



REGIONAL FORUM

Alliance for Primary Health Care
in the Americas

REGIONAL FORUM
DECEMBER 4 TO 6, 2023

EXECUTIVE TOWER, PRESIDENCY OF THE REPUBLIC
MONTEVIDEO, URUGUAY



PAHO



THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP



Introduction

Primary Health Care (PHC) is the strategic approach for the rapid and accelerated recovery of lost gains in public health, as well as for addressing inequalities, expanding access, and strengthening resilience. For PAHO, it is a priority to have a formal initiative to integrate PHC and priority health needs to respond to the needs and demands of Member States to reduce maternal and infant mortality more quickly, accelerate disease elimination, and strengthen chronic disease management and mental health. Many of the lines of action needed are based on the Operational Framework for Primary Health Care. Now is the time to invest and implement, incorporating the innovations learned from the pandemic and effectively transforming health systems based on the PHC approach. In this context, it is critical to focus on implementation on the ground at subnational and local levels, to reach those who need it most and address inequalities in access.

To advance this agenda, PAHO/WHO, together with the Government of Uruguay, the Inter-American Development Bank (IDB), and the World Bank, are organizing a Regional Forum and a National Forum entitled: Alliance for PHC in the Americas, Investment, Innovation, and Implementation of PHC for the Improvement of Health Outcomes. The event will be held in Montevideo, Uruguay, from December 4 to 6, 2023. Uruguay has been selected for the inaugural meeting due to the country's capacity and experience in PHC. Local visits to health centers within communities will be included in the program of the National Forum (December 7 and 8). During this meeting, the Alliance for PHC (A4PHC) will be launched to address the challenges and support the acceleration of PHC in all countries of the Americas through improved PHC investment, innovation, and implementation.

Objectives of the Regional Forum

1. Launch the A4PHC Alliance¹ to support countries in expanding PHC at national, sub-national and local levels, focusing on improving access and addressing community needs in the territory where they live.
2. Exchange experiences and learn from international best practices in PHC innovation and² implementation to improve results in the territory.
3. Exchange experiences and good practices in health financing and financial management for the transformation of the health sector based on PHC, intersectoral action in health and finance, and social protection in health.
4. Share PAHO/WHO, World Bank, and IDB initiatives and tools developed to support the expansion, innovation, investment, and implementation of PHC, including research on PHC implementation at the local level.
5. Establish a multidisciplinary network of experts to support national, subnational and local actions, and strengthen cooperation between countries for the strengthening of PHC.

Program Overview

The Regional Forum's program is modular, meaning that participants (both face-to-face and virtual) can choose to participate in different activities depending on their interests and availability.

The open activities correspond to the Regional Forum (4 to 6 December). Activities limited to international participants with prior registration (National Forum) include visits to successful PHC experiences in Uruguay (December 7 and 8).

The Regional Forum will feature a review of good PHC practices in the region and the world, which is of general interest. However, the target audience of the meeting is experts involved in decision-making and policy design, local government officials, health administrators, providers, researchers, academics, professional associations, and civil society from the participating countries in the Americas. The total expected number of participants will be 200 to 250, including international and national participants.

¹ A base document will be developed to support collaborative action and the development of the partnership.

² Innovation in the design and organization of services, processes, technologies, communication, and intersectoral collaboration.

Monday, 4 December 2023

Time	Topic	Panelists/Participants
8:00 a.m.	Participant Registration	
9:00 - 9:20 a.m.	Introduction <ul style="list-style-type: none"> Ernesto Báscolo, Chief of the Primary Health Care and Integrated Services Delivery Unit, PAHO/WHO Welcoming remarks <ul style="list-style-type: none"> Karina Rando, Minister of Health, Uruguay Objectives of the Forum <ul style="list-style-type: none"> James Fitzgerald, Director, Department of Health Systems and Services, PAHO/WHO 	
Launch of the Alliance for Primary Health Care in the Americas (A4PHC)		
9:20 - 10:15 a.m.	1.1. High-level dialogue A4PHC: Importance of <i>Investment, Innovation, and Implementation</i> Strategies to Improve Health Outcomes	Discussion panel: <ul style="list-style-type: none"> Jarbas Barbosa, Director, Pan American Health Organization Jaime Saavedra, Director of Human Development for Latin America and the Caribbean, World Bank Representation in Uruguay, IDB Moderator: Helena Legido-Quigley, Professor of Health Systems Sciences, School of Public Health, University College London, UK
10:15 - 11:30 a.m.	1.2. High-level dialogue Transformation of PHC-oriented health systems	Discussion panel: <ul style="list-style-type: none"> Karina Rando, Minister of Health, Uruguay Luis Alberto Martínez, vice-minister of Social Protection, Ministry of Health and Social Protection, Colombia Eladio Pérez, Vice-Minister of Public Health, Dominican Republic Isabella Cardoso, National Secretary of Workforce management and education, Ministry of Health, Brazil Moderator: Kumanan Rasanathan, Executive Director, Health Policy and Systems Research Alliance, WHO
11:30 a.m.	Coffee break and presentation of the PAHO/WHO PHC Monitoring Dashboard. Entrance hall to the Conference Room.	
12:00 - 12:45 p.m.	1.3. Official Opening of the Regional Forum: Alliance for Primary Health Care in the Americas	<ul style="list-style-type: none"> Luis Lacalle Pou, President of Uruguay Jarbas Barbosa, Director, Pan American Health Organization Ilan Goldfajn, President, Inter-American Development Bank (video) Felipe Jaramillo, vice-president, World Bank (video) Karina Rando, Minister of Health, Uruguay Video presentation of the A4PHC
12:45 - 1:30 p.m.	Lunch break	



