

**20th Health Market Forum
For health. Together.**
21-22 October 2024
Warsaw, Sheraton Grand Warsaw Hotel

Thematic scope

21 October 2024				
8.00-9.00 registration of guests				
9.00-11.00	Inaugural session of the Health Market Forum			
11.00-11.30 break				
11.30-12.30	Current hospital problems	E-health in Poland	Seniors under the umbrella of vaccination – time to tear down the barriers	Health Hyde Park
12.30-13.00 break				
13.00-14.00	Public health in Europe	Challenges of health market managers in the digitalisation age	Oncology – availability of treatment	Health Hyde Park
14.00-14.30 break				
14.30-15.30	Health care financing. Can the crisis be avoided?	Rare diseases	Haemato-oncology	Health Hyde Park
15.30-16.00 break				
16.00-17.20	How to use the 17 billion zloty for health from NRP (KPO)? Q&A	Medical robotics	Laboratory diagnostics	Health Hyde Park. Stechtoscope. Live
17.20-19.00 technical break				
19.30-20.00	Gala of the 20th Health Market Forum			

22 October 2024				
8.30-9.30 registration of guests				
9.30-10.30	Inverted pyramid of benefits. How to build a health care system anew?	Cyber threats and medical cyber security	Pharmaceutical industry and its impact on the economy	Health Hyde Park. Oncology 2.0
10.30-11.00 break				
11.00-12.30	Hospital reform in practice. How do officials' assumptions transfer to the operation of hospitals?	Integration of medical data, systems and applications	Medicines policy. Current issues	Health Hyde Park
12.30-13.00 break				
13.00-14.00	Cardiology – organisation and availability of treatment	Molecular diagnostics	Social costs of diseases	Health Hyde Park. Miodowa 15. Duets
14.00-14.30 break				
14.30-15.30	The state of medical personnel in health care	The health safety of women	Session to mark the 15th anniversary of the Office of the Patient Ombudsman	Health Hyde Park
15.30-17.00				
	Cocktail party to celebrate the 15th anniversary of the Office of the Patient Ombudsman			

POLSKIE TOWARZYSTWO WSPIERANIA PRZEDSIĘBIORCZOŚCI SA

PTWP SA, Plac Sławika i Antalla 1, 40-163, Katowice tel. +48 32/ 209 13 03 www.ptwp.pl ptwp@ptwp.pl

PRESIDENCY AND NRP (KPO). COMMON CAUSE

21 October 2024, 9.00-11.00

Inaugural session of the Health Market Forum

- Opening of the 20th Health Market Forum
- One year after the elections: The Ministry of Health summarizes
- One year after the elections: Perspectives of healthcare practitioners and institutions
- A common priority: Health Priorities During Poland's EU presidency. Market perspective

PRESIDENCY AND NRP (KPO). COMMON CAUSE

21 October 2024, 11.30-12.30

Current hospital problems

- Hospital funding. Challenges and burning issues to be resolved
- Money for development and investment. Acquisition of EU funds, NRP (KPO) funds
- Hospital insurance

E-HEALTH AND NEW TECHNOLOGIES

21 October 2024, 11.30-12.30

E-health in Poland

- Development in the digitalisation of health care
- Digital transformation of medicine AD 2024
- Organisational change and information systems

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 11.30-12.30

Seniors under the umbrella of vaccination – time to tear down the barriers

- Vaccination prophylaxis as a major health needs of the elderly
- The barriers to vaccinations for the elderly (costs, a long patient journey)
- Suggested system measures of increasing access to vaccination for the elderly

OPEN STAGE

21 October 2024, 11.30-12.30

Health Hyde Park

The Health Hyde Park is a place where representatives of different health care backgrounds can present their ideas for change in the system in the form of short presentations, speeches or 1:1 talks.

