the patient and her loved ones. A focus on Quality of Life is all of these stages is primordial.*

*Furthermore, in the journey from citizen to patient to citizen, a person-centered organization of health data is needed to speed up and improve the performance in all stages, and to boost research.*

*We need activist interventions immediately after we know the state of the art and what is still needed. We better start thinking, discussing and working on it now. We want to be at the table. Not on the menu!*

Wednesday, January 30, 2019

**Location:** 'De Nederlandsche Bank, Westeinde 1, Amsterdam

16.00 – 17.00	Drinks & welcome by the conference chairs	Rebecca Malby (London South Bank Univ.) & Piarella Peralta (I2L)
17.00 – 17.10	Welcome by the Central Bank of the Netherlands	Jan van der Vliet (Central Bank of the Netherlands)
17.10 – 17.30	My perfect body	Jason van der Burgt (I2L)
17.30 – 18.00	The help of artificial intelligence for patients	Tjebbe Tauber (I2L)
18.00 - 18.30	How industry as enabler can benefit the patient	Jan Kimpen (Philips)
18.30 – 21.30	Welcome dinner Music performed by Mark Moss (guitar)	

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*Thursday, January 31, 2019*

**Location:** 'De Nieuwe Liefde', Da Costakade 102, 1053 WP Amsterdam  
<http://denieuweliefde.com>

- 08.45 - 09.15 Registration with coffee and tea
- 09.15 - 9.30 Welcome by the conference chairs Rebecca Malby (London South Bank Univ.) & Piarella Peralta (Inspire2Live)
- 9.30 – 10.00 Our health and societal change Mary Baker (European Brain Council)
- 10.00 – 10.30 Organizing innovative pediatric cancer care and research Rob Pieters (Princess Maxima Center for Pediatric Oncology)
- 10.30 – 11.00 Economics of cancer systems across Europe: affordability and value Richard Sullivan (Kings College)
- 11.00 – 11.30 Coffee, tea and networking
- 11.30 – 12.00 Navigating between health and disease Stephen Friend (Sage Bionetworks & 4YouandMe)
- 12.00 – 12.45 Rapid fire talks of participants.  
What happened in my life or my organization? What did we realize to change and how did we do it? In presentations of 3 minutes and 1 slide at the max inspirational participants talk about their way of refurbishing the organization they are part of.  
Pouya Zarchin (Deloitte), Robert Greene (I2L & Hungerandthirst), Giliam Kuijpers (Medgezel), Abidin Aliev, Margreet Balder (Bewust Massagetherapie), Lezan Wurja (UAF), Colin McGuckin (CTI Biotech)
- 12.45 – 13.30 Public discussion: 'Why don't we implement in society for our health what we want and what we can? Rebecca Malby will, with great inspiration, asks for comments from the participants of the congress and start a debate.
- 13.30 – 17.30 Out in the city.  
Take away lunch and groups at work in breakout sessions somewhere in Amsterdam. Please use the venue of the break-out session as an analogy and inspiration for your conversation. The theme is: Wat is possible? What can be done to improve cancer care?
- Group 1: The evolution of the city Amsterdam Amsterdam City Archive - Gert Eijkelboom (DNB) & Peter Kapitein (I2I)  
<https://museu.ms/museum/details/1025/amsterdam-city-archives>  
*After the flourishing 'Golden Age', Amsterdam turned into a pauperized city between 1800 and 1900. But that changed. What changed Amsterdam in the 19<sup>th</sup> century? What caused this change and what hurdles were taken? What can we learn from that?*

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Getting cancer under control and inspire people to lead Happy and Healthy lives in Harmony with cancer! • [www.inspire2live.org](http://www.inspire2live.org)

Group 2: The realization of the Amsterdam North-South Underground

[https://en.wikipedia.org/wiki/Amsterdam\\_Metro](https://en.wikipedia.org/wiki/Amsterdam_Metro)

*The idea for a North-South metro line started in the 1960s but it was 2018 when it was finally realized. Why did it take so long and what made the opening of this subway possible?*

Amsterdam City Hall - Bart Veilbrief (City of Amsterdam) & Nicole van Leeuwen (I2L)

Group 3: DNA-profiling as a standard.