Time	Topic	Panelists/Participants
PHC investment strategies		
1:30 – 3:00 p.m.	1.4. Plenary session <i>Investing</i> in PHC strengthening: the role of international partners	Discussion panel: <ul style="list-style-type: none"> Tania Dmytraczenko, Program Manager, Nutrition, Health and Population, Latin America and the Caribbean, World Bank Pablo Ibararán, Chief, Social Protection and Health Division, IDB Reena Shukla, Health Team Leader for USAID's Bureau for Latin America and the Caribbean, USAID Pablo Bartol, Manager of Social and Human Development, CAF - Development Bank of Latin America and the Caribbean Ciro Abel Mestas Valero, Deputy Minister of Health Benefits and Insurance, Ministry of Health, Peru (virtual) Questions and answers section Moderator: James Fitzgerald, Director, Department of Health Systems and Services, PAHO/WHO
3:00 – 4:30 p.m.	1.5. Plenary session Challenges related to public financial management for a PHC approach	Keynote: <ul style="list-style-type: none"> Helene Barroy, Senior Public Finance Expert, WHO (video) Discussion panel: <ul style="list-style-type: none"> Frederico Guanais, Deputy Head of the Health Division, OECD (virtual) Miqueias Abreu, Ministry of Public Health and Social Welfare, Paraguay Bernardo Martorell, Reform coordinator, Ministry of Health, Chile Questions and answers section Moderator: Claudia Pescetto, Regional Advisor on Health Economics and Financing, PAHO/WHO
4:30 p.m.	Coffee break	
5:00 – 5:30 p.m.	1.6. Plenary session Innovation and solutions to advance the strengthening of PHC, intersection with investment	Keynote: <ul style="list-style-type: none"> Shams Syed, Head of Policy and Partnerships at WHO's Special Programme on Primary Health Care Comments: <ul style="list-style-type: none"> Felipe Proença, Program Director, Primary Health Care, Ministry of Health, Brazil Suzane Serruya, Director, Latin American Center for Perinatology, Women and Reproductive Health (CLAP/WR), PAHO/WHO Moderator: Mario Cruz, Advisor, Health Systems and Services, PAHO/WHO Representation in Chile
5:30 – 6:00 p.m.	1.7 Plenary session Announcement of the WB/PAHO Lancet Americas Commission on Primary Health Care and Resilience in Latin America and the Caribbean	Discussion panel: <ul style="list-style-type: none"> Adriano Massuda, Professor and Researcher at the Center for Studies in Health Planning and Management, Federal University of Paraná, Brazil Cristian Herrera, Senior Health Specialist, World Bank Taïssa Vila, Editor-in-Chief, The Lancet Regional Health Americas (video) Moderator: Ernesto Báscolo, Chief of the Primary Health Care and Integrated Services Delivery Unit, PAHO/WHO
7:30 p.m.	Welcome reception Palacio Santos, Ministry of Foreign Affairs.	

