



SAVE THE DATE

CONFERENCE & EXHIBITION 'Complementary and Alternative Medicine- Innovation and Added Value for European Healthcare'

Hosted by **Ms. Oana Antonescu MEP** (EPP, Romania)

Co-hosted by **Sirpa Pietikäinen MEP** (EPP, Finland) and **Alojz Peterle MEP** (EPP, Slovenia)

Date: 9 October 2012, 9:00-12:00 & 15:00-18:00 (conference)
12:30-14:30 (networking lunch and exhibition opening)

Venue: European Parliament, Brussels P7C050

Ms Elena Oana Antonescu, Member of the European Parliament and EUROCAM, (the European stakeholder group for Complementary and Alternative Medicine) with the kind support of the European Public Health Alliance (EPHA) have the pleasure to cordially invite you to a conference and an exhibition on the theme of 'Complementary and Alternative Medicine - Innovation and Added Value for European Healthcare'.

The current stresses in the healthcare sector have all reached crisis point at the same time as increased life expectancy, a rise in chronic diseases and growing health inequalities have put greater demands on services than ever before. Citizens' expectations of healthcare are changing to demand a more holistic approach, along with a new sense of self-responsibility to maintain their own health. In order to bridge the gap between system capacity and demand the targeted integration of Complementary and Alternative Medicine (CAM) is needed alongside the use of conventional care.

In this regard, the conference will present the reasons for growing citizen demand for CAM, its capacity for increased citizen wellbeing, and for complementary care particularly in the prevention and treatment of chronic diseases. It will also draw on a major priority of the proposed Health for Growth Programme: fostering a Europe of healthy, active, informed and empowered citizens who can contribute to economic growth.

The **purpose of this conference** is to present to the European Commission representatives, European Parliament members and public health stakeholders the innovative contribution of CAM for European healthcare. The meeting will provide room for constructive debate and exchange of ideas for developing comprehensive, innovative and cost effective policies, in particular given the challenges faced by the healthcare sector under the current constrained economic climate.

In order to enhance public awareness and understanding of CAM an extended networking lunch session will feature an official opening of an exhibition devoted to CAM and designed to provide the attendees with a real hands-on experience, live demonstrations and taster-sessions of various CAM modalities.

To register an interest in being invited to attend the event, please follow the **registration link**.

Participants who will need assistance with a day-entry badge to enter the European Parliament should in addition send in their **date of birth and their current place of residence** information to **Tereska Van Den Abeele** at **tereska@epha.org**.

The conference will be held in English (no translation available)