

CExp

SHARED EXPERIENCE

ROADSHOW

SERIES

HOSTED BY



REGINA MARIA
REȚEAUA PRIVATĂ DE SĂNĂTATE



AGENDA

January 29th 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 Bușan, 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



REGINA MARIA
REȚEAUA PRIVATĂ DE SĂNĂTATE

INTELLIGENCE PARTNER

mediatel data

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