

# Shaping the Future of Healthcare in Greece

*"Healthcare Reforms: Greater Challenges Ahead"*

[www.healthcareconference.gr](http://www.healthcareconference.gr)

29 APRIL 2015, ATHENAEUM INTERCONTINENTAL ATHENS

## PRELIMINARY AGENDA

### 08.30-09.00 Registration and Coffee

**Chair: Nikos Maniadakis**, Professor of Health Services Organization and Management, National School of Public Health

**Thanassis Papamichos**, Chairman of Organizing Committee, Chairman of the Board, Hellenic Association of Health Services Management

### 09.00-09.30 Welcome and Introductory Remarks

**John Kyriopoulos**, President of Scientific Committee, Professor Emeritus of Health Economics, National School of Public Health

**Thanassis Papamichos**, Chairman of Organizing Committee, Chairman of the Board, Hellenic Association of Health Services Management

### 09.30-09.45 Opening Speech

- **Panagiotis Kouroumbilis**, Minister of Health

## SESSION 1/ HEALTHCARE REFORMS IN A CHALLENGING INTERNATIONAL CLIMATE

### PART 1

**Chair: Andrew Jack**, Editor of FirstFT

**Aris Sissouras**, Professor Emeritus of Operations Research, University of Patras

### 09.45- 10.30 Speeches

- **Armin Fidler**, President, European Health Management Association (EHMA), Senior Lecturer, Management Center Innsbruck, former Lead Adviser, Policy and Strategy, World Bank  
*"Financial crisis and health systems- international experience"*
- **Peter-Paul Borg**, Senior Health Economist, European Commission, DG SANTE, Unit Healthcare Systems  
*"Health care: An EU perspective"*

- **Ilaria Passarani**, Head of Food and Health Department of BEUC-The European Consumers' Organization  
*"Access to safe and innovative medicines, medical devices and healthcare services"*

#### 10.30-10:45 Speech:

- **Haseeb Ahmad**, Managing Director, MSD Greece, Cyprus, Malta  
*"Evidence based health care solutions and health care reform"*

#### Coffee break: 10.45-11.15

#### PART 2

Chair: **Andrew Jack**, Editor of FirstFT

**Aris Sissouras**, Professor Emeritus of Operations Research, University of Patras

#### 11.15-11.30 Speech (VIA SKYPE):

- **Agis Tsouros**, M.D., Ph.D., FFPH Director, Policy and Governance for Health and Well-being, WHO  
*"Healthcare reforms and future challenges in Europe"*

#### 11.30-11.45 Speech:

- **Andreas Xanthos**, Alternate Minister of Health  
*"Re-building a sustainable public healthcare system"*
- 

#### 11.45–12.00 Speech:

- **Stefano Di Biase**, Senior Consultant, Thought Leadership, IMS Health  
*"Strategies for sustained pharma growth: Greece at the crossroads"*

### SESSION 2/ HEALTH AND GROWTH: Reforms on Pharmaceutical Policy

Chair: **Panagiotis Vardas**, Professor of Cardiology, School of Medicine, University of Crete, President of European Association of Cardiology,

**Nikos Maniadakis**, Professor of Health Services Organization and Management, National School of Public Health

#### 12.00 – 12.45 Roundtable Discussion

- **Andy Powrie-Smith**, Communications Director, European Federation of Pharmaceutical Industries and Associations (EFPIA)
- **Pascal Apostolides**, President, Hellenic Association of Pharmaceutical Companies (SFEE)
- **Roberto Greco**, President, PhRMA Innovation Forum, CEO GSK Greece
- **Theodoros Tryfon**, President, Pan-Hellenic Union of Pharmaceutical Industry (PEF)
- **Q&A**

#### 12.45-13.45 Lunch Break

---

## SESSION 3 / ACCESSIBLE HEALTH: THE BIG ISSUE

**Chair: John Boletis**, Member of Scientific Committee, Professor of Nephrology, Medical School, University of Athens

**Elpida Pavi**, Senior lecturer, National School of Public Health

### 14.00-14.15 Research Presentation

- **Tina Tripsa**, Healthcare Research Specialist

*“Access to healthcare system: The view of Greek citizens”*

### 14.15-15.00 Speeches

- **Aaron Reeves**, Researcher, Quantitative Sociology, Oxford University  
*“The attack on Universal Health Coverage in Europe: recession, austerity, and unmet needs”*
  - **Riccardo Canevari**, President and Managing Director, Novartis Hellas  
*“Improving access to medicines in times of crisis”*
  - **Marcos Gerassopoulos**, General Manager, Sanofi Greece & Cyprus  
*“The ‘value’ of the patient access to innovative medicines”*
- 

## SESSION 4: BUILDING GROWTH PERSPECTIVES IN HEALTHCARE

**Chair: Evangelos Georgiou**, Professor, Director at Simulation Center, Athens University Medical School (MPLSC)

**Vassilis Kontozamanis**, Health Care Policy and Management Expert

### 15.00-15.15 Speech

- **Michel Goldman**, MD, PhD, Immunology Professor, Université Libre de Bruxelles, Erasmus European Business and Innovation Center, former Executive Director of the Innovative Medicines Initiative Joint Undertaking (IMI)  
*«How to optimise public investment in healthcare research»*

### 15.15-16.15 Roundtable Discussion

**Chair: Pericles Vasilopoulos**, Journalist

- **Ioannis Baskozos**, Secretary General, Ministry of Health
  - **Konstantinos Panagoulas**, Alternate President, Hellenic Association of Pharmaceutical Companies (SFEE), General Manager Vian, Vice- President Vianex
  - **Dr. Suzanne Kolyva**, Head of Development Department, Hellenic Pasteur Institute
  - **Konstantinos Deligiannis**, General Manager, General Electric HealthCare
- Q&A**

## SESSION 5/ PURCHASERS AND PROVIDERS SURVIVING UNCERTAINTY

### 16.15 – 17.00 Roundtable Discussion

**Chair:** **Gregory Roumeliotis**, Director SE Europe, Middle East & North Africa, Cryo Save AG  
**Andreas Kartapanis**, General Manager, Hygeia Hospital

- **John Vafiadis**, General Manager, National Organization for Healthcare Services (EOPYY)
- **Athanassios Skoutelis**, Professor of Pathology and Infectious Diseases, Director of Medicine and Infectious Diseases, Evangelismos General Hospital  
**Vassilis Bardis**, President, Private Clinics Association (SEK), COO, Athens Medical Group
- **Gregory Sarafianos**, President, Pan-Hellenic Association of Private Clinics (PEIK)

### Q&A

#### 17.00-17.10 Closing remarks

**John Kyriopoulos**, President of Scientific Committee, Professor Emeritus of Health Economics, National School of Public Health

**\*to be confirmed**