



## WEBINAR INVITATION



### Big Data for Better Outcomes

#### "Leapfrogging Legacy Processes for Data Driven Decision Making"

17 September 2018, 15.00–16.00 CET

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Intrenched technologies often lead to a focus on incremental innovation. However, sometimes, radical innovations will allow bold thinkers to leapfrog outdated technologies and mindsets. This webinar will discuss if CEE countries have an opportunity to harness state-of-the-art technology to bypass legacy process and begin sharing health data to improve patient access to needed new therapies.



## SPEAKERS



**Terje Peetso**  
Board Member,  
North Estonia Medical Centre



**Miklós Szócska**  
Director of Health Services Management Training Centre,  
Semmelweis University;  
Former Minister of State for Health  
BD4BO DO→IT Project



**Dorjan Marušič**  
Ex Slovenian Minister of Health,  
Director, specialist in internal medicine in Zdravstveni zavod Celjenje, Slovenia;  
CEO AACI Healthcare, Slovenia



**Rafał Świerzewski**  
ECPC Member—Poland,  
CEO of Foundation for Patients with Rare Diseases COCARDA,  
Member of the Advisory Board EPPOSI, Expert EMA CHMP – Poland



**Shahid Hanif**  
Head of Health Data & Outcomes, ABPI;  
BD4BO DO→IT Project  
(Moderator)



## TOPICS

How could Central and Eastern European countries implement new technology and processes to harness patient data more effectively? What EU funding mechanisms and programmes currently exist to facilitate this?

What tools do we need in the EU to solve the efficacy vs. effectiveness gap (i.e. the widening requirements between EMA and member state HTAs/Payers)?

What role do patients need to play in facilitating a better understanding of patient reported outcomes (Quality of Life Assessments) and data sharing, and how can this information be incorporated into member state decision making? Are there EU platforms that could be used now?

