

Bucharest Forum / Healthcare 6th Edition

The Nexus between Health & Technology in Fostering Personalized Medicine

23 - 24 October 2017

Working Agenda

Bucharest, 23 October 2017

Location TBA

19:00 – 21:00 Power Dinner: From cost to social efficiency, healthcare as an investment

Healthcare is still an underfunded, underdeveloped sector in Romania. The discussion focuses on the needs of the healthcare sector, focusing on topical issues such as public and private financing for the sector as well as cost structure optimization. Access to health services, including community medical centers, regional excellence centers, along with management in the healthcare sector, are also topics that need to be debated.

Bucharest, 24 October 2017

Amphitheatre Hall, Romanian Olympic and Sports Committee (TBC)

09: 00 – 09: 30 **Registration. Welcome coffee**

09: 30 – 09: 40 **Welcome address**
Mircea Geoană, President, Aspen Institute Romania

09: 40 – 09: 55 **Keynote speech**
Florian Dorel Bodog, Minister of Health (TBC)

09: 55 – 10: 10 **Opening remarks**
Diana Loreta Păun, State Counselor, Public Health department, Romanian Presidential Administration (TBC)

10: 10 – 11: 30 **Telemedicine and E-health Solutions for the Romanian Healthcare Sector**

Telecommunication and information technologies permit communications between patient and medical staff and as well as the transmission of medical, imaging and health informatics data from one site to another. Telemedicine has brought the ability to provide clinical healthcare from a distance. It has started to be used to overcome distance barriers and to improve access to medical services that would often not be available in some contexts, for instance distant rural communities. The panel emphasizes the need to integrate telemedicine in the Romanian healthcare system and provides possible solutions that could be implemented in the Romanian context.

11: 30 – 11: 45 **Coffee break**

11: 45 – 13: 15 Health 3.0.: Unleashing the power of data

Health 3.0 is a concept whereby patients' interface with the data and information available on the web is personalized to optimize their experience. Health 3.0 uses such data access to enable individuals to better retrieve and contribute to personalized health-related information within networked electronic health records, and social networking resources. Other healthcare innovations also include making use of social media, and incorporating virtual tools for enhanced interactions between health care providers and consumers/patients. This panel discusses Health 3.0 in the national and regional context, including possible benefits such as improving access to healthcare expertise by connecting patients and health experts on a virtual platform, increasing patient self-management and enhancing health professional expertise and fostering the creation and maintenance of supportive virtual communities.

13: 15 – 14: 15 Lunch**14: 15 – 15: 30 Identifying Solutions to Improve Access to Innovative Drugs in the Central and Southeastern Europe region
(panel in collaboration with the Central European Cooperative Oncology Group)**

Access to innovative drugs in oncology as well as other key branches of medicine is severely limited in Central and Southeastern Europe, which is clearly an important factor in a marked increase in mortality from cancer, as compared to countries from Western Europe. This panel discusses market access for innovative drugs in the region, focusing on 'need to have' improvements to the presently applicable market access regulatory framework and the way these may assist in the pursue of seemingly opposing objectives of the patients, the public payers and the industry. The goal is to implement win-win health partnerships by making use of newest market entry tools available and modulating their implementation according to the characteristics of the market, while also keeping an eye on the harmonization of these pathways and sharing best practice across the region.

15:30 – 16:30 Improving Quality of Life through Health-Related Technologies

Innovative public policy instruments to improve quality of life and build social resilience are needed both at local and central level, together with cross-sector information campaigns and research. One dimension relates to internet-based analytics platforms designed to reveal health risk factors worldwide. Quantifying health – related devices and technologies is transforming management processes of symptoms and stress tests, helping identify and tackle diseases' causes and assisting medical staff with follow-on health procedures. Preventive health services includes improvements in immunization, counseling, early detection and treatment of diseases.