

COMMUNICATION AS A WAY OF (RE)BUILDING TRUST

Moderator:
Daniela Trbović



June 1, 2023

Opening ceremony

09:30 – 09:45

Welcome address:
Nina Išek Međugorac, HealthComm Forum Organizer
and Executive Director of Val Group

Representative of Ministry of Health Republic of Croatia

TOPIC OF THE DAY: Brand purpose & messaging

09:45 – 10:45 Lecture

“Why healthcare brand and reputation matter more than ever”

KEYNOTE SPEAKER:
Dr. Matt Carter, Message House Founder
& Managing Director

*Q&A after the speech

*Lecture in English

10:45 – 11:00 Coffee break

11:00 – 11:45 Panel

ELEPHANT IN THE ROOM: LACK OF TRUST

Forget about funding, organizational issues, and new tools – it's the lack of trust in healthcare institutions that will drive patients' numbers.

Ivica Belina, President of Coalition of Associations in Healthcare (KUZ)
Prof. Dr. Romana Jerković, Member of the European Parliament (Croatia)
Milka Kosanović, Director of Membership Affairs, Croatian Employer's Association (HUP)
Vikica Krolo, MD, Deputy President of the Croatian Medical Chamber (HLK)
Nikolina Škaron, MD, Government Affairs & Market Access Manager, AstraZeneca
MODERATOR: **Jerko Trogrlić**, Founder and Director of Vajt, Croatian Association for Public Relations (HUOJ)

*Panel in Croatian

11:45 – 12:25 Panel

23RD CENTURY MEDICINE WILL BE ALL ABOUT PREVENTION

Our healthcare system is almost completely focused on finding the right cure. Can we envision a healthcare system that is completely prevention-based?

Prof. Dr. Tit Albreht, National Institute of Public Health, Slovenia

Dario Briški, MPharm, Executive Director, Croatian Pharmaceutical Society (HFD)

Prim. Dr. Ivana Pavić Šimetin, MD, Vice-principal of the Croatian Institute of Public Health (HZJZ)

Andreja Šantek, Public Affairs and Patient Relations Head Adriatic Region, Novartis

Tanja Španić, President of Europa Donna Slovenia and Europa Donna, European coalition

MODERATOR: **Ruža Ištuk**, Journalist, Croatian radio and television (HRT)

*Panel in Croatian

12:25 – 13:00 Talk

BRINGING SEXY BACK TO PREVENTION

“Prevention is the best intervention” on cardiovascular health and risks.

Talk with **Ivana Portolan Pajić, MD**, Head of Sector for primary health care and health tourism, Ministry of Health
MODERATOR: **Katarina Leko**, Communication Expert, Edward Bernays University of Applied Sciences

*Talk in Croatian

13:00 – 13:50 Lunch break

TOPIC OF THE DAY: Citizen-centric healthcare

13:50 – 14:50 Lecture

“Personalised communication models in the era of citizen-centric health and care”

KEYNOTE SPEAKER:

Marius Geantă, MD, Co-Founder & President, InnoMed Center for Innovation in Medicine

*Q&A after the speech

*Lecture in English

14:50 – 15:00 Coffee break

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15:00 – 15:45 Panel

PATIENT IN FOCUS: CAN WE BUILD HEALTHCARE SYSTEMS THAT PUT PATIENTS FIRST?

Scientific breakthroughs are increasingly forcing us to create truly patient-oriented healthcare systems. What will that take?

Tanja Krasić, Managing Director of CO Zdravlje, representative of Croatia Poliklinika and Croatia osiguranje d. d.

Mirela Marković, MD, Member of the Executive Board, Coordination of Croatian Family Medicine

Savo Pilipović, President of the Association of Patients of Serbia and President of the Association of Melanoma Patients

Ana Soldo, MPharm, President of the Croatian Chamber of Pharmacists (HLJK)

Ljiljana Vukota, General Secretary of the association "EVERYTHING for HER"

MODERATOR: **Anamarija Hrvoić Đurić**, Senior Consultant, Communication Expert, Manjgura

*Panel in Croatian

15:45 – 16:30 Talk

REDEFINING HARM REDUCTION

Harm reduction has a bad reputation, but essentially, it's a concept of meeting people where they are. What works and what doesn't in harm reduction?

