

Dear RICHE Project Colleagues,

Brno, the Czech Republic's second largest city, has a population of nearly 370,000 people. It lies in the central part of Europe and within its two hundred-kilometre radius there are other important European capitals: Prague, Vienna and Bratislava. The international airport in Brno serves regular flights. Brno is the metropolis of Moravia and an important tourist centre for all who want to explore the natural and cultural beauties of the South-Moravian region.

To the north of Brno there is the protected area of the Moravian Karst (Moravský kras) and to the south stretch the Moravian vineyards with their typical wine cellars. The city is surrounded by beautiful mixed forests, which offer many opportunities for tourism and cycling. Brno prides itself on many notable historic sites that show evidence of its rich cultural history. Once established as a settlement of merchants eight centuries ago on the junctions of the rivers Svatka and Svitava, it withstood the pressure of both the Hussite and Swedish besiegement, witnessed Napoleon's military expedition to Slavkov, bore the cruel consequences of the Austrian defeat at the Battle of the Three Emperors, became an industrial centre of the Habsburg monarchy called "the Austrian Manchester" and, in the twentieth century, gained a character of a modern city thanks to the construction of new buildings in the functionalist style. Today Brno is a seat of universities and important judiciary institutions



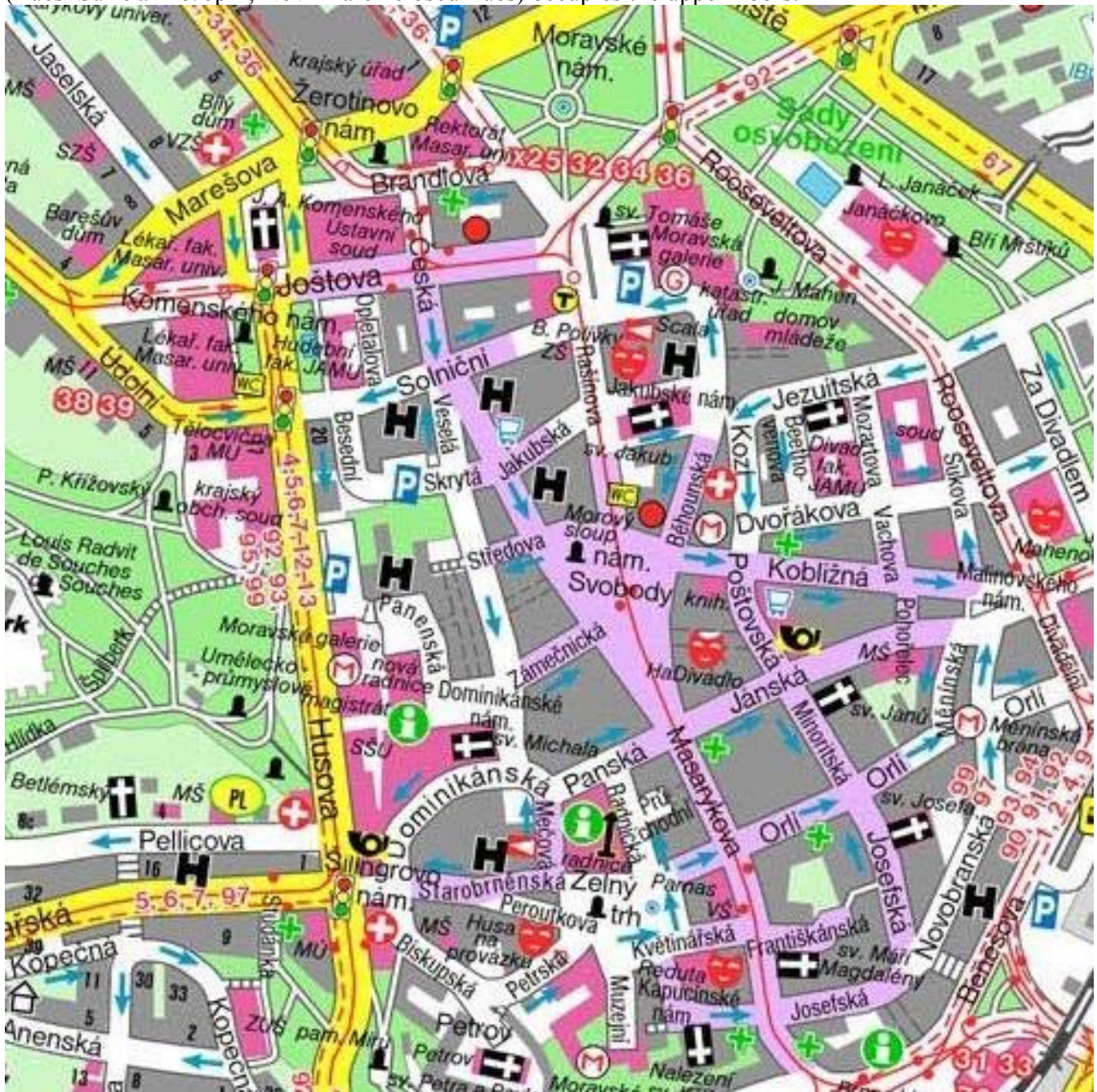
It offers many possibilities of cultural enjoyment in its numerous theatres, museums, cinemas and clubs. The Brno Exhibition Centre with its eighty-year tradition is a venue of many international trade fairs, exhibitions and congresses, and as such plays a significant role in the social and economic life of the whole city. The City of Brno regularly holds various cultural events, festivals (e.g. "Brno - City in the Centre of Europe" associated with a fireworks competition "Ignis Brunensis") as well as some notable sporting events (Brno Grand Prix of road motorcycles). Brno is also a city of modern shopping and entertainment centres.

