

## I ECPD REGIONAL CONFERENCE

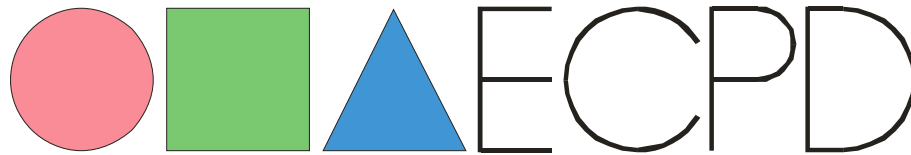
# PHARMACOECONOMIC ASPECTS OF THE HEALTH SYSTEMS IN SOUTH EAST EUROPE

(Brijuni, 12 - 13 September 2014)

## PRELIMINARY PROGRAM

### Friday, 12 September 2014

- 09:00 – 09:30 Registration of participants  
09:30 – 10:00 Opening ceremony  
**Prof. Dr Negoslav P. Ostojić**, ECPD Executive Director  
**Mr. Valter Flego**, President of the Istria County  
**Mr. Boris Miletić**, Mayor of the City of Pula  
**Prim. Dr Siniša Varga**, Minister of Health of Croatia  
**Ass. Dr Zlatibor Lončar**, Minister of Health of the Republic of Serbia  
**Prof. Dr Miodrag Radunović**, Minister of Health of Montenegro  
**Mr. Nikola Todorov**, Minister of Health of of the Republic of Macedonia  
**Prof. Dr Rusmir Mesihović**, Minister of Health of the Federation of Bosnia and Herzegovina  
**Dr. Dragan Bogdanić**, Minister of Health and Social Welfare of the Republic of Srpska  
**Prim. Dr Goran Čerkez**, Chair of the SEEHN Executive Committee
- 10:00 – 10:45 **Prof. Dr Klaus-Dirk Henke**, Chair of Public Finance and Health Economics  
Institute for Economics and Corporate Law at the Technical University in Berlin  
**Economic Benefits from Health Economics**
- 10:45 – 11:30 **Prof. Dr Klaus-Dirk Henke**  
**Importance and Practical Implementation of the Economic Evaluation of Health treatments and Programs Southeast Europe: Economic and Health Facts and figures**
- 11:30 – 12:00 Discussion  
12:00 – 12:15 Break  
12:15 – 13:00 **Prof. Dr Arne Bjornberg**, Executive Director Health Consumer Powerhouse and  
Chief Operating Officer EHCI (European Health Consumer Index), Sweden  
**Pharmacoeconomic Paradigm in the Assessment of Health Systems**
- 13:00 – 13:30 Discussion  
13:30 – 14:30 Break  
14:30 – 15:00 **Prof. Dr Tihomir Domazet**  
Director of the Croatian Institute of Finance and Accounting  
**Pharmaceutical industry as engine for growth and full employment of SEE economies**
- 15:00 – 15:45 **Introduction to Panel Discussion**  
**Mr. Marinko Veković**, Regional Manager Berlin Chemie Menarini, Representative of EFPIA  
**Position of Pharmaceutical Industry on SEE markets**  
**Recommendations for Decision Makers in the Health Systems of the Region**
- 15:45 – 17:00 **Panel Discussion**  
**Prim. Dr Siniša Varga**, Minister of Health of the Republic of Croatia  
**Ass. Dr Zlatibor Lončar**, Minister of Health of the Republic of Serbia  
**Prof. Dr Miodrag Radunović**, Minister of Health of the Republic of Montenegro  
**Dr Ilir Beqaj**, Minister of Health of the Republic of Albania  
**Mr. Nikola Todorov**, Minister of Health of of the Republic of Macedonia  
**Prof. Dr Rusmir Mesihović**, Minister of Health of the Federation of Bosnia and Herzegovina  
**Dr. Dragan Bogdanić**, Minister of Health and Social Welfare of the Republic of Srpska  
**Prof. Dr Vesna Kopitović**, Provincial Secretary of Health, Social Policy and Demography  
**Prim. Dr Goran Čerkez**, Chair of the SEEHN Executive Committee
- 17:00 – 17:15 Break  
17:15 – 18:00 **Prof. Dr. Samir Banoob**, Professor University of Tampa, Florida, USA  
**Ethical and Professional Marketing of Pharmaceuticals by International Manufacturing Companies**
- 18:00 – 18:45 **Mr. Mark Parker**, Senior Health Economists, Liverpool University, UK  
**Managing Evidence in Evidence Constrained Environments**
- 20:00 Welcome dinner



**Saturday, 13 September 2014**

- 09:00 – 09:45 **Prof. Dr Arne Bjornberg**  
**Pharmacoeconomic Analysis in Decision Making of Physicians – Managers.  
A Closer Look at Pharmacoeconomics**
- 09:45 – 10:30 **Prof. Dr Ana Stavljenić-Rukavina**  
*Profesor emeritus DIU Libertas*  
**Participation of Patients in the Economic Evaluation and Research of Outcomes**
- 10:30 – 10:45 Break
- 10:45 – 11:15 **Mr. Sc. Tarik Čatić**  
*President ISPOR Bosnia and Herzegovina*  
**Comparative Analysis, Defining the List of Essential Medicines and Price  
and Refund Policies in the Region**
- 11:15 – 11:45 **Mr. Antonius Verheijen**  
*World Bank Country Manager for Serbia*  
**Experiences and Effects in the Implementation of  
Centralised Public Procurement of Drugs in Serbia**
- 11:45 – 12:15 **Prof. Dr Josip Čulig**  
*President ISPOR Croatia*  
**Practices in HTA Implementation in Croatia.  
Recommendations for Decision Makers in the Health Systems of the Region**
- 12:15 – 12:45 **Mr. Sc. Vanesa Benković**  
*Consultant and Director of Research Department of the Croatian Association for Pharmacoeconomics  
and Health Economics*  
**Importance of Implementation of Pharmacoeconomic Principles for Successful Reform of the  
Health Systems. European, Regional and Croatian Experiences**
- 12:45 – 13:15 **Mr. Sc. Tanja Novaković**  
*President at Pharmacoeconomics Section of Pharmaceutical Society of Serbia*  
**Pharmacoeconomics and Assessment of Health Technologies–  
Experiences in the Implementation in the Serbian Health System**
- 13:15 – 14:15 Break
- 14:15 – 15:00 **Prof. Dr. Samir Banoob**  
*Using the Unit Dose System in Hospitals to Avoid Medical Errors*
- 15:00 – 17:00 **Panel Discussion**  
**Moderators: Prof. dr Slobodan Lang and Ass. Prof. Dr Simo Vuković**  
**Dr. Sc. Kenan Hrapović, Director of the Health Insurance Fund of Montenegro**  
**Mr. Sc. Maja Parnardžieva-Zmejkova, Director of the Health Insurance Fund of Macedonia**  
**Ms. Tatjana Prenda Trupeć, Acting Director of the Health Insurance Fund of Croatia**  
**Prof. Dr Momčilo Babić, Director of the Republic Health Insurance Fund of Serbia**  
**Ms. Novka Agić, Director of Health Insurance and Reinsurance Fund, Bosnia and Herzegovina**  
**Mr. Sc. Darko Tomaš, Director of the Health Insurance Fund, Republic of Srpska**
- 17:00 **Closing Remarks, Conclusions and Recommendations of the Conference**

**Working languages:** English/Croatian/Serbian