



CROATIAN SOCIETY FOR CLINICAL  
PHARMACOLOGY AND THERAPEUTICS



# 13<sup>th</sup> ADRIATIC CONGRESS OF PHARMACOECONOMICS AND OUTCOMES RESEARCH with focus on CEE



BUDAPEST  
HUNGARY

24-26 April, 2025

**13<sup>th</sup> Adriatic Congress on Pharmacoeconomics and Outcomes Research with focus on CEE:**  
**Strengthening value-driven healthcare decisions to improve patient-centred and societally oriented outcomes across CEE countries**

**Thursday (24 April 2025)**

**Pre-Congress Educational Workshop organized by HTA Ltd:  
From Volume to Value: Improving Health Systems Together**

**11:00 - 13:00** (Conference room HUNGARIA, ground floor)

Faculty: **Slaveyko Djambazov**

**Workshop agenda:**

- 11:00** Opening & Welcome: Why We Need a New Health System Paradigm. From Cost Containment to Value Creation
- 11:10** VBHC Core Concepts: VBHC Framework simplified: The Core Principles of Value-Based Health Care
- 11:40** Measuring Outcomes That Matter to Patients
- 12:10** Value-Based Payments & Costing: Payment Models Rewarding Value
- 12:25** Integrated Care & Care Redesign
- 12:50** Interactive Wrap-Up & Expert Q&A

**13:00** **Lunch with vouchers (for SUSTAIN HTA and Pre-congress Workshop participants)**

## PROGRAMME

### Pre-Congress Educational Workshop organized by SUSTAIN HTA

**14:00 - 16:00** (Conference room HUNGARIA, ground floor)

Faculty: **Wim Goettsch, Saskia Knies, Isabelle Manneh, Dalia Dawoud**

#### Workshop agenda:

**14:00** **Wim Goettsch: Overview & Key Updates on SUSTAIN-HTA**

**14:20** Panel Discussion & Q&A with the audience: *How can SUSTAIN-HTA contribute to methodological developments in the EU HTAR.*

Moderator: **Saskia Knies (ZIN)**

Panellist: **Roisin Adams** (NCPE, Chair of EU HTAR CG); **Anja Schiel** (NOMA, SUSTAIN-HTA); **Marta Slomka** (AOTMiT)

#### QUESTIONS:

1. What are the most important methodological challenges for the EU HTAR?
2. How can we ensure that the activities of SUSTAIN-HTA will be aligned with the developments in the EU HTAR?
3. What methods are especially needed for less wellresourced and experienced HTA bodies for instance from CEE countries?

**15:00** **Isabelle Manneh (GetReal): Introduction to SUSTAIN-HTA Learning Hub and training programme**

**15:10** Panel Discussion & Q&A with the audience: *SUSTAIN-HTA training & collaboration with EU funded Initiatives.*

Moderator: **Dalia Dawoud** (NICE)

Panellist: **Niklas Hedberg** (TLV, SUSTAIN-HTA Network), **Zoltan Kalo** (SYREON, EUTSI/SUSTAIN-HTA), **Marco Marchetti** (AGENAS, HAG-INSIGHT)

#### QUESTIONS:

1. How can we ensure that training programs from these projects will be supplemental and not duplicative?
2. How do we guarantee that EU training programs will not only cover the clinical elements of HTA?
3. What training programs are especially needed for less resourced and experienced HTA bodies for instance from CEE countries?

**15:50** **Wim Goettsch: Closing Remarks & Wrap-Up**

**16:00** **Coffee & Connect**

## CONGRESS OPENING CEREMONY

(Conference room HUNGARIA, ground floor)

- 16:30 Welcome address by **Zoltan Kalo**, Congress Co-Chair  
 Welcome address by **Gergo Meresz**, on behalf of Hungarian Health Economic Association (ISPOR Chapter Hungary)  
 Welcome address by **Oresta Piniashko**, on behalf of ISPOR Chapter CEE  
 Welcome address by **Laura Pizzi**, on behalf of ISPOR  
 Welcome address by **Selen Zeydanli Bisson**, on behalf of EFPIA CEE TF  
 Welcome address and formal congress opening by **Dinko Vitezic**, Congress Co-Chair

