



EUROPEAN CENTER FOR PEACE AND DEVELOPMENT (ECPD)
UNIVERSITY FOR PEACE EST BY THE UNITED NATIONS

IN COOPERATION WITH



MINISTRY OF HEALTH
OF THE FEDERATION B&H



MINISTRY OF HEALTH AND SOCIAL WELFARE
OF THE REPUBLIC OF SRPSKA



SOUTH-EASTERN EUROPE
HEALTH NETWORK



MINISTRY OF HEALTH
OF MONTENEGRO

IV ECPD REGIONAL CONFERENCE ON PHARMACOECONOMICS WITH THE MAIN TOPIC

HEALTH CARE: PROCESS MANAGEMENT, FINANCING AND PURCHASING

(Hotel "Milenij" - Opatija, 29 - 30 September 2017)

PROGRAM

Friday, 29 September

09:00 – 10:00 Registration of Participants

10:00 – 10:30 Opening Ceremony and Welcome Address

Prof. Dr. Negoslav P. Ostojić, ECPD Executive Director

Mr. Zlatko Komadina, President of the Primorje-Gorski Kotar County

Dr. Dragan Bogdanić, Minister of Health and Social Welfare of the Republic of Srpska

Prof. Dr. Jeffrey Levett, Co-Chair of the Conference, ECPD Health Studies Director, Greece

Prof. Dr. Klaus-Dirk Henke, Chair of the Conference,

Public Finance and Health Economics Department, Technical University of Berlin

Prof. Dr. Dušan Keber, Co-Chair of the Conference, President of the Red Cross of Slovenia

*Prof. Dr. Ana Stavljenić-Rukavina, Co-Chair of the Conference, Prorector of the
Liberates International University, Croatia*

Chairing: Prof. Dr. Dušan Keber/Prof. Dr. Ana Stavljenić-Rukavina

10:30 – 11:00 *Prof. Dr. Ana Stavljenić-Rukavina*
Payment in Healthcare According to Quality

11:00 – 11:30 *Prof. Dr. Jeffrey Levett*
**Public Health surveillance in emergency situations as part of health disaster
management to ensure distribution and delivery of medications to vulnerable
groups (analogous to cold chain?)**

11:30 – 11:45 Break

11:45 – 12:15 *Prof. Dr. Dušan Keber*
Means of controlling the cost of medicines: the example of Slovenia

12:15 – 12:45 *Mr. Marinko Veković, California, USA*
Smart Health and Intelligent Ubiquitous Technologies for Health and Wellbeing

12:45 – 13:15 *Mr. Per Troein, Vice President Strategic Partners, IMS Health, London, UK*
Biosimilars – new specialty – can we afford it

13:15 – 14:00 **Discussion**

14:00 – 15:00 Break



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- 15:00 – 15:30 **Prof. Dr. Klaus-Dirk Henke/Mr. Benno Legler**
(Head of Health Economy Research, WiFOR, Germany)
**How to measure the benefits of the pharmaceutical industry -
An empirical approach**
- 15:30 – 16:00 **Prof. Dr. Josip Čulig, “Andrija Štampar” Teaching Institute of Public Health, Croatia**
Patient's Adherence To Prescribed Medication
- 16:00 – 16:30 **Prof. Dr. Thomas Lux, Head of Competence Center eHealth,
University of Applied Science Niederrhein, Germany**
**Process Management of Pharmaceutical and Medical Products in a Hospital -
How to analyse and enhance them**
- 16:30 – 16:45 **Prof. Dr. Klaus-Dirk Henke**
The Second Health Care Market
- 16:45 – 17:30 **Panel Discussion**
Moderators: Prof. Dr. Ana Stavljenić-Rukavina/Prof. Dr. Dušan Keber/Dr. Julijan Naskov

Saturday, 30 September

Chairing: Prof. Dr. Klaus Dirk Henke/Prof. Dr. Dušan Keber/Prof. Dr. Alvaro Hidalgo Vega

- 09:00 – 09:30 **Prof. Dr. Alvaro Hidalgo Vega, University of Castilla-La Mancha, Spain**
**Public Spending for Medicinal Products in the Face of Strong Innovation and
Hard Economic Crisis: Improving Access to New Drugs**
- 09:30 – 10:00 **Dr. Sci. Antoni Gilabert, Director of Pharmacy and Medicine,
Catalan Health and Social Care Consortium, Spain**
Access to high cost treatments and value-based purchasing
- 10:00 – 10:30 **Dr. Julijan Naskov/Nikola Sočanac/Zaharie Ilijev**
Celgene International Management for Alpe Adria Region
The Value of Innovation in Rare Diseases
- 10:30 – 11:00 Break
- 11:00 – 11:30 **Prof. Dr. Branka Legetić, former Regional Advisor from WHO-PAHO, Serbia**
UHC and essential medicines: increasing access through fair pricing
- 11:30 – 12:00 **Prof. Dr. Thomas Lux**
**Combining Pharmaceutical Therapies with E-Health -
A Health Economic Evaluation of Costs and Benefits**
- 12:00 – 13:15 **Panel Discussion**
**Moderators: Prof. Dr. Dušan Keber/Dr. Julijan Naskov/
Prof. Dr. Alvaro Hidalgo Vega/Dr. Sci. Antoni Gilabert**
- 13:15 – 13:30 **Closing Remarks, Conclusions and Recommendations of the Conference**
- 13:30 – 14:00 **Prof. Dr. Klaus-Dirk Henke/Prof. Dr. Dušan Keber/Prof. Dr. Ana Stavljenić-Rukavina**
Delivery of the international ECPD Certificates

Working language: English – simultaneous translation provided

Note: Wearing of the identification badges is mandatory for all participants of the Conference!