

The Pharmacoeconomics Section of the Pharmaceutical Association of Serbia (SFE SFUS) is organising its Sixth International Conference with the topic:

# THE VALUE OF INNOVATION IN DECISION MAKING

# June 2017

which will take place in Belgrade on 2<sup>nd</sup> June 2017, hotel Metropol, Serbia  
[www.farmakoekonomija.org](http://www.farmakoekonomija.org) and [www.farmacija.org](http://www.farmacija.org)

Conference program will be proactive and it will represent unique event in Serbia and region.

Main topics of the Conference are:

- Managed Entry Agreements (MEA)
- Link between MEA and Health Technology Assessment (HTA)
- Access to personalised medicines, orphan drugs and high cost medicines
- Role of patient registries in Access of drugs
- The public economics consequences of health and investments in healthcare

The Conference program is intended for decision makers, makers of health policy design managers in health care institutions, employees of pharmaceutical companies (in the sectors of market access, pricing, health economics, regulation, marketing and sales), doctors and pharmacists who work in the public and private sectors.

Participants of the Conference will have the opportunity to obtain new knowledge from world and local experts and exchange their experience and opinions.

Conference Participants	till 25 <sup>th</sup> March 2017	From 25 <sup>th</sup> March 2017
SFUS members	225 €	275 €
Others	300 €	350 €
Undergraduate students	100 €	150 €
Meet the experts dinner	50 €	50 €

#### EXECUTIVE ORGANIZER

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## PRELIMINARY PROGRAM

### FRIDAY 2<sup>nd</sup> June 2017

08:30–09:00 **Registration**

09:00–09:30 **Opening of the Conference**

Professor Vesna Matovic,  
*President of the Pharmaceutical Association of Serbia,*  
 Milovan Vujovic,  
*State Secretary of the Ministry of Health of Montenegro*  
 Tanja Novakovic MSc Pharm,  
*President of Pharmacoeconomics Section, Serbia*

#### PANEL I

09:00–09:20 **The Value of innovations in decision making**

Tanja Novakovic MSc Pharm,  
 President of Pharmacoeconomics Section, Serbia

09:20–09:55 **Managed entry agreements as an instrument to facilitate access to new medicines - The experience of Central and Eastern European countries**

Alessandra Ferrario, PhD, London School of Economics, UK

09:55–10:15 **Managed Access to Health Care and Medicines**

Bojan Trkulja MD, Managing Director at INOVIA, Serbia

10:15–10:50 **RMD (Reimbursement Mode for Development) – HTA-related enhancement tool for industrial investments in a given country**

Krzysztof Łanda MD, The Board Member of the National Center of Research & Development (NCBiR) of Republic of Poland

10:50–11:05 **Discussion**

11:05–11:30 *Coffee networking break*

#### PANEL II

11:30–11:55 **Recent changes in Polish health care system - MEA, patient registries, orphan drugs**

Robert Plisko, HTA Consulting, Poland

11:55–12:15 **The Role of Patient Registries in Access to Medicines and Health Care**

Jaroslav Duba Ing., OAKS Consulting, Czech Republic

12:15–12:35 **Linking Managed Entry Agreements to Health Technology Assessment**

David Danko, PhD, Ideas & Solutions, Hungary

12:35–12:50 **Discussion**

12:50–14:30 *Lunch break*

#### PANEL III

14:30–14:50 **Reform of health care financing**

Simo Vukovic, PhD MD, Coordinator of the Component Improvement of Health Financing of the Second Serbia Health Project, Serbia

14:50–15:10 **The public economics consequences of health and investments in healthcare**

Nikos Kotsopoulos, Partner at Global Market Access Solutions, USA, Guest lecturer at the University of Athens, School of Public Policy and Administration, Greece

15:10–15:30 **Personalized medicine: equity and accessibility**

Antony P. Martin, University of Liverpool, Management School, Health Economics Unit, UK

15:30–15:45 **Discussion**

15:45–16:00 **Conclusions and closing of the conference**

We are looking forward to welcoming you at Sixth Pharmacoeconomics Section Conference