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 13.00-14.00

Public health in Europe

- Public Health. Key directions
- Preventive health care: school medicine, preventive programmes, vaccinations, 40+ programme, occupational medicine
- Health insurance

E-HEALTH AND NEW TECHNOLOGIES

21 October 2024, 13.00-14.00

Challenges of health market managers in the digitalisation age

- Management, efficiency, productivity. New technologies for services
- Artificial intelligence – understanding and using it, AI in medical and management processes
- Financing digital change

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 13.00-14.00

Oncology – availability of treatment

- Availability of treatment for selected cancers in Poland
- What changes do Polish patients need?

OPEN STAGE

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HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 14.30-15.30

Health care financing. Can the crisis be avoided?

- NFZ budget gap. Assessment of the situation
- Health contribution. Legislative changes
- What about the salaries for medical staff?
- Debts of hospitals

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 14.30-15.30

Rare diseases

- Plan for rare diseases. New hope
- Organization of Rare Disease Treatment in Poland. Expert Centers
- Treatment of rare diseases in selected disease entities (including biological therapy for rare eosinophilic, metabolic diseases and cystic fibrosis)

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 14.30-15.30

Laboratory diagnostics

- The direction of laboratory diagnostics in the face of systemic change
- Modern diagnostic methods
- Patients' needs in the context of prevention

OPEN STAGE

21 October 2024, 14.30-15.30

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PRESIDENCY AND NRP (KPO). COMMON CAUSE

21 October 2024, 16.00-17.20

How to use the 17 billion zloty for health from NRP (KPO)? Q&A

- Rules on calls for proposals and awarding of EU funding
- Key questions and concerns of hospital directors
- Ministry of Health and experts' perspectives

E-HEALTH AND NEW TECHNOLOGIES

21 October 2024, 16.00-17.20

Medical robotics

- Robots as a panacea for Poland's labour shortages?
- What is blocking the development of medical robotics in Poland?
- Polish robotics compared to other countries

HEALTH CARE SYSTEM AND PATIENTS

21 October 2024, 16.00-17.20

Haemato-oncology

- Changes to medicines programmes, including optimization of guidelines for the treatment of chronic lymphocytic leukemia and multiple myeloma
- Benefits of early and effective treatment strategies for patients with LR-MDS (low risk MDS)
- CAR-T in the treatment of plasmocytic myeloma and lymphoma

OPEN STAGE

21 October 2024, 16.00-17.20

Health Hyde Park. Stechtoscope. Live

The Health Hyde Park is a place where representatives of different health care backgrounds can present their ideas for change in the system in the form of short presentations, speeches or 1:1 talks. Stechtoskop is the name of the podcast by Rynekzdrowia.pl focused on innovations, serving as a platform for experts to discuss topics such as artificial intelligence, cybersecurity, medical devices, and digital solutions for patients and healthcare institutions. During the Health Market Forum, we invite you to listen to the podcast live.

ACCOMPANYING EVENT

21 October 2024, 19.30

Gala of the 20th Health Market Forum

PRESIDENCY AND NRP (KPO). COMMON CAUSE

22 October 2024, 9.30-10.30

Inverted pyramid of benefits. How to build a health care system anew?

- Legal and organisational conditions for inverting the benefits pyramid
- Mechanisms to pay for performance
- The perspective of medical facility managers: PCP, AOS, hospitals
- The patients' perspective

E-HEALTH AND NEW TECHNOLOGIES

22 October 2024, 9.30-10.30

Cyber threats and medical cyber security

- Digital security for hospitals and medical facilities
- Critical and digital infrastructure
- Work organisation and cyber security standards
- NIS2 Directive and IT systems readiness

PRESIDENCY AND NRP (KPO). COMMON CAUSE

22 October 2024, 9.30-10.30

The pharmaceutical industry and its impact on the economy

- Pharmaceutical package. Which direction will Europe go?
- Europe's place in the global development of the pharmaceutical industry
- Importance of Polish investments in building medicines safety

OPEN STAGE

22 October 2024, 9.30-10.30

Health Hyde Park. Oncology 2.0

The Health Hyde Park is a place where representatives of different health care backgrounds can present their ideas for change in the system in the form of short presentations, speeches or 1:1 talks. Oncology will be featured at the 20th Health Market Forum not only through dedicated sessions but also in the Health Hyde Park segment. Oncology 2.0 will be a discussion with experts focused on the National Oncology Network (KSO) and the proposed changes to the KSO Act.