GUEST: **Konstantinos Farsalinos, MD**, Researcher, University of Patras and University of West Attica

MODERATOR: **Zdravko Ivić**, Partner, Alpheus

*Talk in English

16:30 – 17:15 Talk

INDUSTRY SELF-REGULATION: A NEGLECTED BRANDING OPPORTUNITY

Through self-regulation of the industry in the interest of consumer health, companies could have the opportunity to contribute to disease prevention and health promotion in Croatia, which is a rather neglected aspect of the healthcare network. Self-regulation is an opportunity for companies to differentiate themselves on the market and gain the trust of consumers, will they use it?

GUEST: **Slaven Ružić**, CEO at PIK Vrbovec plus

MODERATOR: **Zdravko Ivić**, Partner, Alpheus

*Talk in Croatian

June 2, 2023

TOPIC OF THE DAY: Communication skills & toolbox

10:00 – 11:00 Lecture

"HEALTH COMMUNICATION IN A ME-FIRST WORLD"

KEYNOTE SPEAKER:

Dr. Dejan Verčič, Head of the Department of Communication and Head of Centre for Marketing and Public Relations, Faculty of Social Sciences, University of Ljubljana

*Q&A after the speech

*Lecture in English

11:00 – 11:15 Coffee break

11:15 – 12:00 Panel

WELCOME TO THE NEW "NEW NORMAL"

Communication has changed from the onset of the pandemic, and the change has been tectonic. What have we learned from the past three years, and what do we still need to learn?

Mario Gazić, President of the Croatian Nursing Council (HKMS)

Prof. Dr. Ivica Lukšić, MD, Head of the Clinical Hospital Dubrava

Prof. Dr. Alemka Markotić, MD, Head of University Hospital for infectious diseases "Dr. Fran Mihaljević"

Marko Milić, Spokesperson of the Government of the RC
MODERATOR: **Mario Aunedi Medek**, Managing Director and Partner, Val Group

*Panel in Croatian

17:15 End of first day

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12:00 – 12:45 Presentation and Talk

“CONSUMER OUTLOOK AND KEY ACTIONS TOWARDS 2030 FOR HEALTH BRANDS”

GUEST AND SPEAKER:

Radoslav Nedelchev, Board Member of dentsu Central & Eastern Europe, Regional Southeast Europe Chief Operating & Client Officer

MODERATOR: **Iva Ušćumlić**, Creative Director, Jedinica

*Q&A after the speech

*Presentation and talk in English

12:45 – 13:45 Lunch break

TOPIC OF THE DAY: Digital world

13:45 – 14:45 Lecture

“SHARING SECRETS WITH AI. YOUR HEALTH IN THE FUTURE”

KEYNOTE SPEAKER:

Artur Olesch, digital health journalist, content writer, designer, storyteller

*Q&A after the speech

*Lecture in English

14:45 – 15:00 Coffee break

15:00 – 15:45 Panel

DATA – THE NEXT FRONTIER

How will big data help us build truly citizen-centric and resilient healthcare systems, and what price do we have to pay?

Katarina Gvozdanović, Working group for secondary use of biomedical and health data (SEKA)

Pero Ivanko, Head of Department of Data Science and Analytics, Division of health informatics and biostatistics Croatian Institute of Public Health (HZJZ)

Assoc. Prof. Dr. Šime Smolić, Faculty of Economics and Business, University of Zagreb

Tomislav Sokol, Member of the European Parliament (Croatia)

MODERATOR: **Leona Šiljeg**, Journalist, RTL

*Panel in Croatian

15:45 – 16:00 Presentation

“AI DEPLOYMENT IN HEALTHCARE”

Igor Lerman, Country Lead Croatia & Slovenia, IQVIA

*Presentation in Croatian

16:00 – 16:45 Panel

AI – WONDER CURE FOR HEALTHCARE

Could AI solutions help us deal with increasing workload, while continuing to provide value for the patient and for all experts in the healthcare chain?

Dr. Mario Bagat, Director of Health Insurance, Wiener osiguranje Vienna Insurance

Dr. Vlatka Petrović, EIT Health Hub Coordinator, University of Zagreb

Ino Protrka, MD, Family Medicine Specialist,

Director at Health Center Zagreb – Centar

Dr. Nina Šesto, Assistant Director, Magdalena Clinic

Jan Štedul, Mindsmiths, AI startup

MODERATOR: **Bernard Ivezić**, Editor of Startup Report Jutarnji list

*Panel in Croatian

16:45 – 17:00 Conclusion / Manifesto - End of forum