



HEALTHWORLD CONFERENCE

2002 – 2025

Healthworld is American-Hellenic Chamber of Commerce's established Conference on major healthcare policy-related issues and it has been organized annually since 2002. Featuring prominent speakers, it is organized under the Auspices of the Ministry of Health, the Hellenic Association of Pharmaceutical Companies (SFEE), the Association of Health Research and Biotechnology Industry (SEIV), PhRMA Innovation Forum (PIF), the European Federation of Pharmaceutical Industries and Associations (EFPIA) and Medtech Europe. Each organization is marked by great success and participation by more than 400 delegates, including all stakeholders of Greece's health sector (Governmental Representatives, Health Agencies, Regional Health Administrations, Patient Associations, Hospital Governors, MPs, and business community representatives). Conference objective is to contribute to draft concrete proposals and form synergies that will lead to upgraded healthcare services in Greece.

24th	A NEW ERA IN HEALTHCARE – DRIVING THE CHANGE <ul style="list-style-type: none">▪ The Greek Healthcare System in a Global Context: Challenges and Adaptation▪ Improving Access to Healthcare Innovation: The European Perspective▪ Smart Systems, Smarter Policy: Leveraging digital systems for Better Healthcare Decisions▪ From Challenge to Change: The Evolving Landscape of Hospital Management▪ Maximizing the Impact of Clinical Trials for Science, Patients and the Economy▪ Sustainable Funding for Sustainable Healthcare Transformation▪ The Role of Physicians and Pharmacists in Greece's HC environment: Involvement, Responsibility and Vision▪ Reforming with Purpose: A Strategic Plan for Healthcare Transformation	29-30/09/2025 Grand Hyatt Hotel
23rd	THE HEALTHCARE SECTOR IN A CHANGING WORLD: ARE WE READY? <ul style="list-style-type: none">▪ Discussion with the Minister of Health: Towards a Framework Agreement and Value-Based HC in Greece▪ Future Health System Challenges and the Macroeconomic Environment: Are we Ready▪ Developing Sustainable Funding Strategies Amidst HC Budget Challenges▪ Leveraging innovation to advance healthcare delivery: bridging research and practice▪ The Role of AI in Ensuring Patient Safety▪ Health Policy – Framework Agreement for a Sustainable HC System▪ Health Policy – Advancing Towards Value Based HC▪ Transforming healthcare for the future: Building a High Performing Health Systems for a Healthier Population▪ The Role and Impact of Innovation for Economic Growth and Development▪ Integrating new Hospitals and Health Units into the Broader HC System▪ HC Policy in a Changing Sociopolitical Environment	23-24/09/2024 Athenaeum Intercontinental Hotel
22nd	MAKING HC REFORM A POLITICAL AND INVESTMENT PRIORITY <ul style="list-style-type: none">▪ Designing the HC Sector of the Future: A Holistic Approach Map▪ The pillars of tomorrow's healthcare policy – Prioritization and Coordination▪ Funding increases in the healthcare sector: Committing to development▪ Social policy and its role in the level of citizens' health▪ Restructuring the hospital sector: Priorities, challenges and prospects, the role of ai in ensuring access to holistic, patient-centric and fair healthcare▪ EU Health Strategy▪ The importance of MedTech Europe in the innovation of the Health Care Systems in Europe Greece as a healthcare research, development, and innovation hub: Exploring the need for radical interventions▪ Pharmaceutical Policy in Greece▪ European Pharmaceutical Strategy▪ Transitioning to High Value Health Systems – An Investment Imperative▪ SHAPING THE HEALTH SYSTEM BASED ON DATA EVALUATION AND UTILIZATION▪ Reconsidering healthcare system governance: Effectiveness – Quality – Transparency – Accountability▪ Primary Health Care: Shaping the ideal model of the future	2-3/10/2023 Athenaeum Intercontinental Hotel
21st	THE HEALTHCARE SYSTEMS IN THE 4TH INDUSTRIAL REVOLUTION ERA <ul style="list-style-type: none">▪ The Impact of the Fourth Industrial Revolution on HC and population health: The EU Perspective▪ Innovation as a Catalyst for Economic Growth and Better Health Outcomes▪ Political Consensus, Commitment and Collective Action for Health System Improvement▪ Coronavirus pandemic, where we are, where we go, what did we learn	5-6/10/2022 Athenaeum Intercontinental Hotel

