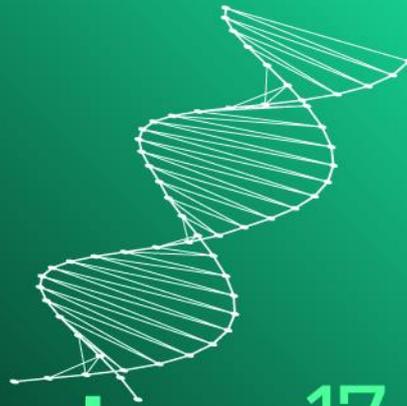


organized by **ETHOS EVENTS**

in collaboration with **PB** pharma & health business **virus** comig

06.07.17
Athenaeum
InterContinental

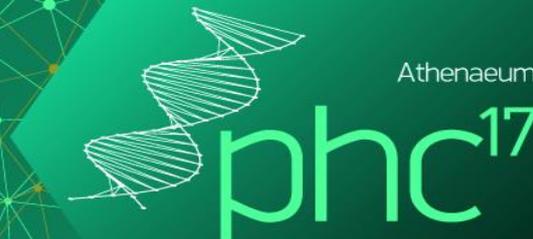


phc¹⁷

8th pharma
& health
conference

pharma.ethosevents.eu

[f](#) [t](#) [in](#) #phc17



8th Pharma & Health Conference

«*The Greek National Healthcare System in transition: where to next?*»

6 July 2017

Athenaeum InterContinental

Important changes and new controversial legal provisions are expected to bring crucial developments in the healthcare sector. The areas where the most changes will be realized are the re-organization of **primary health care services** as well as the **pharmaceutical sector**, where costs continue to spiral out of control.

The government has presented a new law on the restructuring of primary health care. According to its provisions, various **Local Health Units** will be created, while the systems of **family doctors** and referrals from general practitioners to specialist medical professionals will be re-assessed.

The main goal is to establish **250 Local Health Units** by the end of this year, which will cover 35% of the population. It is an ambitious plan, which will radically change the philosophy on which the Greek National Healthcare System is based. However, this endeavor has already met a severe backlash from the medical community.

In the pharmaceutical sector, the **new framework on compensation of new medicines** will be implemented shortly. New pharmaceuticals will be compensated in Greece on condition that they are compensatable in 2/3 of the countries where they are already in circulation (with a minimum of 9 countries) and if in half of those countries a Health Technology Assessment system is being applied.

At the same time, the government will have to legislate and implement incentives and counter-incentives for the **increase of generic medicines' market penetration**, which, despite the officials' promises, remains low in Greece in comparison with other countries of the European Union.

All these recent developments in the health sector will be thoroughly discussed during the **Pharma & Health Conference** titled: "**The Greek National Healthcare System in transition: where to next?**". This year's forum is organized by **Ethos Events**, the portal **virus.com.gr** on

health and pharmaceutical policies as well as the magazine **Pharma & Health Business**, and will take place on **Thursday 6 July** at the **Athenaeum InterContinental** hotel.

Politicians, scientists, healthcare institutions and patients' associations' representatives, pharmacists, nurses, companies' executives and journalists will take part in this conference with the aim to analyze the priorities, challenges and obstacles related to the reforms that the Greek Health System desperately needs.

Round Tables:

- **Political thinking meets entrepreneurship in the healthcare sector**
Representatives from various political parties, entrepreneurs and scientists will discuss the solutions that the healthcare sector needs
- **CEO panel: entrepreneuring in Greece during the memorandum era**
Companies' CEOs will analyze the challenges they face and make proposals on the country's economic recovery
- **Primary Health Care: where do the government's plans lead to?**
State officials, patients associations representatives and scientists will exchange views on the pros and cons of the government's planning
- **Pharmaceuticals: what are the consequences from the regulations on new, innovative medicines? Greece is in immediate need of cost control measures!**
The State, patients, doctors and pharmaceutical businesses will express their opinions on the measures that should be applied in the pharmaceutical sector
- **Generic medicines: incentives and counter-incentives for the increase of their penetration in the Greek market**
What measures could help increase demand of generic medicines?



