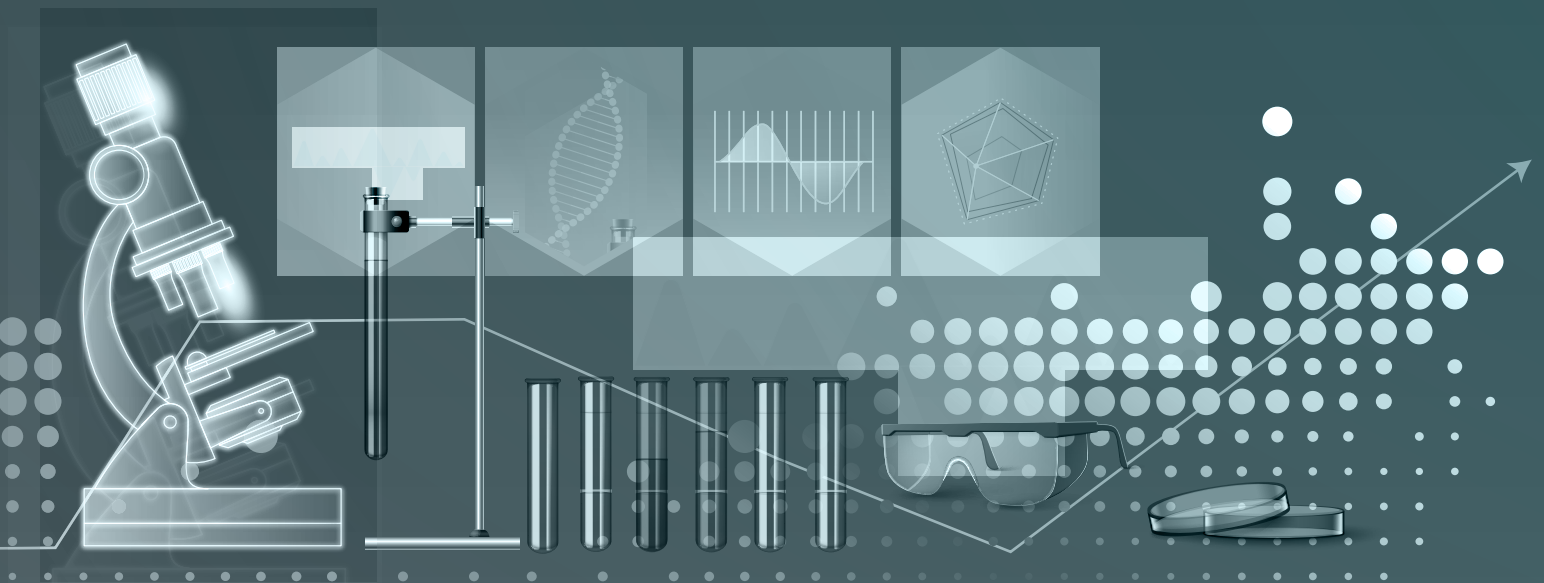


October 2–3, 2023
Athenaeum InterContinental Hotel

HEALTH WORLD

22nd Annual Conference

**Making Healthcare Reform a Political
and Investment Priority**



Organizer



AMERICAN-HELLENIC
CHAMBER OF COMMERCE

Under the Auspices of



HELLENIC REPUBLIC
Ministry of Health



MedTech Europe
from diagnosis to cure



AGENDA

► DAY ONE | Monday, October 2

10.00 – 10.30

INTRODUCTORY REMARKS – WELCOME ADDRESSES

Elias Spirtounias

Executive Director, American – Hellenic Chamber of Commerce

Nikolaos Bakatselos

President, American – Hellenic Chamber of Commerce

Labrina Barmpetaki

President, Pharmaceutical Companies Committee, American – Hellenic Chamber of Commerce

Spyros Gkikas-Panousis

Member, Medical Devices & Diagnostics Companies Committee – *On behalf of the MD&D Committee President*, American-Hellenic Chamber of Commerce

10.30 – 11.00

KEYNOTE ADDRESS

Michalis Chrysochoidis

Minister, Ministry of Health

George J. Tsunis

U.S. Ambassador to the Hellenic-Republic

11.00 – 11.30

ONE-TO-ONE DISCUSSION - DESIGNING THE HEALTHCARE SECTOR OF THE FUTURE: A HOLISTIC APPROACH MAP

Elias Mossialos *(Virtual)*

Brian Abel-Smith Professor of Health Policy, London School of Economics and Political Science
Director, LSE Health, Co-Director of the European Observatory on Health Systems and Policies

