

2014



13^ο ΕΤΗΣΙΟ ΣΥΝΕΔΡΙΟ | 23 & 24 ΣΕΠΤΕΜΒΡΙΟΥ | ATHENS LEDRA HOTEL

HEALTHWORLD

Ensuring a Modernized, Sustainable & Predictable Healthcare System

ΥΠΟ ΤΗΝ ΑΙΓΙΔΑ ΤΟΥ ΥΠΟΥΡΓΕΙΟΥ ΥΓΕΙΑΣ & ΤΟΥ ΣΥΝΔΕΣΜΟΥ ΦΑΡΜΑΚΕΥΤΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ ΕΛΛΑΔΟΣ

DAY ONE

Tuesday, September 23, 2014

09.00-09.30

REGISTRATION

09.30-09.45

WELCOME ADDRESSES

Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce

Simos Anastasopoulos, President, American-Hellenic Chamber of Commerce

Pascal Apostolides, President, Pharmaceutical Companies Committee, American-Hellenic Chamber of Commerce

09.45-10.45

KEYNOTE ADDRESSES

Dr. Agis Tsouros, Director, Division of Policy and Governance for Health and Well-being
World Health Organization, Regional Office for Europe

World Health Organization: The European Vision for Sustainable and People Centered Health Systems in the 21st century

Leonidas Grigorakos, Alternate Minister of Health

Konstantinos Frouzis, President, Hellenic Association of Pharmaceutical Companies (SFEE)

Ioannis Baskozos, Vice President, Panhellenic Medical Association, Member of the Political Secretariat and Head of the Health Sector, SYRIZA

10.45-11:15

SURVEY RESULTS PRESENTATION

Why have we switched to Health Care Services?

John Kyriopoulos, Professor, Department of Health Economics, National School of Public Health

11.15-12:15

SESSION 1

DEFINING THE WAY TO ACT AS PARTNERS IN HEALTH

Moderator: **Natassa Spagadorou**, Journalist

Dimitrios Lintzeris, President, National Organization for Medicines

Konstantinos Frouzis, President, Hellenic Association of Pharmaceutical Companies (SFEE)

Dimitris Kontos, President, National Organisation for Healthcare Services Provision (EOPYY)

Stavros Penteas, Chief Executive, 1st Regional Health Authority of Attica

Q & A

12.15-12.30

NETWORKING COFFEE BREAK

12.30-14.00

SESSION 2

INVESTING IN HEALTHCARE AND IN PHARMACEUTICAL INDUSTRY: MOVING AHEAD

The pharmaceutical industry is fundamentally important to the economic recovery and development of Greece and, in addition, has a strong social impact. What is the next day for the Greek pharmaceutical industry in light of recent economic developments and international competition?

Moderator: **Evgenia Tzorgi**, Journalist, SKAI & Kathimerini

KEYNOTE ADDRESS

Aristomenis Syngros, President, Enterprise Greece Invest & Trade

**CASE STUDY:****Entrepreneurship in Providing Raw Material for cancer, diabetes and AIDS/HIV Medicinal Products**

Kleomenis Barlos, Professor, Department of Chemistry, University of Patras, CEO, CBL Patras S.A.

How do we Define Innovation and how can we Secure its Access for Greek Patients

Eric Nordkamp, President and Managing Director, Pfizer Hellas

R&D Investment

Nikos Maniadakis, Professor, Health Services Organization and Management Department and Associate Dean, National School of Public Health

ROUNDTABLE DISCUSSION**PHARMACEUTICAL INDUSTRY IN GREECE – AN EMERGING OR A PROGRESSIVE MARKET?**

Aristomenis Syngros, President, Enterprise Greece Invest & Trade

Kleomenis Barlos, Professor, Department of Chemistry, University of Patras, CEO, CBL Patras S.A.

Eric Nordkamp, President and Managing Director, Pfizer Hellas

Nikos Maniadakis, Professor, Health Services Organization and Management Department and Associate Dean, National School of Public Health

Pascal Apostolides, President, Pharmaceutical Companies Committee, American-Hellenic Chamber of Commerce

Vassilios Katsos, President & CEO, Pharmathen Pharmaceuticals

Q & A

14.00 – 14.30 LIGHT LUNCH

14.30 - 15.45 **SESSION 3**

PROTECTION OF CITIZENS' HEALTH & FINANCIAL RESOURCES MANAGEMENT

Protection of citizens' health and effective management of the financial resources are important humanitarian priority and a critical issue for the safety of Europe as a whole. How can we efficiently manage the resources without affecting the health services of the country? What governmental decisions and actions can guarantee transparency, increased control and healthy competition?