<https://www.hartwigmedicalfoundation.nl/en/>

*There is a lot of discussion about DNA sequencing. Of course sequencing is important. The way it's done at the Hartwig Medical Foundation is different and with the best outcome. Why is this the case and why should you know about this and become an advocate for this foundation?*

Hartwig Medical Foundation - Edwin Cuppen (HMF) & Piarella Peralta (I2L)

Group 4: Mobile health and the revolution of healthcare in Africa

<https://www.pharmaccess.org>

*PharmAccess is founded by Joep Lange, the well-known Dutch AIDS-researcher and –clinician. It is founded to improve healthcare in Africa and it uses technology to do this. Ever heard of MPesa? You will hear from it and will be amazed what has been achieved through it.*

PharmAccess – Kwasi Boahene & Noortje Gabriëls (Leiden University) & Ilona Schelle (I2L)

Group 5: Taste for Food

Antoni van Leeuwenhoek Ziekenhuis - Eric-Jan Wissink (Smaak van het Huis) Gamy Meije (AvL), Robert Greene (I2L), Gaston Remmers (I2L), Rudi Crabbé (Eten+Welzijn)

*Cancer patient that undergo radio- or chemotherapy often lose their appetite and taste. With appropriate food preparation these patients can be supported in keeping their wellbeing and assisting their recovery. Recently, a number of cancer care institutions are adopting a new approach, inspired by the organizations 'Taste of the House' and 'Food and Wellbeing'. This workshop gives firsthand experience how to adopt new food preparation and catering approach.*

18.00 – 22.00 **Diner at 'Hotel The Grand', Oudezijds Voorburgwal 197, 1012 EX Amsterdam**  
<http://www.sofitel-legend-thegrand.com>

18.30 – 19.00 Report back and presentations of the plan of actions by the groups

19.00 – 19.15 Presentation of the Inspire2Live Patient Advocate Hero of Cancer Awards.  
*In 2018 it were Professor dr. Bob Pinedo and Professor dr. Fritz Schröder who were awarded. This year we will celebrate other researchers or clinicians with this advocacy award.*

Music performed by prof. dr. Fritz Schröder (Cello).

20.00 – 20.30 How to implement lifestyle interventions and make them successful

Dean Ornish – (Preventive Medicine Research Institute)

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*Friday, February 1, 2019*

Location: **'De Nieuwe Liefde', Da Costakade 102, 1053 WP Amsterdam**  
<http://denieuweliefde.com>

8.30 - 9.00	Registration with coffee and tea	
9.00 – 9.30	Welcome by the conference chairs	Rebecca Malby & Piarella Peralta
9.30 – 10.00	We want our health and we want it now	Natalja Frank (Medical University Vienna)
10.00 – 10.30	Is it possible to change governments?	Jaykumar Menon (Centre for International Sustainable Development Law)
10.30 – 11.00	Coffee, tea and networking	
11.00 – 14.00	Working sessions with lunch served during the sessions. Participants work with leaders of the sessions towards a document with minutes, conclusions and advises. This is for Inspire2live the basis for the lobby agenda and of course the start of a lobby.	
11.00 – 14.00	How to get the best <u>prevention</u> ?	Hanno Pijl (Leiden University Medical Center), Coen van Veenendaal, Robert Greene (I2L) & Gaston Remmers (I2L)
11.00 – 14.00	How to get the best <u>diagnostics</u> ?	Ryan Keeling (Diaceutics), Jelle Barentsz (RadboudMC Nijmegen), Piarella Peralta (I2L) & Ghada Ibrahim (I2L)
11.00 – 14.00	How to get the best <u>treatments</u> ?	Mark Lawler (Queens University Belfast), Jennifer Couch (NCI), Ilona Schelle (I2L) and Barbara Moss (I2L)
11.00 – 14.00	How to get the best <u>after care</u> ?	Carmen Loiselle (McGill University Montreal), Anita Wesselius (IPSO) Cornelie Bierens (I2L) & Nicole van Leeuwen (I2L)
14.00 – 14.30	What do I take home from the congress?	4 participants chosen during the congress
14.30	End of conference	Peter Kapitein

December 23<sup>rd</sup>, 2018

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**Background and content of the congress.**

What impact do you aim for?

- The patient is at the table, not on the menu
- The citizen is inspired to stay healthy.
- We are determined to make ourselves healthy.
- The scientist creates a broad spectre, works with tons of data with which he can do endless research. The scientist is aware of the impact his work has on the quality of life of us and our loved ones.
- The doctor is listening and acting for us. The doctor is aware that he can only do a small part of what is necessary. The doctor evolves from god to guide and is aware that 'The patient will see her now'.
- The industry will only allow itself to make profits with products that benefit us.
- The health insurance company is in conversation with us and negotiate for us for the best treatments and the lowest costs.
- The government supports prevention (or acts preventively) and knows what to do.

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