

SPONSORS

10TH ADRIATIC AND 6TH CROATIAN CONGRESS OF PHARMACOECONOMICS AND OUTCOMES RESEARCH OPATIJA, CROATIA 2-4. JUNE 2022

21.01.2022.g.

Dear Madam / Sir,

Please be informed that the 10th Adriatic and 7th Croatian Congress of Pharmacoeconomics and Outcomes Research will take place in Pula, Croatia, June 2-4, 2022 and will be organized by the Section for Pharmacoeconomics and Outcomes Research of the Croatian Society of Clinical Pharmacology and Therapeutics, Croatian Medical Association.

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 some years in which we have 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 sustainable 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:

- 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.

Based on previous experience and recognized regional importance of this congress, we are expecting between 120-150 participants, attending both in person or virtually, 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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4. Small size Company logo, published in the final Congress Programme
5. Small size Company logo, published in the Congress Abstract book.

The opportunity to be presented as a **Bronze Sponsor** can be ensured by timely sponsorship payment of **1.500,00 EUR + VAT**.

Sincerely,



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



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

For any further information please contact Congress Technical Organizers:

OTOURS PCO d.o.o.: Gajeva 1, Zagreb, Croatia; Phone: +385.1.4831.444 / Fax: +385.1.4813.013 /
Mobile phone: +385.1.98.9805.716. **Contact person:** Tatjana Koprtla, e-mail:
tatjana.koprtla@otours.hr; pharmacoeconomics@otours.