

# THE EUROPEAN FORUM

Speeding up **innovation** to patients



27 November

Official College of  
Doctors of Madrid

17:00 - 19:30h

16:30h

**Reception of attendees**

17:00h

**Welcome**

**Marta Moreno.** *Director, Corporate Affairs & Market Access at AstraZeneca Spain*

**Opening**

**Marta Marbán de Frutos.** *Spokesperson of the Popular Parliamentary Group in the Health Committee of the Assembly of Madrid*

17:15h

**Innovative legacy in Europe: exchange of best practices from Spain, Germany, Italy and France**



Chair: **Pere Ibern.** *Main Researcher at the Centre for Research in Economics and Health, Pompeu Fabra University, Barcelona*

**César Hernández.** *Director General of Health Portfolio and Pharmacy of the Spanish Ministry of Health*

**Michael Schlander.** *Founder and Chairman of the Institute for Innovation & Valuation in Health Care, and Head of Division of Health Economics at German Cancer Research Center (DKFZ)*

**Marco Marchietti.** *Director of the HTA Unit at the National Agency for Regional Healthcare (AGENAS) and Co-Chair of the HTA Member State Coordination Group.*

**Floriane Pelon.** *Director of HTA Department at the Haute Autorité de la Santé (High Authority for Health).*

18:00h

**Innovative legacy in Spain: exchange of good practices between different regions**



Chair: **Isabel Pineros.** *Director of the Access Department at FarmaIndustria*

**Carlos García.** *Deputy Director General for Pharmacy and Services of the Andalusian Health Service*

**Javier Cobas.** *Deputy Managing Director of the Hospital Universitario de la Paz*

**Josep Maria Guiu i Segura.** *Director of the Pharmacy and Medicines Area of the Catalan Health and Social Care Consortium*

18:45h

**Future reform of the European Pharmaceutical Legislation, impact and opportunities at national level: solutions to the main challenges**

Chair: **Izabel Alfany.** *Managing Director EIT Health Spain*

**Roberto Saldaña.** *Director of Innovation, Eupati Spain*

**Georges Siotis.** *Associate Professor, Economics Departament, Carlos III University*

**Francisco Sevilla.** *Former Counsellor for Health at the PermRep of Spain to the EU*

**José Antonio Gil Celedonio.** *Counsellor for Industry at the PermRep of Spain to the EU*

19:30h

**Closing**

**Anna García Altés.** *President of the Association of Health Economics*

19:40h

**Networking coffee**

**CONFIRM YOUR ATTENDANCE HERE**

Organised by:



For further information please contact [europeanforum@kreab.com](mailto:europeanforum@kreab.com)