## Implementation of EU HTA Regulation and Ensuring Timely Access for All European Citizens

Chairmen: **Herbert Altmann**, **Maciej Niewada**

- 17:00 **Roisin Adams**, Ireland: *EU HTAR update and first learnings*  
 17:15 **Wim Goettsch**, Netherlands: *How to implement the JCAs on the national level*  
 17:30 **Ansgar Hebborn**, Switzerland: *From Policy to Practice: Realizing the full Potential of the EU HTA Regulation*
- 17:45 **Panel discussion:**  
**Implementation of EU HTA Regulation and Ensuring Timely Access for All European Citizens**  
 Moderator: **Herbert Altmann**  
 Participants: **Roisin Adams** (Ireland), **Katarina Beravs Bervar** (Slovenia), **Wim Goettsch** (Netherlands), **Ansgar Hebborn** (Switzerland), **Zoltan Kalo** (Hungary), **Nikoletta Kósa** (Hungary), **Maciej Niewada** (Poland), **Selen Zeydanli Bisson** (Hungary)
- 18:40 **Roundtable conclusion**
- 18:45 **Welcome & networking reception (hotel lobby)**

## PROGRAMME

**Friday (25 April 2025)**

*(Conference room HUNGARIA, ground floor)*

### **Importance of patient perspective and real world evidence in healthcare decision making**

Chairmen: **Viktorija Erdeljić Turk, Petra Verzun**

- 08:30 **Fanni Rencz**, Hungary: *Health utility assessment in Central and Eastern European countries: EuroQol instruments, value sets, populations norms*
- 08:50 **Andrej Belancic**, Croatia: *Anti-Obesity Drugs: Effectiveness, Safety, and the "Double-Edged Sword" of Economics*
- 09:10 **Guenka Petrova**, Bulgaria: *Pilot study on diabetic retinopathy screening in patients with diabetes mellitus*
- 09:30 **Bertalan Nemeth**, Hungary: *Barriers and facilitators of utilising real-world evidence to support policy decisions in Central and Eastern Europe*
- 09:50 **Peter Rozsa**, Hungary: *Challenges and Opportunities in Individual Reimbursement/Named patient program for Pharmaceuticals: the Hungarian approach*

**10:15** **Coffee & Connect**

### **Remaining challenges in patient access to oncology**

Chairmen: **Tea Strbad, Svetoslav Tsenov**

- 10:45 **Réka Pozsár**, Hungary: *Value framework for health technologies and social interventions in breast cancer*
- 11:05 **Slaveyko Djambazov**, Bulgaria: *Unmet Needs in Urothelial Carcinoma Treatment in Bulgaria*
- 11:25 **Goran Benčina**, Croatia: *Mental disorders and socioeconomic outcomes in women with cervical cancer and their children and co-parents: nation-wide study of generational impact*
- 11:45 **Dominić Dziurda**, Poland: *Improving Treatment Efficiency and Quality in Bladder Cancer: A Multi-Stakeholder Approach to System Optimization in Poland*
- 12:05 **Gabor Varga and Zoltan Kalo**, Hungary: *Economic Value of AI-Assisted Opportunistic Lung Cancer Screening*
- 12:25 **Robert Babela**, Slovakia: *Fiscal consequences of multiple myeloma in Slovakia: there is no small disease*

**13:00** **Lunch break**

## Accelerating healthcare investments to achieve equitable health outcomes in CEE

Chairmen: **Gergo Merez, Boba Bolanca**

- 14:00 **Oresta Piniashko**, Ukraine: *Evolution of HTA ecosystem in Ukraine in challenging times*
- 14:20 **Andras Mate Hetenyi**, Hungary: *Changes in the Hungarian HTA methodological guidelines*
- 14:40 **Rok Hren**, Slovenia: *Overcoming Hospital-Based HTA Challenges - a Consensus from International Experts*
- 15:00 **Uldis Hlevickis**, Latvia: *EU HTAR implementation in Latvia, current challenges and possible solutions*
- 15:20 **Katarina Beravs Bervar**, Slovenia: *EU HTAR implementation in Slovenia*
- 15:40 **Joze Sambt**, Slovenia: *A Comprehensive Understanding of the Socio-Economic Impact of Multiple Sclerosis Treatment in Support of Sustainable Healthcare*
- 16:00 **Coffee & Connect**

## Value to Society and Socioeconomic Impact in Decision Making

Chairmen: **Zoltan Kalo, Dinko Vitezic**

- 16:15 **Laura Pizzi**, USA: *Global Trends in Value Assessment*
- 16:35 **Malina Mueller**, Germany: *Socioeconomic impact of health technologies*
- 16:55 **Svetoslav Tsenov**, Bulgaria: *Accelerating healthcare investments - case study Bulgaria*
- 17:15 **Dinko Vitezic**, Croatia: *Value to Society - Survey results*
- 17:25 **Panel discussion:**  
**Value to Society and Socioeconomic Impact in Decision Making**  
 Moderator: **Zoltan Kalo** (Hungary)  
 Participants: **Tamas David** (Hungary), **Petra Dosenovic Bonca** (Slovenia), **Jurij Furst** (Slovenia), **Malina Mueller** (Germany), **Laura Pizzi** (USA), **Tea Strbad** (Croatia), **Svetoslav Tsenov** (Bulgaria), **Dinko Vitezic** (Croatia)
- 18:25 **Rountable Conclusion**
- 19:30 *Congress social event for all registered Congress participants (conference room HUNGARIA, ground floor)*
- 20:30 **Congress networking dinner for all registered Congress participants (hotel restaurant, ground floor)**