In discussion with: Ioannis Boletis, Emeritus Professor, Internal Medicine-Nephrology, Medical School University of Athens, President of the Board, Onassis Cardiac Surgery Center

11.30 – 12.45

► SESSION 1

THE PILLARS OF TOMORROW'S HEALTHCARE POLICY – PRIORITIZATION AND COORDINATION

What Greece must strive for now is a new National Health System in which every patient enjoys access to high-quality healthcare regardless of income, with policies and procedures in place to ensure unhindered, equitable access. Discussion in this session will focus on the system's longstanding deficiencies as well as on the main axes and priorities of the health policy that will be implemented in the coming time.

Eirini Agapidaki

Alternate Minister, Ministry of Health

Theano Karpodini

Governor, National Organization for the Provision of Health Services (EOPYY)

Dimitrios Filippou

President, National Organization for Medicines (EOF)

Elena Chouliara

President, Greece & Cyprus, AstraZeneca

Christian Rodseth

Managing Director, Janssen Greece, Poland and Romania

Yannis Tountas

Emeritus Professor of Social and Preventive Medicine, Medical School, University of Athens
Director Institute of Social and Preventive Medicine (ISPM)

Moderator: Kyriakos Souliotis, Professor of Health Policy, Dean, School of Social and Political Sciences University of Peloponnese

12.45 – 13.45

► **SESSION 2**

FUNDING INCREASES IN THE HEALTHCARE SECTOR: COMMITTING TO DEVELOPMENT

Investing in health is the cornerstone in securing patient access to innovative treatments, quality healthcare, and longer lives. Discussion in this session will examine broadening the funding base through structural changes, alternative sources of financing, and coordination of flows, with the aim of achieving an increase in public health expenditure to the EU average.

Nikolaos Papathanasis

Alternate Minister, Ministry of Economy and Finance

Tassos Giannitsis

Emeritus Professor of Economics, University of Athens

Ezat Azem

General Manager, Roche Hellas

Nikos Dedes

Chair, Greek Patients' Association, Chair, Greek Association of People Living with HIV, Positive Voice

George Veliotis

Director, Life & Health, Interamerican, part of Achmea, Chairman, Insurance Europe Health Platform
Chairman, EURAPCO Health Group

Moderator: Kostas Athanasakis, Economist, Assistant Professor in Health Economics and Health Technology Assessment, Department of Public Health Policy, University of West Attica

13.45 – 14.00

ONE-TO-ONE DISCUSSION - SOCIAL POLICY AND ITS ROLE IN THE LEVEL OF CITIZENS' HEALTH

Panos Tsakloglou

Deputy Minister, Ministry of Labor and Social Affairs

In conversation with: Nikos Vettas, Director General, Foundation for Economic and Industrial Research (IOBE), Professor, Athens University of Business and Economics and Business

14.00 – 14.45

LIGHT LUNCH

14.45 – 15.45

► **SESSION 3**

RESTRUCTURING THE HOSPITAL SECTOR: PRIORITIES, CHALLENGES AND PROSPECTS

Hospital reforms, the new public health roadmap, restructuring of the hospital sector in order to improve the quality of healthcare provided, regulating bureaucracy, effectively managing available resources, regulating spending, and introducing quality indicators for hospital supplies are some of the topics that will be discussed during this session, placing Greek patients at the center of efforts to ensure quality healthcare.

Marios Themistocleous

Deputy Minister, Ministry of Health

Olga Balaoura

President of the Board-CEO, General Oncology Hospital Saint Savvas

Aris Apostolou

President, National Centralized Health Procurement Authority (EKAPY)

Dimitris Nikas

Association of Health-Research and Biotechnology Industry (SEIV)

Moderator: Spyros Gkikas-Panousis, Medical Devices & Diagnostics Companies Committee, American-Hellenic Chamber of Commerce, General Manager, Greece-Cyprus, GE Healthcare

15.45 – 16.45

► **SESSION 4**

THE ROLE OF AI IN ENSURING ACCESS TO HOLISTIC, PATIENT-CENTRIC AND FAIR HEALTHCARE

More than just tracking patient healthcare data over time, AI algorithms can also provide recommendations on lifestyle changes and treatment options, resulting, in the longterm, in improved outcomes, improved quality of life, and reduced healthcare costs. Discussion in this session will explore the role of AI in diagnosis, treatment, and clinical practice, as well as in health research and the development of new drugs, in managing health systems and developing health policy, and in public health and public health surveillance, while it will also examine the bioethical dimensions of AI and of using health data.