MANAGEMENT IN HEALTH CARE

22 October 2024, 11.00-12.30

Hospital reform in practice. How do officials' assumptions transfer to the operation of hospitals?

- Liquidate or consolidate? Which path will be a viable scenario for hospital reform in Poland?
- Restructuring of hospitals – optimising the organisation of medical facilities
- Risk management in hospitals
- What will happen to delivery rooms?

E-HEALTH AND NEW TECHNOLOGIES

22 October 2024, 11.00-12.30

Integration of medical data, systems and applications

- Patient, doctor, facility. How to combine the three perspectives into a system?

- Best practices – implementations, realisations
- New developments and innovations – benefits and risks

PRESIDENCY AND NRP (KPO). COMMON CAUSE

22 October 2024, 11.00-12.30

Medicines policy. Current problems

- Reimbursement changes
- How to use the presidency to build medicines policy in Poland?
- Wider access to cheaper medicines or innovation?
- Patient medicines pricing. What's next for free medicine programmes?

OPEN STAGE

22 October 2024, 11.00-12.30

Health Hyde Park

The Health Hyde Park is a place where representatives of different health care backgrounds can present their ideas for change in the system in the form of short presentations, speeches or 1:1 talks.

HEALTH CARE SYSTEM AND PATIENTS

22 October 2024, 13.00-14.00

Cardiology – organisation and availability of treatment

- National Cardiac Network. Ongoing analysis and statistics. Planned changes
- Achievements, challenges, recommendations
- Innovation in cardiology to improve the quality and safety of patient care

HEALTH CARE SYSTEM AND PATIENTS

22 October 2024, 13.00-14.00

Molecular diagnostics

- Molecularly targeted therapies in the effective treatment of different types of cancer
- The importance of molecular diagnostics in modern medicine
- How to accelerate molecular diagnostics and ensure quality?

HEALTH CARE SYSTEM AND PATIENTS

22 October 2024, 13.00-14.00

Social costs of diseases

- Social costs of selected civilisational diseases, such as rheumatic diseases, metabolic diseases, obesity, myasthenia
- Costs of lifestyle diseases – how do we measure them and how much do they amount to?
- Negative impact of the disease on the patient as an individual and his/her environment

OPEN STAGE

22 October 2024, 13.00-14.00

Health Hyde Park. Miodowa 15. Duets

The Health Hyde Park is a place where representatives of different health care backgrounds can present their ideas for change in the system in the form of short presentations, speeches or 1:1 talks. This year's Health Market Forum is themed "For Health. Together". As part of the special program "Miodowa 15. Duets", we will discuss the healthcare system from the perspective of our guests and explore opportunities for building healthcare beyond the interests of specific stakeholder groups within the system.

HUMAN RESOURCES IN HEALTH CARE

22 October 2024, 14.30-15.30

The state of medical personnel in health care

- What kind of personnel and competences does the labour market need?
- New medical and nursing courses
- Not just medics. White spots on the map of staffing needs in health care

HEALTH CARE SYSTEM AND PATIENTS

22 October 2024, 14.30- 15.30

The health safety of women

- When will Polish women give birth without pain?
- Maternity units in Poland. How to prepare for a reform of hospitals?
- Abortion in the light of new guidelines

OPEN STAGE

22 October 2024, 14.30-15.30

Health Hyde Park

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ACCOMPANYING EVENT

22 October 2024, 14.30-15.30

Jubilee Session: Experiences, Challenges, Strategy. 15 Years of the Patient Ombudsman's Activity

ACCOMPANYING EVENT

22 October 2024, 15.30-17.00

Commemorative Meeting on the Occasion of the 15th Anniversary of the Patient Ombudsman's Activity