

10TH ADRIATIC AND 7TH CROATIAN CONGRESS OF PHARMACOECONOMICS AND OUTCOMES RESEARCH

2-4 June 2022 Pula, Croatia

Dear Colleague,

It is our great pleasure to invite you to participate in the 10th Adriatic and 7th Croatian Congress of Pharmacoeconomics and Outcomes Research, which will be held at the Conference Center of **Park Plaza Histria Hotel** in **Pula, Croatia**, from **June 2-4, 2022** (<http://pharmacoeconomics-congress.eu/>).

Note: Due to remaining uncertainties with COVID-19, congress will be organised in a way to allow both face to face and virtual participation and will strictly follow all epidemiological measures that will be applicable at that time.

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:

‘ACCESS TO HEALTH IN CENTRAL AND EASTERN EUROPE (CEE) – HOW TO MINIMIZE THE EQUITY GAP BETWEEN WEST AND EAST?’

After several years in which we have been focusing to problem identification, assessment and measurement, 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 as was the last year’s is to focus on finding solutions. During our 10 years journey, the capacity of CEE countries to focus on solutions 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:

- New Pharmaceutical Strategy in Europe
- The future of Joint Clinical Assessment in Europe
- Health economic aspects of Cancer Care in CEE considering Europe's Beating Cancer Plan
- Sustainability of patient access and medical innovation funding
- Importance of patient outcomes as KPIs for national health care strategies and policy
- Importance of collecting and sharing Big Data to improve patients’ outcomes

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

Our Congress has established itself as the forum (i) to share research and help advance the science of health economics within the Adriatic region, (ii) to give opportunity for networking and interacting, and (iii) to get involved in debating controversial and complex issues of the health care involving a range of stakeholders. We are proud that during the past 10 years our annual Congress has become a reference point in the field of pharmacoeconomics and outcomes research in our region since we are not shying away from explicitly discussing pressing challenges, such as conditions of severe economic constraints within our jurisdictions.

We encourage your participation by submitting research podium and poster papers. As every year, we will organize several plenary sessions, round table discussion, issue panels, and research presentations. Preliminary program is attached for your reference.

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

This Congress is organized by the Section for Pharmacoeconomics and Outcomes Research of the Croatian Society for Clinical Pharmacology and Therapeutics, Croatian Medical Association. The overarching goal of the Congress organizer is to advance public health care policies to maximize societal welfare and optimize diffusion of and access to innovative health care technologies, so that patients can reach their full life and health potential.

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

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

With kind regards,



Prof. Dinko Vitezić, MD, PhD

Congress President

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



Prof. Igor Francetić, MD, PhD

Congress President