

# The 19th WONCA Europe Conference

*2 - 5 July 2014, Lisbon, PORTUGAL*

**Anticipated attendance:** 4000 delegates

**Delegate profile:** General practitioners, family doctors, practice nurses, primary care workers.

**Conference code:** WCFD14

**Meeting website:** [woncaeurope2014.org/en](http://woncaeurope2014.org/en)

**Exhibition address:**

Centro de Congressos de Lisboa (CCL)

Praça das Indústrias

1300-307 Lisbon

Portugal

## Exhibition overview

The 19<sup>th</sup> Wonca Europe Conference will take place in Lisbon, Portugal in 2014. The theme of the event is "New Routes for General Practice and Family Medicine." It will look at the new trends in general practice and family medicine. The program will be related to 4 main areas:

- Innovation in primary care
- The new generation of family doctors
- Personalized and comprehensive care
- Knowledge management

## Exhibition details

**Topics will include:**

- Quality in primary health care
- Research in general practice and family medicine (GP/FM)
- Strengthening the role of GP/FM in medical education
- Comprehensiveness of care
- New organisational models in primary care
- Post-modern consultation
- Prevention of disease



- Health promotion
- Pharmacogenomics - personalised medicine
- Chronic patient's management
- Information and communications technology in GP/FM
- GP/FM and primary health care in the sustainability of health systems
- Complexity of outpatient care

**Speakers will include:**

**Carl Edvard Rudebeck**

**Personalized and comprehensive care**

“The physicians understanding of the patient's bodily meaning”

Carl Edvard Rudebeck is a specialist in general practice, lives in Västervik in Sweden, and is research supervisor in Kalmar county in Sweden and a professor in general practice at the Department for Community Medicine, University of Tromsø, Norway.

**Margaret McCartney**

**Personalized and comprehensive care**

“Making patients better”

Margaret McCartney is a GP in Glasgow, and the author of *The Patient Paradox*, why sexed up medicine is bad for your health.

**Michael Kidd**

**Innovation in GP/FM and primary care**

Michael Kidd is a family doctor, primary care researcher and medical educator, and president-elect of the World Organization of Family Doctors (WONCA).

**Richard Roberts**

**The new generation of family doctors**

“Teach and learn around the world”

Richard Roberts is Professor and past head of the Department of Family Medicine at the University of Wisconsin School of Medicine & Public Health.

**Richard Smith**

**Knowledge management**

Richard Smith is director of the UnitedHealth Chronic Disease Initiative, a programme that together with the National Heart, Lung and Blood Institute has created 11 centres in low and middle income countries working on non-communicable disease.

## Deadline details

- Entry into Wisepress Congress Price List: **May 29, 2014**
- Receipt of display material: **June 5, 2014**

### **Exhibition shipping address for late entries**

Publishers who miss the display materials deadline date need to send their material directly to the exhibition:

Please [contact Wisepress](mailto:marketing@wisepress.com) (marketing@wisepress.com) for full shipping details.