	<ul style="list-style-type: none"> ▪ Building an Innovative Biotechnology Ecosystem: incentives to support and attract investment ▪ Business Initiatives to Contribute to an Innovation-based Biopharma Ecosystem ▪ Towards more effective Patient Management approaches: The Role of Data-Driven Healthcare ▪ The Role of HTA in the Pricing and Reimbursement Process ▪ Hospital@home: a new era in the provision of treatment and care at home ▪ New approaches in the treatment of malignancies ▪ AI in life sciences: an overview ▪ Digital Transformation in Healthcare: Challenges and Opportunities ▪ Joint Forces for the Successful Introduction of an Effective Procurement Strategy ▪ Identifying and Meeting Patient Needs Through Health System Digital Transportation ▪ Strengthening Health Financing: Is it a Prerequisite for Agile Responses to future Crises? ▪ The role of Higher Education in strengthening Greece's business environment: Investing in Extroversion ▪ Paving the Way to a responding, Effective Primary HC 	
20 th	PANDEMIC CRISIS: THE DAY AFTER <ul style="list-style-type: none"> ▪ The global vision for a sustainable HC system ▪ The impact of the healthcare industry to Greece's development model ▪ The impact of Covid in the economy and the role of RRF in upgrading the health system and attracting foreign investments ▪ Healthcare Policy in Greece after Covid ▪ Primary Healthcare: How covid-19 will reshape public structures and healthcare services delivery in Greece ▪ Towards a predictable and sustainable healthcare system: bold solutions for the Future ▪ The social dimensions of the pandemic: mental health as a key parameter and priority for all governments ▪ Digitalization in HealthCare: Opportunities & Challenges Ahead ▪ Health Technology Assessment (HTA): The evaluation of innovation in health technology ▪ Health insurance as a parameter for public health system reformation ▪ Collaboration: the word that will define the future of healthcare 	25-26/10/2021 Athenaeum Intercontinental Hotel
19 th	DESIGNING THE NEW HEALTHCARE LANDSCAPE: SPOTTING THE UNEXPECTED <ul style="list-style-type: none"> ▪ Covid-19 Management Strategies in Greece and Internationally ▪ In Search of a New Growth Model: The Contribution of the Healthcare Sector ▪ The Role of Technology in the Development and Restructuring of the Healthcare Sector ▪ Primary Healthcare and Healthcare Sector Reform ▪ Technological modernization of the hospital sector ▪ education and research in the healthcare ▪ Assessment and management prospects of the covid-19 pandemic ▪ Healthcare Expenditure on the Pharma and Biomedical Industry 	15-16/9/2020 Hybrid from the Athenaeum Intercontinental Hotel
18 th	HEALTHCARE POLICY IN GREECE: FROM NOISE TO SIGNAL <ul style="list-style-type: none"> ▪ The Healthcare System Financing-Private Payment and Supplementary Insurance Systems: The Stake of the Health Sector's Sustainability ▪ Strategic Priorities of Healthcare Policy: Quality, Documentation and Evaluation ▪ Designing the Future of Medical Care: Technology and Resource Allocation ▪ The Greek Economy at a Crossroads: Crisis, Adjustment and Prospects ▪ Digital Reformation of the Healthcare Sector ▪ Towards a New Culture of Health focused on the Patient's Options ▪ Healthcare System Procurements: Transparency and Efficiency ▪ Roundtable Discussion: Yesterday's Experiences Lessons for Tomorrow (<i>all former Ministers of Health</i>) 	20-21/6/2019 Athenaeum Intercontinental Hotel
17 th	HEALTH IN THE POST-MEMORANDUM ERA <ul style="list-style-type: none"> ▪ DIGI-VOTING: Health Technology Assessment: Barriers and Expectations due to the Introduction of Health Technology Assessment ▪ Capabilities and Prospects for the Health Technology Assessment ▪ Primary Health Care: A Key Concern in a Changing Socio-Economic Environment ▪ Engaged Patients: Getting Patients in the Heart of Decision-Making ▪ The Contribution of Health Industry to the Expansion of the Country's Development Perspective ▪ DRIVING THE DEBATE: The European Perspective on Patient Engagement ▪ Management and Control Policies of Medical Technology: New Capabilities-Better Results ▪ Medical Insurance Contracts as a Means of Effective Health Care Budget Control ▪ Stability and Predictability: Major Pillars for HC Policy and Prerequisites for Economic Development 	11-12/6/2018 Athenaeum Intercontinental Hotel
16 th	HEALTHCARE IN GREECE: TURNING AROUND FOR THE ECONOMY AND THE SOCIETY <ul style="list-style-type: none"> ▪ DIGI –VOTING: Healthcare Policies in Greece: The Involvement of Stakeholders in Decision Making <i>Presentation of Comparative Results (2014 – 2017)</i> 	4-5/10/2017 Athenaeum