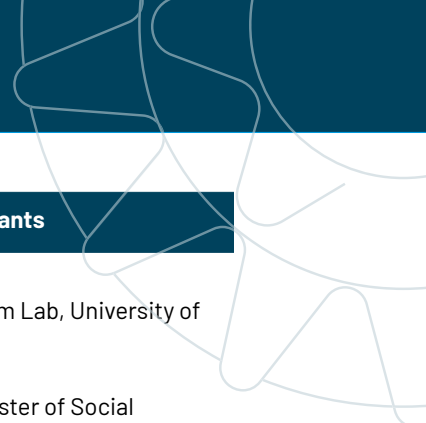
Tuesday, 5 December 2023

Time	Topic	Panelists/Participants
8:00 a.m.	Arrival of participants	
Innovation strategies in PHC		
8:30 – 10:00 a.m.	2.1 Plenary session Innovations in the implementation of a PHC approach: resilient health services, climate change and the incorporation of information technologies.	Discussion panel: <ul style="list-style-type: none"> • Jeremy Veillard, Senior Health, Health, Nutrition and Population Specialist, Latin America and the Caribbean, World Bank • Adriano Massuda, Professor and Researcher at the Center for Studies in Health Planning and Management, Federal University of Paraná, Brazil • Robert Phillips, Executive Director, Center for Professionalism and Value in Healthcare, USA • Sebastian Bauhoff, Lead Specialist, IDB Questions and answers section Moderator: Shams Syed, Head of Policy and Partnerships at WHO's Special Programme on Primary Health Care
10:00 a.m.	Coffee break	
ROOM A 10:30 a.m. 12:30 p.m.	2.2.1 Panel A Digital transformation and new paths of opportunity for PHC development	Keynote: <ul style="list-style-type: none"> • Sebastian Garcia Saiso, Director Evidence and Intelligence for Action in Health (EIH), PAHO/WHO Discussion panel: <ul style="list-style-type: none"> • Myrna Marty, International PAHO Consultant, EIH, PAHO/WHO • Felipe Proença, Program Director, Primary Health Care, Ministry of Health, Brazil • Jennifer Nelson, Senior Specialist on Digital Solutions for Health, IDB • Jimena Hernández, Director of Salud.uy, AGESIC, Uruguay • Gianluca Cafagna, Health, Nutrition and Global Practice Specialist, World Bank Questions and answers section Moderator: Marcelo D'Agostino, Chief of the Information Systems and Digital Health Unit, EIH/PAHO/WHO



Time	Topic	Panelists/Participants
ROOM B 10:30 a.m. 12:30 p.m.	2.2.2 Panel B <i>Innovation</i> in the integration of the approach to communicable and non-communicable diseases in PHC	<p>PART A (50 minutes): Keynote and Moderator:</p> <ul style="list-style-type: none"> Anselm Hennis, Director, Department of Noncommunicable Diseases and Mental Health, PAHO/WHO <p>Discussion panel:</p> <ul style="list-style-type: none"> Cristian Herrera, Senior Health Specialist, World Bank Hugo Godoy, Lead Specialist, IDB Gabriel Paredes, Regional Director of Santa Bárbara, Secretariat of Health, Honduras <p>PART B (50 minutes): Keynote and Moderator:</p> <ul style="list-style-type: none"> Sylvain Aldighieri, Director, Department of Communicable Diseases Prevention, Control and Elimination, PAHO/WHO <p>Case presentations:</p> <ul style="list-style-type: none"> Jose Antonio Montiel Britos, General Director of the National Malaria Eradication Service - SENEPA, Paraguay. <i>Integration of the Malaria program in PHC to achieve elimination.</i> Leandra Abarca, Head of the Tuberculosis Program, Caja de Seguridad Social, Costa Rica. <i>Integration of the TB program in PHC to achieve a reduction in mortality and incidence.</i>
12:30 – 1:30 p.m.	Lunch break Presentation of PAHO publications stand. Annex Building, Executive Tower.	
Experiences of PHC implementation in the territory		
1:30 – 2:30 p.m.	2.3 Plenary session <i>Implementation</i> of PHC from a territorial and social equity perspective	<p>Keynote:</p> <ul style="list-style-type: none"> Ernesto Báscolo, Chief of the Primary Health Care and Integrated Services Delivery Unit, PAHO/WHO <p>Comments panel:</p> <ul style="list-style-type: none"> Eduardo Guerrero, President of the Colombian Association of Public Health, Colombia Emma Iriarte, Principal health specialist, IDB. <i>Experience with the Mesoamerica Initiative.</i> Isham Hamida, President of CONASS, Brasil <p>Moderator: Jonas Gonseth García, Advisor, Quality in Health Systems and Services, PAHO/WHO</p>
2:30 – 3:30 p.m.	2.4 Plenary session Monitoring and evaluation for the strengthening of PHC and health systems	<p>Keynote:</p> <ul style="list-style-type: none"> Wolfgang Munar, Director, Gill-Lebovic Center for Community Health in the Caribbean and Latin America, Milken Institute School of Public Health, The George Washington University <p>Comments panel:</p> <ul style="list-style-type: none"> Manuela Villar-Urbe, Senior Health Specialist, Health, Nutrition and Population Global Practice, World Bank Mario Sánchez, Principal Specialist in the Social Protection and Health Division, IDB Briana Rivas-Morello, Technical Officer, Integrated Health Services, WHO <p>Moderator: Juan Pablo Pagano, Specialist, Health Economics and Financing, PAHO/WHO</p>
3:30 p.m.	Coffee break	

