



ROMANIAN HEALTHCARE CONFERENCE & EXPO

2nd edition | November 22nd 2023
Crowne Plaza Bucharest

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CONFERENCE AGENDA

PLATINUM PARTNER



10:30 **Welcome Coffee, Meet & Greet**

11:00 **Business Start** | Răzvan Predica, CEO Romania & Hungary @Affidea

11:05 **Opening Speech** | Charles Niehaus, Executive Director @Affidea Group

11:20 **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 Chiricuță Oncology Institute in Cluj-Napoca

MEDCARE PREVENTION

Preventive care programs and mindset shifts that save lives.

11:45 **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**
Ioan Stoian, Ph.D., Primary Physician Obstetrics and Gynecology, Founder @The Royal Hospital
Cezar Irimia, President @FABC

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

Ruben Bonilla Guerrero, Doctor of Medical Sciences, Rare Diseases & Pharmacogenomics Expert, CEO & Chief Medical Officer @Genetica Consulting Services (online)

13:00 **Business Lunch & Networking**

14:00 **Advancing Oncology Prevention: A National Strategy** | Diana-Loreta Păun, Ph.D., Presidential Adviser - Department of Public Health @Presidential Administration of Romania

14:30 **Let's talk future! Healthcare trends and innovations** | Diana Stafie, Foresight Strategist, Founder @Future Station

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 Nuclear Medicine and Endocrinology, Head of PET/CT Center CT Clinic Affidea Cluj Napoca, Member of the Board of Endocrine Tumors Task Force of EORTC (European Organisation for Research and Treatment of Cancer)

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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Dr. Oana Cuzino



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Amazonia Navigators



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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 Achimaş-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, MD, General Manager @MedEuropa

MEDTECH

Smart technology solutions for a sustainable healthcare future.

17:30 HEALTHCARE INNOVATION PANEL DISCUSSION

AI-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**

Charles Niehaus, Executive Director @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

Read more on patientexperience.ro.

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Dr. Uana Cuzin

