2nd edition | November 22nd 2023

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CONFERENCE AGENDA

PLATINUM PARTNER



- 10:30 Welcome Coffee, Meet & Greet
- 11:00 Business Start | Răzvan Predica, CEO Romania & Hungary @Affidea

Crowne Plaza Bucharest

- 11:05 Advancing Oncology Prevention: A National Strategy | Diana-Loreta Păun, Ph.D., Presidential Adviser - Department of Public Health @Presidential Administration of Romania
- 11:25 Opening Speech | Charles Niehaus, Executive Director @Affidea Group

MEDCARE PREVENTION

Preventive care programs and mindset shifts that save lives.

11:40 CANCER PREVENTION PANEL DISCUSSION

Breast Cancer Overview Romania vs. Europe stats and predictions.

Private Healthcare Prevention-led developments and challenges.

Health Insurance Local vs. international tools and perspectives.

Dr. Oana Cuzino, Ph.D., Geriatrics and Gerontology Specialist Physician, Founder @DOC | Panel Facilitator loan Stoian, Ph.D., Primary Physician Obstetrics and Gynecology, Founder @The Royal Hospital Diana-Loreta Păun, Ph.D., Presidential Adviser - Department of Public Health @Presidential Administration of Romania

Cezar Irimia, President @FABC

Jaime Espin, Ph.D., Professor @Andalusian School of Public Health (online)

13:00 Business Lunch & Networking

14:00 Let's talk future! Healthcare trends and innovations Diana Staffe, Foresight Strategist, Founder @Future Station

14:30 IOCN The Breast Tumor Center - DKG Accreditation Cătălin Vlad, Ph.D., Primary Physician General Surgery, with subspecialties in Oncological Surgery and Laparoscopic Surgery, Manager@'Prof. Dr. Ion Chiricută' Oncology Institute in Cluj-Napoca

MEDBUSINESS

Patient centricity - a multidisciplinary approach in cancer care.

15:00 INDUSTRY DYNAMICS PANEL DISCUSSION

Cancer Patient Profiling Behavioral traits, diagnosis and treatment needs. **Improving Patient Education** | Second opinion mindset and collaborative leadership. **Unlocking Operational Excellence** The Synergy of Healthcare Staffing, Medical Navigators & Performance

Cecilia Olsson, Product Lifecycle Manager & Patient Advocate, EMEA @ GE HealthCare | Panel Facilitator Doina Piciu, Primary Physician in Primary Medicine and Endocrinology, Coordinator @The Center of Expertise in Rare Diseases of the Endocrine System ENDO-ERN, Head of the Department of Nuclear Medicine and Endocrine Tumors

Laurentiu Valcauan, Oncology Specialist Physician @Lotus-Med Sinan Nazif Aran, Ph.D, Deputy CEO @Group Florence Nightingale Hospitals Gabriel Ricu, Ph.D., Primary Doctor in Radiotherapy @MedEuropa

Read more on patientexperience.ro.

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16:00 Coffee Break

MEDCARE TRANSFORMATION

PX navigation that empowers the medical ecosystem.

16:30 ONCO-CARE PANEL DISCUSSION

Patient Journey Optimization | Diagnosis, treatment, nutrition, and physical recovery. Better Lifestyle for Cancer Patients | Psycho-oncology and "back-to-work" HR programs. **National Plan for Cancer Control** The latest action steps and regulations for combating cancer.

Oana Vasile, Executive Healthcare Consultant | Panel Facilitator

Patriciu Achimas-Cadariu, Ph.D., Primary Physician, Gynecological Oncology Super-specialization and Oncological Surgery @The Oncological Institute Cluj-Napoca, Deputy in the Romanian Parliament, President @The Group To Fight Cancer of the Romanian Parliament

Victoria Asanache, Patient Navigator and Medical Navigator Trainer @Amazonia Navigators Alexandra Munteanu, Eastern Europe Imaging Sales Manager @GE HealthCare Cristina Netea, Head of Value Proposition and Health Business@ NN Asigurari de Viata Bogdan Angheloiu, General Manager @MedEuropa

MEDTECH

Smart technology solutions for a sustainable healthcare future.

HEALTHCARE INNOVATION PANEL DISCUSSION

Al-powered patient care solutions | Simplifying processes to accelerate performance. Innovative Medical Imaging Systems | Focus: Onco-diagnosis breakthroughs. **Digital Health Overview** | Telemedicine evolution, impact, and best practices.

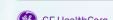
Oana Dumitroiu, Senior Vice-President Marketing & Communication@ Affidea Group | Panel Facilitator Alessandro Roncacci, SVP Chief Medical Officer @Affidea Group Ovidiu Hinta, Modality Manager CT & MI @GE HealthCare Sergiu Pop, Data & Artificial Intelligence Specialist @Microsoft Alin Rosca, Founder & CEO @RepsMate Markus Glimm, Co-founder & CEO @Medicia - Singapore (online)

18:45 End of Business Sessions & Cocktail

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