As the second-largest city in the Czech Republic, with a couple of really good museums and galleries plus a fair bit of nightlife, BRNO is worth a day of anyone's time. The city was a late developer, the first cloth factory being founded in 1766, but by the end of the nineteenth century it was easily the largest city in Moravia. Between the wars Brno enjoyed a cultural boom, heralded by the 1928 Exhibition of Contemporary Culture, which provided an impetus for much of the city's modernist architecture. After the war, Brno's German-speakers (one quarter of the population) were sent packing on foot to Vienna. Capital fled with the capitalists and centralized state funds were diverted to Prague and Bratislava.

A steady stream of people plough up and down Masarykova, the main shopping route, which is lined with five-storey mansions, some embellished with fantastic decorations. Follow the flow north and you'll end up at náměstí Svobody – where most of Brno comes to shop. To the left, halfway up Masarykova, is Zelný trh, a low-key vegetable market on a sloping cobbled square, with a huge fountain in its centre. At the top of the square, the plain mass of the Dietrichstein Palace contains the Moravian Museum (Tues–Sat 9am–5pm), a worthy collection of ancient and medieval artefacts. Much more interesting, if only for its macabre value, is the Capuchin Crypt (Tues–Sat 9am–noon & 2–4.30pm, Sun 11–11.45am & 2–4.30pm) to the far south of the square, a gruesome collection of dead monks and top nobs mummified in the crypt of the Capuchin church. Clearly visible from Zelný trh is the Old Town Hall. Anton Pilgram's Gothic doorway is its best feature, the thistly pinnacle above the statue of Justice symbolically twisted – Pilgram's revenge on the town aldermen who short-changed him for his work. Inside, the courtyards and passageways are jam-packed with tour groups, most of them here to see the so-called Brno dragon (actually a stuffed crocodile) and the Brno Wheel, made in 1636 by a cartwright from

nearby Lednice. If you're still hazy on the geography of the town, the tower (daily 9am–5pm) is worth a climb for the panorama across the red-tiled rooftops.

Southwest of the square, the Petrov hill – on which the Cathedral of SS Peter and Paul stands – is one of the best places to escape from the choked streets below. The cathedral's needle-sharp Gothic spires dominate the skyline for miles around, but close up, the crude nineteenth-century rebuilding has made it a lukewarm affair. On the western edge of the city centre, the UPM at Husova 14 (Wed–Sun 10am–6/7pm) contains one of the country's best collections of applied art, displaying everything from medieval textiles to swirling Art Nouveau vases; it also has excellent temporary shows. At the Praňák Palace (Wed–Sun 10am–6/7pm), a little further down the road, there's a very good cross-section of twentieth-century Czech art on display. Skulking in the woods above the gallery is the barely visible Špilberk Castle, one of the worst prisons in the Habsburg Empire, and later the Brno Gestapo jail; the dungeons (kasematy; July & Aug daily 9am–6pm; Sept–June Tues–Sun 9am–5/6pm) are open to the public, while the city museum (Tues–Sun 9am–5/6pm; Nov–March closed Tues) occupies the upper floors.



