

Driving Societal Value Through Healthcare

07 11 2024 HOLIDAY INN
SKOPJE

09:00 - 09:30 | **Registration**

09:30 - 09:40 | **Opening address**

- **Mr. Ivan Kostic**
President of the Board of Directors, AmCham North Macedonia

09:40 - 09:50 | **Recap: Conclusions from the 2nd
AmCham Healthcare Conference**

- **Ms. Valentina Mitrova**
Chairperson AmCham Healthcare Committee

09:50 - 10:10 | **Transformative Power of Healthcare**

**CONFERENCE
KEYNOTE
ADDRESS**

How healthcare acts as a powerful driver of societal value, underscoring its crucial role in fostering healthier communities, stimulating economic growth, and elevating overall quality of life. Broader, transformative impacts of healthcare investments are highlighted, demonstrating how they enhance individual well-being, contribute to societal resilience, spur innovation, and promote long-term prosperity on a macro scale.

- **Mr. Wim Groot**
Professor of Health Economics, Maastricht University, Netherland

10:10 - 12:00 | **Determining the Impact and
Value of Healthcare Investments**

TOPIC

How healthcare investments can be effectively measured in terms of both tangible and intangible outcomes. It's about understanding that the benefits of healthcare spending go beyond immediate health improvements and cost savings, extending to aspects like quality of life and societal well-being. By presenting various perspectives, creative approaches, and real-world examples, it will be illustrated that establishing a performance measurement system in the healthcare sector is not only possible but also essential for ensuring that investments deliver sustainable and meaningful value to communities and economies.

Panel Discussion

Moderated by

- **Ms. Malina Müller**
Head of Health Economics, WifOR Institute

Participants

I. Government perspective

- **Mr. Sasho Klekovski**
Director, Health Insurance Fund of North Macedonia

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II. International organizations perspective

- **Mr. Akeem Ali**
WHO Representative and Head of Country Office
- **Ms. Rita Columbia**
United Nations Resident Coordinator in North Macedonia

III. Business perspective

- **Mr. Francois du Toit**
Pharma Area Head CEETRIS, Roche
- **Mr. Zhivko Mukaetov**
CEO, Alkaloid AD

12:00 - 12:30

Coffee Break

12:30 - 13:45

TOPIC

Prioritizing Non-Communicable Diseases: Urgency, Strategies, and Solutions

It is estimated that non-communicable diseases (NCDs) account for a staggering 95% of all deaths in North Macedonia, with cardiovascular diseases (61%) and cancers (21%) being the primary contributors, while diabetes and chronic respiratory diseases account for the remainder. This emphasizes the urgent need for increased investment and strategic action. The profound impact of NCDs underscores the need for developing critical measures to address them effectively: establishment of accurate patient registries, the importance of defining patient pathways to ensure patient-centered care, and the development of comprehensive national cancer plans.

Panel Discussion

Moderated by

- **Mr. Arkadi Sharkov**
Healthcare Economist, ЕКИП, Sofia

Participants

- **Mr. Igor Nikolov,**
Healthcare Advisor to the Prime Minister of North Macedonia
- **Ms. Elena Kjosevska,**
Specialist for Social Medicine and Public Health,
Head of Department for Health Promotion and Monitoring of Diseases,
Institute of Public Health of the Republic of North Macedonia
- **Mr. Steve Morton,**
Public Health Specialist, England, UK
- **Mr. Ivica Belina,**
President, Coalition of Associations in Healthcare Croatia (*online*)

13:45 - 14:45

Networking Lunch

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14:45 - 15:50

TOPIC

Expanding Access: Strategies and Innovations in Healthcare Systems in the Region

Neighboring countries have adopted diverse strategies to improve access to medicines and medical devices: what is the current status of access to medicines across these regions and the approaches taken to tackle Health Technology Assessment (HTA), Managed Entry Agreements (MEA), pricing, reimbursement, and the cost of illness. How to utilize best practices and innovative solutions that can drive societal value and enhance healthcare outcomes on a broader scale to ensure equitable access to life-saving treatments.

Panel Discussion

Moderated by

- **Ms. Vesna Popova**
Vice-chair, AmCham Healthcare Committee

Participants

- **Ms. Vita Godec**,
Managing Director, **Lenis/Medicopharmacia**, Central and Eastern Europe
- **Mr. Sava Todorov**
Associated Director Policy & Communication, **MSD**,
Bulgaria, Albania, North Macedonia and Kosovo
- **Mr. Hoti Kliti**
Executive Director, **Novartis**, Tirana, Skopje, Pristina

15:50 -16:00 | **Closing remarks**

16:00 -17:00 | **Networking Reception**