	<ul style="list-style-type: none"> ▪ Healthcare Expenditure, Budgeting and Reforms ▪ Reform Efforts in Greece ▪ The Value of Pharmaceutical Innovation Social & Patient's Footprint ▪ Investment in Health is Investment in Wealth: The Positive Dimensions of Healthcare ▪ DISCUSSION: National Pharmaceutical Policy – The Day After ▪ Innovation and Technology: two key—and interrelated—pillars for maximizing the value in HC Sector ▪ Health Technology in the Greek Health Care System ▪ Identifying Models of Cooperation – Private & Public Sectors ▪ DISCUSSION – Healthcare Spending Towards Efficiency 	Intercontinental Hotel
15 th	<p>BLUE OCEAN THINKING ON HEALTH: An Open Debate for a Patient Oriented & Sustainable Healthcare System</p> <ul style="list-style-type: none"> ▪ Current Status of the Healthcare System in Greece: An “Inside View” ▪ The Patients’ Side: Highlighting Barriers and Inequalities in Access to Healthcare Services ▪ Austerity vs. Effectiveness in Healthcare Delivery: The Perspective of Health Professionals ▪ Reforming Through Best Practices: The International Experience ▪ Evidence-Based Pharmaceutical Policy: National Priorities as a Basis of Planning (<i>the Scientific View – The Political View</i>) ▪ Towards a Sustainable Pharmaceutical Policy in Greece ▪ Financing and Procurement of Medical Devices and Diagnostics in Greece: The Art of Evaluating the Most Economically Advantageous Tender ▪ Outcomes Based Decision Making: The Evaluation of Medical Devices ▪ Efficient Management of Hospital Units ▪ Roundtable Discussion with the Policy Makers: Moving Towards a High Performing Healthcare System 	20-21/9/2016 Athenaeum Intercontinental Hotel
14 th	<p>DOES HEALTH MATTER? An in-depth discussion on the paramount importance of a sustainable and innovative health system to citizens, the economy and country growth</p> <ul style="list-style-type: none"> ▪ Value in Healthcare – Considerations for the Future: Healthier System – Healthier Society ▪ Pharmaceuticals and their Impact on a Healthier Economy ▪ DEBATE: Getting the Right Way to Reformation - A Race Against Time (<i>Policy statements: the current situation - Discussion: What can we do to change the system?</i>) ▪ The Socio-Economic Value of Medical Devices & Diagnostics Industry in Healthcare ▪ Balancing Cost and Quality of Medical Devices & Diagnostics through Effective Procurement Methodology ▪ ROUNDTABLE DISCUSSION: Defining the Way to Move onto a sustainable healthcare model 	19-20/10/2015 Athens Ledra
13 rd	<p>ENSURING A MODERNIZED, SUSTAINABLE & PREDICTABLE HEALTHCARE SYSTEM</p> <ul style="list-style-type: none"> ▪ Defining the Way to Act as Partners in Health ▪ Investing in Healthcare and in Pharmaceutical Industry: Moving Ahead ▪ Pharmaceutical Industry in Greece: An Emerging or a Progressive Market? ▪ Protection of Citizens' Health and Financial Resources Management ▪ Clinical Trials as a Development Catalyst ▪ ROUNDTABLE DISCUSSION: Healthcare Industry: A Strong Pillar for Reviving Greek Economy ▪ Medical Devices & Diagnostics Industry: A Key Asset for Scientific Progress, Economic Growth & Investment into People Health ▪ Health Technology: Priorities & Developments ▪ ROUNDTABLE DISCUSSION: The Role of Close Collaboration Between the State & Business Community: Partners in Action <p>SURVEY RESULTS PRESENTATION: Health & Healthcare Services in Greece: The Citizens' View STUDY PRESENTATION: In Search of the Real Balance in Pharmaceutical Policy: Impact of Pharmaceutical Expenditure Reduction DIGI –VOTING: Healthcare Policies in Greece: The Involvement of Stakeholders in Decision Making</p>	23-24/9/2014 Athens Ledra
12 th	<p>FROM THE MEMORANDUM TO THE RECONSTRUCTION OF GREECE'S HEALTHCARE SYSTEM</p> <ul style="list-style-type: none"> ▪ Research on Models of value-assessment of pharmaceuticals: Current practices critiques and 	19-20/9/2013 Ledra Marriott

