



9TH ADRIATIC AND 6TH CROATIAN CONGRESS OF PHARMACOECONOMICS AND OUTCOMES RESEARCH

11-14 April 2019 Opatija, Croatia

Dear Colleague,

It is our great pleasure to invite you to actively participate in the 9th Adriatic and 6th Croatian Congress of Pharmacoeconomics and Outcomes Research, which will be held at the Conference Park 25/7, located in the beautiful city of Opatija, Croatia, from April 11-14, 2019 (<http://pharmacoeconomics-congress.eu/en/>).

The main objective of this year congress is to intensify and enhance professional and scientific discussions and collaboration between various stakeholders on the following topic:

'SOLUTIONS FOR IMPROVING ACCESS TO HEALTHCARE INNOVATION IN CEE'

After some years in which we have mostly focused on analysing the situation in CEE, mostly around patient access and equity rights to innovation, and identifying the gaps to more developed EU countries, the main goal of this year Congress is to focus on finding solutions. During these years, the capacity of CEE countries has improved, both at Academia and Government from one side, to Health Technology Industry on the other side. Additionally, and most importantly, Patients' capacity to be involved and consulted in this process have also significantly improved, so we believe all pre-requisites have now been met to start focusing on the most optimal solutions for which we need all stakeholders to be at the same table, discussing, agreeing and implementing these solutions, especially in the following area, being also the sub-topics of this year's congress:

- Listening and learning from Patients
- Government willingness to invest in health innovation
- Sharing best practices in optimal national approaches in assessing new technology
- Using and sharing Big Data to improve healthcare decision making and patients outcomes
- Measuring the success through achieved health outcomes
- Developing smart and innovative healthcare strategies focused to outcomes

However, the full congress agenda will also comprise other important topics as well, such as development of healthcare policies, pharmaceutical pricing and reimbursement, comparative efficacy studies, outcomes research, value of health and health interventions, and many others.

In collaboration with Syreon Research Institute from Hungary, and national Health Administration Stakeholders from Croatia and Slovenia, we are proudly announcing the following Workshop which will be held during Congress, on Saturday, April 13th.

Congress Workshop for Patient Associations: **'The Power and Responsibility of Informed Patients' Voice'**

09:30 *Gathering & refreshments*



- 10:00 Welcome & Introduction
10:10 Introduction to healthcare financing and new technology assessment
11:10 Patients involvement in healthcare decision making in CEE
- 11:30 Break*
- 11:45 The power of strategic advocacy – how to do it right?
12:15 How to ensure sustainable financing of Patient Associations?
12:45 The Patient Voice in Europe - communication, collaboration and co-creation
13:00 What does Health Administration expects from Patient Associations?
13:25 Q&A, conclusion and final remarks
- 13:30 Lunch break*

Participation to the Congress Workshop is free for all Patients Association Representatives, but requires pre-registration with the Technical Organiser.

It is important to note that we, as the organizers, will ensure participation of a wide range of stakeholders within the health care: the healthcare professionals (local, regional and international), members of academia, different associations, regulatory and payer authorities, politicians, and last but not least the pharmaceutical industry.

The Congress is organized by two partner organizations, the Section for Pharmacoconomics and Outcomes Research of the Croatian Society for Clinical Pharmacology and Therapeutics, Croatian Medical Association and the Institute for Research, Pharmacology and Health Economics. The overall goal of both organizations is to advance public health care policies in order to maximize societal welfare and optimize diffusion of and access to innovative health care technologies.

Congress Technical Organizers is OTOURS PCO d.o.o. Contact person: Tatjana Koprtla (tatjana.koprtla@otours.hr; pharmacoconomics@otours.hr); Gajeva 1, Zagreb, Croatia; Phone: +385.1.4831.444 / Fax: +385.1.4813.013 / Mobile phone: +385.1.98.9805.716 (<http://pharmacoconomics-congress.eu/en/>)

We are cordially looking forward to seeing you soon in Opatija!

With kind regards,

Prof. Dinko Vitezić, MD, PhD

Congress President

President, Section for Pharmacoconomics and Outcomes Research, Croatian Society for Clinical Pharmacology and Therapeutics

Prof. Igor Francetić, MD, PhD

Congress President