



Zagreb, 12.11.2018.g.

Dear Madam / Sir,

Please be informed that the 9th Adriatic Congress of Pharmacoeconomics and Outcomes Research will take place in Opatija, Croatia, April 11-14, 2019 and will be organized by the Institute for Research, Pharmacology and Health Economics (IRPHE) in collaboration with the Section for Pharmacoeconomics and Outcomes Research of the Croatian Society of Clinical Pharmacology and Therapeutics, Croatian Physician Association, under the auspices of the European Society for Clinical Pharmacology and Therapeutics (EACPT).

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

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.

Based on previous experience and recognized regional importance of this congress, we are expecting between 150-200 participants, from more than 12 countries of Central, South and East Europe, from different fields, personally contributing and working together for the success of this congress and positive impact it has on fostering collaboration at national and regional levels.

If you find this program of your scientific and professional interest, we would highly appreciate and value your kind sponsorship through one of the following Sponsorship Options:



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9th Adriatic and 6th Croatian
Congress of Pharmacoconomics
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4. Small size Company logo, published in the final Congress Programme
5. Small size Company logo, published in the Congress Abstract book.

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Respectfully Yours,

Prof. Dinko Vitezić, MD, PhD
Congress Co-Chair

Prof. Igor Francetić, MD, PhD
Congress Co-Chair

For any further information please contact Congress Technical Organizers:

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