Sotos Tsiftaris *(Virtual)*

Canon Medical/Royal Academy of Engineering, Research Chair in Healthcare AI, Chair in Machine Learning and Computer Vision, School of Engineering, University of Edinburgh, Turing Fellow, ELLIS Fellow

Ray Pinto

Senior Director for Digital Transformation Policy, DIGITALEUROPE

Charalambos Tsekeris

Vice Chair, Hellenic National Commission for Bioethics & Technoethics, Research Fellow in Digital Sociology, National Centre for Social Research

Nikos Paragios *(Virtual)*

Professor of Computer Science and Applied Mathematics, CentraleSupélec, Senior Fellow, Institut Universitaire de France

Moderator: Maria Gazouli, Professor of Biology/Genetics-Nanomedicine, Laboratory of Biology, School of Medicine, University of Athens

■ **END OF 1st CONFERENCE DAY**

AGENDA

► **DAY TWO** | Tuesday, October 3

10.30 – 10.40

INTRODUCTORY REMARKS – WELCOME ADDRESSES

Elias Spirtounias

Executive Director, American – Hellenic Chamber of Commerce

Nikolaos Bakatselos

President, American – Hellenic Chamber of Commerce

10.40 – 10.45

EU HEALTH STRATEGY

Sandra Galina *(Video Message)*

Director General, Directorate General for Health and Food Safety (DG SANTE)

10.45 – 10.50

MEDICAL TECHNOLOGY INDUSTRY IN EUROPE: TRANSLATING VISION INTO POLICIES

Oliver Bisazza *(Video Message)*

Chief Executive Officer, MedTech Europe

10.50 – 12.00

► **SESSION 5**

GREECE AS A HEALTHCARE RESEARCH, DEVELOPMENT, AND INNOVATION HUB: EXPLORING THE NEED FOR RADICAL INTERVENTIONS

This session will focus on the importance of clinical trials as a key pillar for Greece's economic development, ways to enhance the country's investment environment and its eligibility quotient, and the need to formulate, immediately, a national strategic framework to allow the country to move forward dynamically and claim the place it deserves in absorbing R&D investments.

KEYNOTE ADDRESS

Konstantinos Skrekas

Minister, Ministry of Development

Konstantinos Kyranakis

Minister, Ministry of Digital Governance

Lilian Vildiridi

Secretary General for Health Services, Ministry of Health

Athanasios Kyriazis

Secretary General for Research and Innovation, Ministry of Development

Moderator: Zachary Ragousis, Member, Pharmaceutical Companies Committee, American-Hellenic Chamber of Commerce, President & Managing Director, Pfizer Hellas

12.00 – 13.00

► **SESSION 6**

PHARMACEUTICAL POLICY IN GREECE

Setting public health as a priority, this session will seek the main goals of a pharmaceutical policy that will secure fast patient access to therapeutic innovation and will set the basis for a sustainable business environment for the pharmaceutical industry.

Aris Angelis

Secretary General of Strategic Planning, Ministry of Health

Labrina Barmpetaki

President, Pharmaceutical Companies Committee, American-Hellenic Chamber of Commerce
President, PhRMA Innovation Forum Greece (PIF)

Olympios Papadimitriou

President, Hellenic Association of Pharmaceutical Industries (SFEE)

Vassilis Pentafragas

Executive Consultant, Panhellenic Union of Pharmaceutical Industries (PEF)

Moderator: Vassilis Kontozamanis, Special Advisor to the Prime Minister, f. Alternate Minister of Health

13.00– 13.45

LIGHT LUNCH

13.45 – 14.15

ONE-TO-ONE DISCUSSION - EUROPEAN PHARMACEUTICAL STRATEGY

Nathalie Moll *(Virtual)*

Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA)

Vlad Olteanu *(Virtual)*

Healthcare Public Affairs Director, EuropaBio (European Association for Bioindustries)

In Discussion with: Elizabeth Prodromou, General Manager, Bristol-Myers Squibb

14.15 – 15.15

► **SESSION 7****SHAPING THE HEALTH SYSTEM BASED ON DATA EVALUATION AND UTILIZATION**

Without question, the collection and analysis of health data plays a key role in decisionmaking on matters concerning the care of the person from whom the data was collected. But given the right framework, data utilization could also be a gamechanger for public health policymakers, in helping them rapidly become aware of public health problems and quickly mount an effective response, as well as healthcare providers, in helping them develop treatment plans and improve the quality of care for many patients. This session will look at the proper handling, evaluation and utilization of health data within the context of the structural changes Greece needs in order to establish an efficient and sustainable health system.