Time	Topic	Panelists/Participants
ROOM A 4:00 – 5:30 p.m.	2.5.1 Panel A The Essential Public Health Functions as catalysts for the implementation of a PHC approach in the organization of health services	Keynote: <ul style="list-style-type: none"> Andrew Pinto, Director of Upstream Lab, University of Toronto, Canada Discussion panel: <ul style="list-style-type: none"> Luis Alberto Martínez, Deputy Minister of Social Protection, Ministry of Health and Social Protection, Colombia Alejandra Lucía Hidalgo Ugarte, Deputy Minister of Health Insurance and SUS Management, Ministry of Health and Sports, Bolivia Questions and answers section Moderator: Ernesto Báscolo, Chief of the Primary Health Care and Integrated Services Delivery Unit, PAHO/WHO
ROOM B 4:00 – 4:30 p.m.	2.5.2 Panel B Intersectoral action from the territories and PHC to address social determinants	Keynote and moderator: <ul style="list-style-type: none"> Orielle Solar, Unit Chief, Health Promotion and Social Determinants of Health, PAHO/WHO. <i>Territorial and care models for addressing SDH</i> Case presentations: <ul style="list-style-type: none"> María Zorrilla, Community Health Program Coordinator in Formosa, Argentina Adolfo Álvarez Pérez, Secretary of the National Program for Research on Health Determinants, Ministry of Health, Cuba. <i>Integration of SDH in primary care and territories, experiences in municipalities.</i> Jennie Rubi, Health Department, Pedro Aguirre Cerda Municipality, Santiago, Chile. Norma L. Cruz Vilcarromero, Regional Indigenous Peoples' Health Coordinator, Amazonas, Peru. <i>Experience in overcoming barriers to access.</i> Questions and answers section
5:30 – 6:00 p.m.	2.6 Plenary session Strengthening social participation	Keynote: <ul style="list-style-type: none"> Heliana Neves Hemetério dos Santos, National Health Council, Brazil Comments: <ul style="list-style-type: none"> Pablo Anzalone, Network of Healthy Municipalities and Communities, Uruguay Moderator: Armando De Negri, Advisor Health Systems and Services, PAHO/WHO Representation in Mexico



Wednesday, 6 December 2023

Time	Topic	Panelists/Participants
8:00 a.m.	Arrival of participants	
8:15 a.m.	Pleenary session: Summary of the previous day and organization of the workshops	
ROOM A 8:30 – 10:00 a.m.	3.1.1 Panel A <i>Innovation in the integration of care across the life course</i>	<p>Case presentations:</p> <ul style="list-style-type: none"> • Orielle Solar, Unit Chief, Health Promotion and Social Determinants of Health, PAHO/WHO • Soledad Martínez, Director, Division of Control and Prevention of Diseases, Ministry of Health, Chile • Maria Eugenia Bonilla-Chacin, Program Leader for Uruguay and Argentina, World Bank • Ana Castillo Lezca, IDB Lab, IDB <p>Questions and answers section</p> <p>Moderator: Enrique Vega, Unit Chief, Life Course, PAHO/WHO</p>
ROOM B 8:30 – 10:00 a.m.	3.1.2 Panel B Planning and organization of interprofessional teams for PHC	<p>Case presentations:</p> <ul style="list-style-type: none"> • Benjamín Puertas, Unit Chief, Human Resources for Health, PAHO/WHO. <i>Elements to enhance the work of interprofessional health teams in PHC</i> • Fabiano Ribeiro dos Santos, Director of the Capixaba Institute of Ensino, Research and Innovation in Health (ICEPI), Brazil. <i>Multiprofessional residency program in collective health.</i> • Jacqueline Ponzo, Former President of the Ibero-American Confederation of Family Medicine (CIMF), member of the Executive Committee of the World Organization of Family Physicians (WONCA). <i>Family and Community Medicine and Interprofessional Teams for the Development of Primary Health Care: Learning and Challenges in Ibero-America.</i> • Paul Miron, Assistant Dean, University of Northern Ontario School of Medicine, Canada. <i>Experience in interprofessional health education.</i> <p>Questions and answers section</p> <p>Moderator: Cecilia Acuña, Advisor, Human Resources for Health Unit, PAHO/WHO</p>
10:00 a.m.	Coffee break	