KEYNOTE ADDRESS**The Role of Patients Associations in Health Care Decision Making**

Mary Baker*, President, European Brain Council (EBC)

STUDY PRESENTATION**In Search of the Real Balance in Pharmaceutical Policy:
Impact of Pharmaceutical Expenditure Reduction**

Kyriakos Souliotis, Assistant Professor of Health Policy, Faculty of Social Sciences, University of Peloponnese - Scientific Collaborator – Visiting Professor, Medical School, University of Athens

Burden of Disease and Implications for Public Health

Dr. Georgios Tsakos, Senior Lecturer of Epidemiology and Public Health, University College London Medical School, University of London

Q & A**DIGI –VOTING****HEALTHCARE POLICIES IN GREECE: THE INVOLVEMENT OF STAKEHOLDERS
IN DECISION MAKING**

- Introduction
- Audience Opinion Poll
- Conclusions

John Kyriopoulos, Professor, Department of Health Economics, National School of Public Health

15.45 - 16.45 **SESSION 4****CLINICAL TRIALS AS A DEVELOPMENT CATALYST**

Clinical trials (Phases I, II and III) are the most expensive and time consuming stage in medicines R&D while the effects of a substance in human are under investigation. This makes the pharmaceutical industry globally the largest investor in R&D in comparison to any other industry. The potential for further penetration of Greece in the field of clinical studies is great and can be a catalyst for development.

Moderator: **Pericles Vassilopoulos**, Journalist & Vice President, Citizens' Union "Paremvassi"

Ioannis Boletis, Professor, Department of Nephrology, University of Athens

ROUNDTABLE DISCUSSION**HEALTH CARE INDUSTRY: A STRONG PILLAR FOR REVIVING GREEK ECONOMY**

Ioannis Boletis, Professor, Department of Nephrology, University of Athens

Athanassios Skoutelis*, Director, E' Pathological Clinic, Evangelismos Hospital

Barbara Baroutsou*, Coordinator, Medical Directors Committee, Hellenic Association of Pharmaceutical Companies (SFEE) & Medical Director, Greece & Cyprus, Sanofi Aventis

Q & A

16.45 - 17.00 **1st CONFERENCE DAY CLOSING REMARKS****DAY TWO**

Wednesday, September 24, 2014

08.30-09.00 **REGISTRATION**09.00-09.15 **WELCOME ADDRESSES**

Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce

Simos Anastasopoulos, President, American-Hellenic Chamber of Commerce

Theodore Liakopoulos, President, Medical Devices & Diagnostics Committee, American-Hellenic Chamber of Commerce

09.15-10.00 **KEYNOTE ADDRESSES**

Senior Executive*, European Medical Technology Industry Association (EUCOMED)

Odysseas Konstantinopoulos*, Deputy Minister of Development

Katerina Papakosta, Deputy Minister of Health

Christos Giannaris*, President, Health Procurement Committee

10.00-11.00 **SESSION 1****MEDICAL DEVICES & DIAGNOSTICS INDUSTRY – A KEY ASSET FOR SCIENTIFIC PROGRESS, ECONOMIC GROWTH & INVESTMENT INTO PEOPLE HEALTH**

Medical devices and diagnostics sector, covering a wide range of innovative life-supporting products and assistive devices, plays a vital role on the improvement of quality of life of people who suffer worldwide. It is necessary for all stakeholders to understand the importance of these innovative technologies and move towards a common definition of the key priorities to ensure patient access to them.

Moderator: **Sofia Neta**, Health Correspondent

Pavlos Arnaoutis, President, Association of Health-Research & Biotechnology Industry

Panos Goumas, Professor & President of the School of Medicine, University of Patras

Nikos Nikiteas, Associate Professor, University of Athens President of Onasseio

Vassilis Bardis, President, Hellenic Private Hospital Association

Q & A

11.00-11.30 NETWORKING COFFEE BREAK

11.30-11.45 **KEYNOTE ADDRESS**
Christina Papanikolaou, General Secretary, Ministry of Health

11.45-12.30

SESSION 2
HEALTH TECHNOLOGY: PRIORITIES AND DEVELOPMENTS

Moderator: **Elpida Pavi**, Senior Lecturer of Health Economics, National School of Public Health
Chrisostomos Gounaris*, Deputy Governor, 1st Regional Health Authority of Attica, Coordinator, Health in Action Initiative

Giorgos Pappous, President, National Evaluation Center of Quality & Technology in Health (EKAPTY)

Nikos Maniadakis, Professor, Health Services Organization and Management Department and Associate Dean, National School of Public Health

Vangelis Georgiou, Professor, Medical Physics Department, University of Athens

Q & A

12.30-12.45

KEYNOTE ADDRESS
Makis Voridis*, Minister of Health

12.45-13.30

ROUNDTABLE DISCUSSION
THE ROLE OF CLOSE COLLABORATION BETWEEN THE STATE & BUSINESS COMMUNITY: PARTNERS IN ACTION

Moderator: **John Kyriopoulos**, Professor, Department of Health Economics, National School of Public Health

Vassilis Kontozamanis*, Secretary General of Health, Ministry of Health

Dimitris Kontos, President, National Organisation for Healthcare Services Provision (EOPYY)

George Patoulis, President, Athens Medical Association

Pascal Apostolides, Vice President, Hellenic Association of Pharmaceutical Companies (SFEE)

Kyriakos Theodosiadis, President, Panhellenic Pharmaceutical Association

Nikos Dedes, President, "Positive Voice" Patients Association

Konstantinos Deligiannis, Member, Medical Equipment and Diagnostic Companies Committee, American-Hellenic Chamber of Commerce, General Manager, General Electric HealthCare

Q & A

13.30-13.45

2nd CONFERENCE DAY CLOSING REMARKS

13.45-14.45

LIGHT LUNCH

*AWAITING CONFIRMATION



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Πληροφορίες κα. Βούλα Τσεριτζόγλου, Executive Officer | American-Hellenic Chamber of Commerce
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