Dimosthenis Anagnostopoulos

Secretary General for Information Systems and Digital Governance, Ministry of Digital Governance

Zoi Kolitsi

Digital Health Policy and Strategy Lead, The European Institute for Innovation Through Health Data (i-HD)

Elpida Fotiadou

Head of Special Applications Sub-Directorate, Application Operation & Support Directorate, E-Government Center for Social Security and eHealth Services (IDIKA)

Julia Pournara

Partner, EY Law, Platis-Anastassiadis and Associates Law Partnership

Moderator: George Mitropoulos, Health Sciences Sector Leader, EY Greece

15.15 – 15.30

TRANSITIONING TO HIGH VALUE HEALTH SYSTEMS – AN INVESTMENT IMPERATIVE**Dr. Rifat Atun**

Professor of Global Health Systems, Director of Health Systems Innovation Lab
Harvard University

15.30 – 16.30

► **SESSION 8****RECONSIDERING HEALTHCARE SYSTEM GOVERNANCE: EFFECTIVENESS – QUALITY – TRANSPARENCY – ACCOUNTABILITY**

Effectiveness, quality, transparency, and accountability are fundamental issues of major importance in the provision of healthcare. But do the health system's current governance structures really promote effectiveness, transparency, accountability, and social wellbeing in general, or do they need to be reshaped? What is the current situation and what must be done posthaste to ensure the effective governance of the health system? Do the various committees' current operations contribute to upgrading the healthcare system? How can meritocracy, transparency, and accountability can be ensured?

Kyriakos Souliotis

Professor of Health Policy, Dean, School of Social and Political Sciences, University of Peloponnese

George Kalamitsis

Secretary, Greek Patients' Association, Chair, Hellenic Liver Patients' Association "Prometheus"

Miltos Krokidis

Alternate Secretary General Health Sector, PASOK -Movement for Change

Stamatis Vardaros

Senior Consultant for Health Policy, SYRIZA

Nikos Polyzos

Professor of Health Service Management, Department of Social Work, University of Thrace

Moderator: Kostas Athanasakis, Economist, Assistant Professor in Health Economics and Health Technology Assessment, Department of Public Health Policy, University of West Attica

16.30 – 17.30

▶ **SESSION 9****PRIMARY HEALTH CARE: SHAPING THE IDEAL MODEL OF THE FUTURE**

Health systems have been facing enormous challenges in recent years, relating to their need to respond to increased pressure for quality healthcare. Primary healthcare is a patient's first point of contact with the health system, but they are also the key to enhancing prevention and equitable access. It can improve the effectiveness of health systems and make them patient-centric through the adoption of new organizational models, the pursuit of better coordination between providers, better use of digital technology, and better use of resources and incentives.

Anargyros Mariolis *(Virtual)*

General Practitioner, Director of the Areopolis Health Center, Mani, President, Hellenic Academy of General Practice/ Family Medicine & PHC

Christos Lionis

Emeritus Professor of General Practice and Primary Health Care, Faculty of Medicine, University of Crete

Memi Tsekoura

Board Member, Greek Patients' Association, President, The Butterfly Bone Health Society

Charalambos Gogos

Emeritus Professor of Medicine, University of Patras, Director of Medicine-Infectious Diseases Unit Metropolitan General Hospital

Moderator: Kyriakos Souliotis, Professor of Health Policy, Dean, School of Social and Political Sciences University of Peloponnese

17.30 – 18.00

CONFERENCE CONCLUSIONS**Kostas Athanasakis**

Economist, Assistant Professor in Health Economics and Health Technology Assessment, Department of Public Health Policy, University of West Attica, Member of Conference Organizing Committee

Kyriakos Souliotis

Professor of Health Policy, Dean, School of Social and Political Sciences, University of Peloponnese Member of Conference Organizing Committee

18.00

■ **END CONFERENCE**

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