Time	Topic	Panelists/Participants
Workshops on PHC tools		
ROOM A 10:30 a.m. 12:30 p.m.	Workshop 1. Technical cooperation tools to advance PHC	<p>Introduction:</p> <ul style="list-style-type: none"> Ernesto Báscolo, Chief of the Primary Health Care and Integrated Services Delivery Unit, PAHO/WHO Sergio Minué, International PAHO Consultant, PAHO/WHO <p>Presentation of best practices:</p> <ul style="list-style-type: none"> Cases from Ecuador, Perú, Colombia, Eastern Caribbean Countries (ECC), and Guatemala. Health Systems and Services focal points (HSS), PAHO/WHO Briana Rivas-Morello, WHO <p>Conclusions and summary:</p> <ul style="list-style-type: none"> Juan Pablo Pagano, Specialist, Health Economics and Financing, PAHO/WHO
ROOM B 10:30 a.m. 12:30 p.m.	Workshop 2. Digital transformation in PHC: the case of telehealth	<p>Keynote: Telehealth Technical Cooperation Strategy. All-in-One Platform and PHC Support Tools.</p> <ul style="list-style-type: none"> Marcelo D'Agostino, Chief of the Information Systems and Digital Health Unit, PAHO/WHO Mirna Marty, International PAHO Consultant, PAHO/WHO <p>Countries' Experiences in Strengthening PHC through Telehealth</p> <ul style="list-style-type: none"> Soledad Martínez, Chile. <i>Experience of Teletriage.</i> Ivone Villarreal, Director, Health Services Provision, Ministry of Health, Panama. <i>911 Telehealth Experience</i> <p>Discussion exercise for the construction of indicators for the measurement of telehealth implementations in PHC.</p>
12:30 – 2:00 p.m.	Lunch Break Side Event: Governance Meeting of the Dialogue on Economy and Health in the Americas (EHA) (Radisson Victoria Plaza)	
ROOM B 2:00 – 3:30 p.m.	Workshop 3. Better Care for NCDs: Accelerating Action in Primary Care	<p>Keynote:</p> <ul style="list-style-type: none"> Silvana Luciani, Chief of Noncommunicable Diseases, Violence, and Injuries Prevention Unit, PAHO/WHO. Regional Initiative Better Care for NCDs <p>Case presentations:</p> <ul style="list-style-type: none"> Marcelo D'Agostino, Chief of the Information Systems and Digital Health Unit, PAHO/WHO. <i>Telehealth for NCDs</i> Daniela Romero, Senior Health Economist, World Bank <p>Experiences in strengthening PHC for NCDs, including experiences with the use of telehealth</p> <ul style="list-style-type: none"> Jacquiline Bisasor McKenzie, Chief Medical Officer, Ministry of Health, Jamaica Marcelo Lens, ASSE, Uruguay. <i>Telehealth for mental health and NCDs services</i>
3:30 p.m.	Coffee break	

Time	Topic	Panelists/Participants
ROOM A 4:00 – 5:30 p.m.	Workshop 4. Capacity development in PHC: training programs for person-centered care models	<p>Case presentations:</p> <ul style="list-style-type: none"> • E. Benjamín Puertas, Unit Chief, Human Resources for Health, PAHO/WHO. <i>Strategy for the development of human resources in the context of PHC.</i> • Gabriel Listovsky, Regional Coordinator of the Virtual Campus for Public Health, PAHO/WHO. <i>Training itineraries in PHC as an organizing strategy.</i> • Mario Rovere, Provincial Director of the Floreal Ferrara School of Government in Health, Ministry of Health, Province of Buenos Aires, Argentina. <i>Management experiences in continuous health education.</i> • Cecivel Ruíz, Teaching Coordinator for the Health Region of Veraguas, Panama. <i>Challenges in capacity development: the perspective from local management.</i> <p>Questions and answers section</p>
ROOM B 4:00 – 5:30 p.m.	Workshop 5. Integrated Health Service Delivery Network Management in PHC	<p>Case presentations:</p> <ul style="list-style-type: none"> • Ignacio Astorga, Lead Health Specialist, IDB • Sergio Minué, International PAHO Consultant, PAHO/WHO • Eduardo Guerrero, President of the Colombian Association of Public Health, Colombia <p>Presentation of best practices</p> <p>Questions and answers section</p>
5:30 p.m.	3.2. Plenary session Closing of the Regional Forum	<p>Closing remarks:</p> <ul style="list-style-type: none"> • Jarbas Barbosa, Director of PAHO



REGIONAL FORUM

Alliance for Primary Health Care in the Americas