	<p>opportunities for advancement</p> <ul style="list-style-type: none"> ▪ Reconstruction of EOPYY as a Prerequisite for Sustainability of the Healthcare & Social Security Systems ▪ Innovation & the Control of Pharmaceutical Spending ▪ Return on Investment on Innovative Technologies & Materials ▪ Ensuring Properness & Quality of Health Care ▪ Documentation Consent: Prerequisites for Productive Policy 	
11 th	<p>REVIEWING THE MEMORANDUM-IMPACTS ON HEALTHCARE</p> <ul style="list-style-type: none"> ▪ National Organization for Healthcare Services Provision (EOPYY): The Necessity of Synthesis or Reconstruction ▪ Pharmaceutical & Biomedical Technology ▪ Healthcare Services Reform 	11/9/2012 Athens Hilton
10 th	<p>HEALTHCARE SYSTEM REFORM THROUGH THE ECONOMIC CRISES PERSPECTIVE: TOWARDS AN EFFECTIVE AND EFFICIENT HEALTHCARE SYSTEM</p> <ul style="list-style-type: none"> ▪ Digi-Voting Session Healthcare System Reform through the Economic Crises Perspective: Towards an Effective and Efficient Healthcare System ▪ Cost Control, Expenditure Restraints & Efficiency of the Healthcare System ▪ The Development of the Healthcare Systems and Quality of Medical Care 	14/4/2011 Grande Bretagne
9 th	<p>INTEGRATED HEALTHCARE POLICY: IS THERE A WINNING FORMULA FOR ALL STAKEHOLDERS?</p> <ul style="list-style-type: none"> ▪ Digi-Voting Session Health Policy: The Greek Reality ▪ The Positive Elements and the Pressures Applied on the Greek Healthcare System ▪ Disease Management & Clinical Administration of Healthcare Services ▪ Health Policy Trends in Europe ▪ The Necessity for an Integrated Healthcare Policy 	21/4/2010 Grande Bretagne
8 th	<p>THE CONTRIBUTION OF THE PHARMACEUTICAL SECTOR IN NATIONAL ECONOMY</p> <ul style="list-style-type: none"> ▪ Greece: A Pioneer in the Quality Assurance of Medicines ▪ Pharmaceutical Corporations and their Role in the National Economy 	6/4/2009 Grande Bretagne
7 th	<p>DEVELOPING THE HEALTHCARE SYSTEM FOR THE PATIENT'S BENEFIT: MODERNIZATION & CLINICAL RESEARCH</p> <ul style="list-style-type: none"> ▪ Tomorrow's Healthcare System: A Common Vision & Common Responsibilities for All Stakeholders ▪ Clinical Studies: Research & Innovation to Benefit Society 	14/4/2008 Ledra Marriott
6 th	<p>CUTTING EDGE TECHNOLOGIES & INNOVATIONS AT THE HEALTH SYSTEM ADMINISTRATION PHARMACEUTICAL POLICY AND GREECE'S DEMOGRAPHIC PROBLEM</p> <ul style="list-style-type: none"> ▪ Cutting edge technologies as a solution to Cost Reduction & quality Maximization of the Health Care Services ▪ Pharmaceutical Policy and Greece's Demographic challenge ▪ Intellectual Rights & Quality Assurance of Medicines in the Greek Market 	22/5/2007 Ledra Marriott
5 th	<p>HEALTHCARE REFORM IN GREECE AND PHARMACEUTICAL POLICY</p> <ul style="list-style-type: none"> ▪ Healthcare Reform in Greece and Pharmaceutical Policy ▪ Patient's Access to the Appropriate Therapies Adequacy of Pharmaceuticals in the Greek Market Re-exportation of Imported Medicines ▪ Quality Assurance of Medicines in the Greek Market 	12/4/2006 Ledra Marriott
4 th	<p>CHALLENGES OF PUBLIC PRIVATE PARTNERSHIPS IN HEALTHCARE</p> <ul style="list-style-type: none"> ▪ Forthcoming Healthcare Challenges in the European Union ▪ Pharmaceutical Policy: from Theory to Practice ▪ Pharmaceutical Policy: the Greek Reality 	11/4/2005 Athens Hilton
3 rd	<p>REFORMING A HEALTHCARE SYSTEM-CHALLENGES AND OPPORTUNITIES</p> <ul style="list-style-type: none"> ▪ Reforming a Health Care System: Challenges and Opportunities ▪ Medicines & Their Promotion: Achieving the Fine Balance-Rights& Responsibilities, The U.S. Experience ▪ Reforming the Greek National Health Care System: Challenges for all Stakeholders 	24/3/2004 Athenaeum Intercontinental

2 nd	<p>DEFINING A “HEALTHY” HEALTHCARE SYSTEM</p> <ul style="list-style-type: none"> ▪ Bio-Security & Public Health: Thinking about the Unthinkable ▪ Olympic Hospitals: At the Forefront of the Olympic Games Athens 2004 ▪ Health Aging ▪ The “Smart” Drug: New Generation, New Challenges & Future Developments ▪ Total Healthcare Quality Services: What the Government is Going to Do in Order to Impact the Quality and the Cost of Healthcare Services? 	31/3/2003 & 1/4/2003 Athenaeum Intercontinental
1 st	<p>IMPROVING THE HEALTH SECTOR IN GREECE</p> <ul style="list-style-type: none"> ▪ Innovative Medical Products & Services: Two Imperative Necessities in the Healthcare Sector ▪ Special Health Issues ▪ Improving the Health Sector in Greece 	22/2/2002 Ledra Marriott