Who should attend

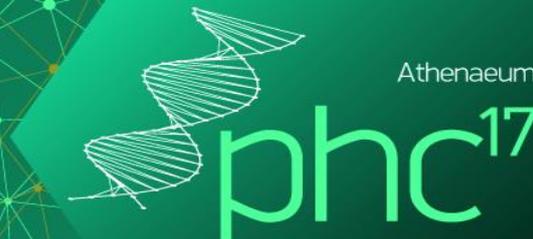
This Conference is mainly addressed to:

- Representatives of Ministries and Public Authorities
- Managers of public and private hospitals
- Chief executives of public and private insurance organizations
- Executives from the Greek Pharmaceuticals Organization and regional healthcare services
- Clinical research companies executives
- NHS directors
- Pharmaceutical companies chief executives
- Medical equipment companies executives
- Researchers
- Research Institutes executives
- Pharmaceutical deposits executives
- Medical and pharmaceutical authorities managers

Organizer

ETHOS EVENTS is involved in the planning and organization of conferences, entrepreneurship award ceremonies and innovative events related to the market sectors covered by **ETHOS MEDIA S.A.** printed and electronic publications.

The company aims to offer to the chief executives who work in Greece high quality information and know-how, which are indispensable tools for business growth and professional success.



Our business events are focused on the sectors of exports, pharmaceuticals, clinical research, marketing, corporate social responsibility, investments, insurance, banking, technology etc.

ETHOS MEDIA S.A. is also involved in the sector of business magazines and newspapers publishing as well as creation of electronic portals, websites and newsletters.

More specifically, **ETHOS MEDIA S.A.** publishes: **HRIMA** magazine on investments and finance, **Ph.B Pharma & Health Business** magazine on health care and pharmaceuticals policies, the insurance magazine **Insurance World** and the free press newspaper **alive**.

On the Internet **ETHOS MEDIA S.A.** has created the insurance portal **insuranceworld.gr**, the portal **virus.com.gr** on health care and pharmaceuticals policies and the web page **hrima.gr**. It also publishes the weekly electronic newspaper **HRIMA Week**.

ETHOS EVENTS commits to:

- Promoting the conference through its magazines **Ph.B Pharma & Health Business**, **HRIMA** and **Insurance World**, its online newspaper **HRIMA Week**, the portals **virus.com.gr** and **insuranceworld.gr**, its web page **hrima.gr** as well as the media sponsors of the Conference.
- Sending informative newsletters with the sponsor companies' promotional material to all Greek entrepreneurs and businesses included in its extensive database.
- Sending electronic invitations to the guests of the sponsor companies.
- Creating a list of participants/ guests to manage and confirm attendance of the Conference.



Contact

For information related to sponsorship programs:

Konstantinos Ouzounis

General Manager

Tel.: +30 210 998 4864

E-mail: ouzounis.k@ethosmedia.eu

Christos Charalampakis

Key Account Manager

Tel.: +30 210 998 4915

E-mail: charalampakis.c@ethosmedia.eu

For information on the conference program:

Emilios Negis

Managing Editor

Pharma & Health Business, virus.com.gr

Tel.: +30 210 998 4950

For more information on the conference program, collaborating

Organizations & communication sponsors:

Mariana Vazaiou

Events Executive

210 998 4932

E-mail vazaiou.m@ethosmedia.eu

Christina Tsouchlari

Events Executive

210 998 4917

E-mail tsouchlari.c@ethosmedia.eu

For information on participants' registration procedure:

Konstantinos Salvarlis

Conferences Manager

Tel.: +30 210 998 4909

E-mail: salvarlis.k@ethosmedia.eu

Nikos Athanasiou

Data Base Marketing

Τηλ.: 210 998 4912

Email: athanasiou.n@ethosmedia.eu