



## AGENDA

January 29<sup>th</sup> 2026

**10:00 - 10:30 Kick-Off Coffee & Registration**

**OPENING SPEECH: CX Cultures that Care - Balancing Efficiency with Humanity**

Alina Ambrozie, Executive Director @Ponderas Hospital

**Case Study: Technology Enablers for Better Customer Journeys**

Liviu Moldovan, Customer Support Engineer @Mediatel Data

**Best Practices: Operational Excellence - From Blueprint to Rollout**

Anda Bucșan, Chief Customer Officer @Cargus

**CX Trends & AI Impact: Trust at The Heart of Patient Experience**

Mădălina Vilău, CX Consultant & CEO @Marketing Insiders Group

**11:45 - 12:45 Executive Brunch & Business Networking**

**Digital Experience Across the Patient Journey**

Raluca Binder, Corporate Sales Director @Regina Maria

**Oncology Patient Flow: Coordination, Continuity, Care**

Gabriela Beloiu, Campus Medical Director & Clinics Manager @Regina Maria

**Beyond Talent, Building An Empathy System**

George Popa, Psychotherapy Clinics Manager @Regina Maria

**PANEL DISCUSSION: From Heart to Care - The Real Customer Voice in PX**

**Culture by Design:** Shared values and leadership that sustain caring experiences.

**Multidisciplinary Excellence:** Teams aligned to co-own end-to-end journeys.

**Human-Centric Intelligence:** AI that enhances empathy, precision, and proactive care.

**FACILITATOR:** Mădălina Vilău, CX Consultant & CEO @Marketing Insiders Group

Carmen Cucu, Patient & Customer Experience Director @Regina Maria

Raluca Binder, Corporate Sales Director @Regina Maria

**14:00 - 15:00 Caffeine Break & Strategic Talks**

**PRESENTING PARTNER**



**INTELLIGENCE PARTNER**



**POWERED BY**



**STRATEGIC PARTNERS**



**MYSTERY SHOPPING  
AGENCY**



**MEDIA PARTNERS**