MAP OF CENTRAL BRNO (Main town square - Brno center = nám. Svobody)



GPS coordinates:
WORKSHOP: Kamenice 126/3, Bohunice
49° 10' 37.93" N 16° 34' 24.09" E

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MEETING VENUE – workshop and possible location of accomodation

For a virtual visit to the University campus please use the link:

<http://www.muni.cz/kampus?lang=en>

For more details on Brno please visit:

<http://www2.brno.cz/index.php?lan=en>



**UNIVERSITY CENTER FOR HEALTHCARE QUALITY of
Medical Faculty, Masaryk University**

**(Masaryk University, Medical Faculty, Kamenice 126/3, 625 00 Brno, Czech Republic
in Czech: Univerzitní centrum pro kvalitu ve zdravotnictví LF MU, (U-CeKZ)**

FUNCTIONS of U-CeKZ:

- _ Collect and process and use data regarding the quality and safety of public health care for use by professionals and all other interested parties
- _ Serve the needs of a national and international network of co-workers and affiliated organizations, co-ordinate local activities with activities and organizations abroad
- _ Assist in creating health care indicators and standards
- _ Use and expand internationally accepted methods, models and systems serving continuous improvement of quality and safety in health care
- _ Support all activities of our collaborators and affiliated organizations leading to improved quality and safety in health care
- _ Provide education and training in the above specified fields
- _ Examine and evaluate the quality and safety of provided health care
- _ Support the involvement of health care consumers and their families in activities associated with improving quality and safety in the health care and health related services
- _ Promote effective financing of the health care system, employ and disseminate use of state-of-the-art information and communication technologies for improving the quality of quality and safety in health services

FUNCTIONAL COMPONENTS of U-CeKZ:

- _ **QMS (Quality Management Server)** - work environment: collection and management of documents and data, authorized access for all persons involved with U-CeKZ using LAN and WAN, collaborative creation of documents, consensual matters, dictionary of health care quality terminology, directory of people and organizations, access to ICT tools.
- _ **Measurement / HTA (health technology assessment) / Standardization** - economics, risks, professional criteria, ethics, co-ordination with national registers, co-ordination of aggregate data-sets relating to assessment of health service systems, Standards of Efficient Medical Care (SEMC), standardization of processes in health care facilities based on objective data.
- _ **Healthcare Quality** (introduction of the EFQM - balanced scorecard model for quality, management of quality, use of ISO 9004:2000 in the public health system). Patient safety.
- _ **Accreditation and certification in health care** - (voluntary model, mutual assistance, use of foreign experience, backed up and recognized by the Ministry of Health, modified model for laboratories working in the health sector) Co-operation (with patients' associations and health related special-interest groups, public relations and media, seminars, training, conferences, education, WWW).
- _ **International co-operation** - European Foundation for Quality Management - EFQM, European Societies for Quality in Health Care - ESQH, International Society for Quality in Health Care - ISQua, International Society for Assessment, CEESTAHC - Central and Eastern European Society for Technology Assessment in Health Care, World Health Association - WHO, DG SANCO Working Parties.

_ **Strategies and policy / research and development** - development and application of new tools, information science, analyses, model design, scenarios.

LEGAL FRAMEWORK:

CeKZ was founded on September 25, 2001 on the basis of the recommendation of the Committee for Health Service Quality and the decision of the Council of the Ministry of Health and reorganized to become the U-CeKZ, University Center in February 2006

_ U- CeKZ is a methodical coordinating and information base for implementation of monitoring of the quality and effectiveness of health care in the context of service improvement of health care facilities. Quality and effectiveness monitoring programs are implemented using the project management approach to secure their dynamic development

_ Financing: budgetary, EU contributions, grants, health insurance, sponsors (multi-source financing)

THE MASARYK UNIVERSITY (www.muni.cz and www.med.muni.cz) :

Is the second largest university in the Czech Republic. In the academic year 2005/2006 it served a population of 30.772 pre- and postgraduate students. Students of the Faculty of Medicine numbered 4500. The University Center for Quality in Health Care is one of the Research Centers of the University. It currently employs 4 full-time employees, three of which hold an academic degree. The method of work predominantly used is project management integrating professionals from the various Faculties and Centers of the University for specific tasks

Useful links in the Czech Republic <http://www.mediquali.cz> (Quality in Czech Healthcare) www.cskz.cz (Czech Society for Health Care Quality) www.ceestahc.org (Central and Eastern European Society of Technology Assessment in Health Care) www.improhealth.org (e-Learning in Health Care Quality Management) www.ceeignet.com (Central and Eastern European Quality Network)

(contact: bourek@med.muni.cz , www.med.muni.cz/cekz , phone +420603477645) , FAX 420549493323

We (the Brno Team from University Center for Healthcare Quality, Medical Faculty Masaryk University) sincerely hope you will find your stay with us pleasant and productive

Brno, 29.10.2010