## PROGRAMME

### Saturday (26 April 2025)

(Conference room HUNGARIA, ground floor)

Chairmen: **Jelena Matuzovic, Bertalan Nemeth**

- 08:30** **Said Wani**, Oman: *Cost-effectiveness thresholds in Oman: positive discrimination of orphan and cancer drugs and medicines with higher relative health gain*
- 08:45** **Dominik Strikic**, Croatia: *IV or no IV? Rethinking paracetamol use in the emergency department*
- 09:00** **Slobodan Jankovic**, Serbia: *Costs of inappropriate prescribing to critically ill patients: case series*
- 09:15** **Iva Mikulic**, Croatia: *Costs and potential savings of penicillin allergy de-labeling in Croatia*
- 09:30** **Uldis Hlevickis**, Latvia: *Development of an economic evaluation model structure to estimate benefits and costs of vaccination against tick-borne encephalitis (TBE) in Latvia*
- 09:45** **Zsuzsanna Beretzky**, Hungary: *Mental health and work productivity losses in the Hungarian general population*
- 10:00** **Natasa Jalen**, Slovenia: *Proposal of the theoretical marketing model of market entry for orphan drugs*
- 10:15** **Slaveyko Djambazov**, Bulgaria: *The economic and social impact of neovascular age-related macular degeneration (NAMD) in Bulgaria; a call for improved care and prevention*
- 10:30** **Coffee & Connect**

### EDUCATIONAL WORKSHOP:

#### Consideration of patient centric and societally driven value elements

**11:10 - 13:00** (Conference room HUNGARIA, ground floor)

Faculty: **Zoltan Kalo**

#### Workshop overview:

Defining value in healthcare, and more specifically value of medicines, although extensively studied, still represents a challenge. Value based prices of new technologies are usually determined by national HTA bodies based on traditional evaluation frameworks. These traditional HTA frameworks have been focusing on health gain and incremental health care costs, which may not capture improvements in patient-centricity of pharmaceutical care, broader societal benefits or environmental aspects.

Even if some technologies (i.e., ATMP) or therapeutic areas (i.e., rare, or infectious diseases) fuel the need for more comprehensive and multidimensional value assessment, several countries are resistant to move away from traditional frameworks, which have been observed to be fairly useful in the pricing and reimbursement process of medicines in common diseases for many years. On the other hand, the extension of evaluation frameworks has started in certain jurisdictions for some technologies, such as orphan medicines, the additional value criteria are selected and measured heterogeneously across countries. Countries differ not only in the uptake and acceptance of additional value elements, but also the way of how they are taken into account in policy decisions. Although multicriteria decision analyses (MCDAs) or augmented cost-effectiveness analyses (ACEAs) were experimented with in some countries, it has not replaced less transparent and less predictable approaches to aggregate different value elements in policy decisions.

Without more clarity on whether and which additional value elements are taken into account, how they are defined, how they should be measured, and how they are considered or aggregated in judging the full value of medicines in different countries, there is no general guidance to technology developers on how to generate scientific evidence for extended evaluation frameworks in the development phase to justify the value-based price at product launch. While it is unlikely to reach a single extended value assessment methodology for all EU member states in the near future, even reduced heterogeneity of evaluation frameworks to limited country archetypes would be beneficial for all stakeholders.

## CONGRESS CLOSING AND FAREWELL

*(Conference room HUNGARIA, ground floor)*

**13:00** Closing remarks by **Zoltan Kalo**, Congress Co-Chair  
Closing remarks and invitation to the next year congress by **Dinko Vitezic**, Congress Co-Chair

**13:15** Farewell snack

### Collaborative Associations' Meeting

**14:30** Feedback from the 13<sup>th</sup> Adriatic Congress on Pharmacoeconomics and Outcomes Research

**15:30** Proposal for venue, topics and committees for the 14th Adriatic Congress on Pharmacoeconomics and Outcomes Research

**16:15** Collaborative regional research opportunities



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**veliki stan,**  
a neki...  
**veliki stas.**



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