



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. Hans Kluge**, Director of the Division of Health Systems and Public Health, World Health Organization for Europe  
**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. 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/Prof. Dr. Rusmir Mesihović**
- 10:30 – 11:00 **Prof. Dr. Ana Stavljenić-Rukavina**  
Payment in Healthcare According to Quality
- 11:00 – 11:45 **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?)
- 11:45 – 12:00 Break
- 12:00 – 12:45 **Mr. Per Troein**, Vice President Strategic Partners, IMS Health, London, UK  
Biosimilars – new specialty – can we afford it
- 12:45 – 13:15 **Mr. Marinko Veković**, California, USA  
Smart Health and Intelligent Ubiquitous Technologies for Health and Wellbeing
- 13:15 – 14:00 **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
- 14:00 – 14:30 Discussion
- 14:30 – 15:30 Break
- 15:30 – 16:15 **Prof. Dr. Dušan Keber**, Co-Chair of the Conference, President of the Red Cross of Slovenia  
Means of controlling the cost of medicines: the example of Slovenia



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

- 16:15 – 16:45 **Prof. Dr. Josip Čulig**, “Andrija Štampar” Teaching Institute of Public Health, Croatia  
**Patient's Adherence To Prescribed Medication**
- 16:45 – 17:30 **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**
- 17:30 – 18:00 **Prof. Dr. Rusmir Mesihović**, Former Minister of Health of the Federation of B&H  
**Management of Health Institutions, with Particular Emphasis on the Health Systems  
of Bosnia and Herzegovina - Between wishes and possibilities**
- 18:00 – 19:00 **Panel Discussion**  
**Moderators: Prof. Dr. Dušan Keber/Prof. Dr. Ana Stavljenić-Rukavina/  
Prof. Dr. Rusmir Mesihović/Dr. Julijan Naskov**

**Saturday, 30 September**

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

- 09:00 – 09:15 **Prof. Dr. Klaus-Dirk Henke**  
**The Second Health Care Market**
- 09:15 – 09:45 **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**
- 09:45 – 10:15 **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**
- 10:15 – 10:45 **Dr. Julijan Naskov/Nikola Sočanac/Zaharie Ilijev**  
Celgene International Management for Alpe Adria Region  
**The Value of Innovation in Rare Diseases**
- 10:45 – 11:00 **Mr. Davor Duboka**, Executive Director of National Organization for Rare Diseases, Serbia  
**Innovative and Orphan Drugs: A Serbian perspective**
- 11:00 – 11:15 Break
- 11:15 – 11:45 **Prof. Dr. Stanislav Primožič**, Deputy Director, Agency for Medicinal Products  
and Medicinal Devices of the Republic of Slovenia  
**Drug Price Policy - Experiences of Slovenia**
- 11:45 – 12:15 **Prof. Dr. Mersad Mujević**, Director of the Public Procurement Administration of  
Montenegro  
**Public Procurement in the Health Sector -  
Education of Contractors/Contracting Bodies**
- 12:15 – 12:45 **Prof. Dr. Thomas Lux**  
**Combining Pharmaceutical Therapies with E-Health –  
A Health Economic Evaluation of Costs and Benefits**
- 12:45 – 13:15 **Panel Discussion**  
**Moderators: Prof. Dr. Dušan Keber/Prof. Dr. Stanislav Primožič/  
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 University for Peace UN**

**Working language: English – simultaneous translation provided**

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