

IN COOPERATION WITH



## II ECPD REGIONAL CONFERENCE

# PHARMACOECONOMICS

# BENEFITS DERIVED AND SOURCES OF PAYMENT

(Brijuni, 18 - 19 September 2015)

## P R O G R A M

### Friday, 18 September

- |                 |   |
|-----------------|---|
| 09:00 – 10:00   | Registration of Participants  |
| 10:00 – 10:30   | Opening Ceremony and Welcome Address<br><b>Prof. Dr. Negoslav P. Ostojić</b> , ECPD Executive Director<br><b>Mr. Valter Flego</b> , President of Istria County,<br><b>Prim. Dr. Siniša Varga</b> , Minister of Health of the Republic of Croatia<br><b>Prof. Dr. Ana Stavljenić-Rukavina</b> , DIU Libertas, Croatia<br><b>Prof. Dr. Klaus-Dirk Henke</b> , Public Finance and Health Economics Department<br>Institute for Economics and Corporate Law, Technical University in Berlin<br><b>Prof. Dr. Arne Björnberg</b> , Executive Director and Chief Researcher of<br>Health Consumer Powerhouse, Sweden |
| <b>Chering:</b> | <b>Prof. Dr. Klaus-Dirk Henke/Prof. Dr. Dušan Keber</b>   |
| 10:30 – 11:00   | <b>Prim. Dr. Siniša Varga</b><br>Keynote Speech   |
| 11:00 – 11:30   | <b>Prof. Dr. Rusmir Mesihović</b><br>General Director, Clinical Center of the University of Sarajevo<br>Integrated health care system   |
| 11:30 – 12:00   | <b>Prof. Dr. Klaus-Dirk Henke</b><br>Benefit/Value of the pharmaceutical industry   |
| 12:00 – 12:15   | Coffee Break  |
| 12:15 – 12:45   | <b>Prof. Dr. Arne Björnberg</b><br>The Pharmacy - From drug shop to pharmaceutical benefits management  |
| 12:45 – 13:15   | <b>Prof. Dr. Ana Stavljenić-Rukavina</b><br>Decision making in health system: Between incentives and demagogue  |
| 13:15 – 14:00   | <b>Prof. Dr. Thomas Lux</b> , Head of Competence Center eHealth,<br>University of Applied Science Niederrhein, Germany<br>E-Procurement in hospitals – An integrated supply chain management of<br>pharmaceutical and medical products  |
| 14:00 – 15:00   | Break   |
| 15:00 – 15:30   | <b>Prof. Dr. Klaus-Dirk Henke</b><br>Worldwide pharmaceutical industry (key findings of the IFPMA-study)  |

- 15:30 – 16:00 **Prof. Dr. Arne Björnberg**  
 Innovative models of drug purchasing: coalitions between smaller countries.  
 Boost of buying and negotiating power
- 16:00 – 17:00 **Panel Discussion**  
**Moderators: Prof. Dr. Klaus-Dirk Henke/Prof. Dr. Ana Stavljenić-Rukavina/  
 Prof. Dr. Dušan Keber/Prof. Dr. Arne Björnberg**
- 17:30 – 19:30 **Visiting the Island of Veliki Brijun and visit to the Museum „Marshal Tito“**
- 20:00 **Cocktail and Ethno-music Program**

### **Saturday, 19 September**

**Chering: Prof. Dr. Arne Björnberg/Prof. Dr. Ana Stavljenić-Rukavina**

- 09:00 – 09:30 **Prof. Dr. Klaus-Dirk Henke**  
 Cost based pricing versus value based purchasing
- 09:30 – 10:00 **Prof. Dr. Arne Björnberg**  
 Pricing models for innovative and generic drugs
- 10:00 – 10:30 **Prof. Dr. Dušan Keber**  
*University of Ljubljana, former Minister of Health of Slovenia*  
 Availability of drugs to all citizens worldwide  
 through international solidarity: (im)possible mission?
- 10:30 – 11:00 **Prof. Dr. Nebojša Arsenijević, Rector of the University of Kragujevac**  
 Philosophy of relation between healthcare services and pharmaceutical industry
- 11:00 – 11:15 Coffee Break
- 11:15 – 11:30 **Prof. Dr. Slavica Đukić Dejanović, President of the Board of Health and Family,  
 Parliament of the Republic of Serbia and Director of the Clinic for Psychiatric Diseases  
 "Dr. Laza Lazarević" in Belgrade**  
 The importance of pharmacoeconomic parameters  
 in improving the quality of life of people
- 11:30 – 12:00 **Prof. Dr. Arne Björnberg**  
 Does every country need its own Medical Products Agency
- 12:00 – 12:30 **Prof. Dr. Thomas Lux**  
 Regulation of the pharmaceutical market: Improving efficiency  
 and controlling the expenditures
- 12:30 – 13:30 **Panel Discussion**  
**Moderators: Prof. Dr. Klaus-Dirk Henke/Prof. Dr. Arne Björnberg/  
 Prof. Dr. Dušan Keber/Prof. Dr. Thomas Lux**
- 13:30 – 14:00 **Closing Remarks, Conclusions and Recommendations of the Conference**
- 14:00 – 15:00 **Prof. Dr. Klaus-Dirk Henke/Prof. Dr. Ana Stavljenić-Rukavina/  
 Prof. Dr. Arne Björnberg**  
 Delivery of the international ECPD Certificates and Closing Ceremony

**Working language:** English – simultaneous translation

**Note:** Wearing of the identification badges is mandatory for all participants of the Conference!