

# NEWSLETTER / 4

23rd EAHM Congress, Zurich / 9 and 10 September 2010



HEINZ KÖLKING  
at the EAHM Congress, Zurich  
9 / 10 September 2010

## FOCUS: NEW EAHM PRESIDENT: HEINZ KÖLKING

We are currently experiencing colossal change in our healthcare systems and hospitals due to the fundamental social challenges being faced in Europe. Demographic change combined with medical progress demand really fresh ideas when it comes to patient care as well as securing and employing qualified staff – resulting in increased pressure to raise efficiency which conflicts with the requirement to ensure quality. In addition to that, the organisational systems used are increasing in complexity.

The key requirement for a hospital's – and also a group of service providers' – success is to have structures and processes that are appropriately designed around a patient and staff-orientated corporate culture.

This is the management's task – and to fulfil this, management need a clear management strategy that maps out the aims and organisation as well as the systems of management and cooperation.

In this regard, the EAHM Congress, which was held under the title of 'Roadmap to Top Quality', made an outstanding contribution towards helping hospital managers themselves and in the duties they perform thanks both to the high-quality contributions made by the presenters and the exchange of experiences among attendees. Among other things, it has become clear that the complexity of systems and the pressure to deliver are placing stringent requirements on communication and management quality. Only this way can systems be successfully implemented.

Heinz Kölking

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