Delivering primary health care: Pharmacists taking the next leap forward

FIP-TPA Regional Conference for the European Region
Final Programme

Ankara 2019
FIP REGIONAL CONFERENCE
European Region
23 – 25 October
Delivering primary health care: Pharmacists taking the next leap forward

Building on its successful Regional Conference for the Eastern Mediterranean Region in April, the International Pharmaceutical Federation (FIP) is continuing to implement the World Health Organization Declaration of Astana on primary health care, with the ultimate goal of achieving universal health coverage. In October, we take this agenda into the European Region.

In the land of our profession’s forefathers, together we will take the next leap forward by building on our strong foundations, guided by new scientific developments. We will share our experiences in order to optimise future pharmacy and position pharmacists as one of the most effective providers of primary health care.

The conference, “Delivering primary health care: Pharmacists taking the next leap forward”, will be held from 23 to 25 October 2019 in Ankara, Turkey. Join us and be part of leading and co-creating the transformation of pharmacy.

Venue:
Sheraton Ankara Hotel & Convention Center
Kavaklıdere Mahallesi,
Şht. Ömer Haluk Sipahioğlu Sk.,
06700 Çankaya/Ankara,
Turkey

ankara2019.congress.pharmacy
Dear colleagues,
Welcome to Ankara and welcome to this International Pharmaceutical Federation (FIP) regional conference!

FIP is the world’s largest pharmacy body. Our main mission is to improve global health by supporting the advancement of pharmaceutical practice, sciences and education. In 2018, we contributed to the World Health Organization (WHO) Declaration of Astana on primary health care. This year, we are committed — more than ever — to delivering better primary health care for everyone, through pharmacy. We can only do this by working with you, our members and stakeholders across all regions, and we are continuing our efforts through this collaborative conference in the European region.

This conference, “Delivering primary health care: Pharmacists taking the next leap forward” is organised jointly with FIP’s member organisation the Turkish Pharmacists’ Association and I thank them for their efforts.

Here in Ankara, we will be making a collective commitment to transform pharmacy for better primary health care, and I’m pleased you will be joining us at this historic event. I look forward to meeting you all and making a difference together, regionally and globally.

Thank you to all participants, organisers and conference partners for this great endeavour, which I am sure will be a success!

Dominique Jordan
President
International Pharmaceutical Federation

Dr Catherine Duggan
Chief executive officer
International Pharmaceutical Federation
FIP Chair
FIP Regional Conference for the European Region

Greetings to you, my pharmacy colleagues around the world,

As chief executive officer of the International Pharmaceutical Federation (FIP), I am responsible for visionary leadership, support, advocacy and delivery of the federation’s vision and mission across the globe to advance pharmacy.

One of our strategic priorities is to work on needs-based development and advancement of the profession, and in order to deliver this, we have set about engaging with pharmacy colleagues and stakeholders. Having this engagement on a regional level is important, for many reasons.

For example, we recognise the unique needs and challenges of pharmacy in the European region and the potential to advance pharmacy to deliver better primary health care. It is hugely important that we commit globally to working with our partners in the region and that we use the learning from this engagement to further build our regional and national networks, our partnerships with FIP members and our regional understanding.

I am pleased that our member organisation the Turkish Pharmacists’ Association (TPA) has taken the opportunity to collaborate with us to deliver this FIP Regional Conference for the European Region. I am also pleased to have the valuable support of our regional partners the Pharmaceutical Group of European Union, the European Association of Hospital Pharmacists, the European Association of Faculties of Pharmacy, and the

Pharmacist Erdogan Çolak
President
Turkish Pharmacists’ Association

Dear participants of the FIP Regional Conference for the European Region, welcome all to Turkey, Ankara and our conference.

Ten years after the FIP World Congress in Istanbul in 2009, we are proud to host you this time in the capital of Turkey.

Besides being the capital of Turkey, Ankara, located in the midst of Anatolia, has been the center of various cultures and civilizations throughout history. These cultures and civilizations have also nourished the ancient pharmacy tradition and then science. In this land where Dioscorides, Hippocrates, Ibn Sina, Galen, and many others were born, lived and perished pharmacy, we would like to go beyond talking about the position of pharmacy and pharmacists in primary health care.

We believe that the role of the pharmacist as a primary health care professional and the role of the pharmacy as the entry point and exit gate of the health system should be strengthened. In order to embark in this toilsome work, we first need to create a roadmap from education to workforce planning, and while walking along this path, as advocates, we need to ensure that international organizations and governments are on our side, on health’s side.

As Turkish pharmacists, we are doing our utmost in this regard. But we know that every effort will be weak without mutual interaction.

We are ready to take steps and do our part to strengthen the ties between national, regional and universal. We would like to thank all of you for attending the Conference with the will to do it all together.

Arman Üney, pharm.
Secretary General
Turkish Pharmacists’ Association (TPA)
TPA Chair
FIP Regional Conference for the European Region

Welcome to you all, Dear Colleagues!

As the Secretary General of Turkish Pharmacists’ Association (TPA), representing nearly 40,000 Pharmacists in Turkey, I must say that it is a great honour for us to host you in Ankara, the Capital City of Turkey where pharmacy began with Claudius Galen and Pedanios Dioscorides centuries ago.

As a FIP Member Organization, TPA has gladly taken the opportunity to collaborate with FIP to deliver the Regional Conference for the European Region, following the outcomes of successful Regional Conference for the Eastern Mediterranean Region in April 2019.
Together with the International Pharmaceutical Federation (FIP), Pharmacists from Turkey is ready for taking the responsibilities to implement the World Health Organization Declaration of Astana on primary health care, with the ultimate goal of achieving universal health coverage.

We believe that the Regional Conference for the European Region with a theme of “Delivering primary health care: Pharmacists taking the next leap forward” is a great opportunity to show that pharmacists are ready to advance pharmacy to deliver better primary health care for all.

In our conference, hundreds of pharmacy colleagues come together and make a collective commitment to show how ready they are. Thanks to our regional partners of the conference, Pharmaceutical Group of European Union (PGEU), European Association of Hospital Pharmacists (EAHP), European Association of Faculties of Pharmacy (EAFP) and European Federation of Pharmaceutical Industries and Associations (EFPIA).

Thank you for participating this historic event and joining us for Ankara Commitment to Action on Primary Health Care.

As Pharmacists, together we will achieve universal health coverage, good health and well-being for all: leaving no one behind.

**ANKARA COMMITMENT TO ACTION ON PRIMARY HEALTH CARE**

We commit to:

1. Support the Declaration of Astana on primary health care for achieving universal health coverage through high-quality, safe, comprehensive, integrated, accessible, affordable and affordable health care for everyone, everywhere;
2. Provide better primary health care services by transforming our pharmacy workforce and strengthening our practice and sciences;
3. Transform and scale up pharmacy education by ensuring high-quality and fit-for-purpose education and training for primary health care provision, and to provide the foundation for workforce development, professional and scientific advancement;
4. Continue to address the growing burden of non-communicable diseases by empowering our profession to provide services in health promotion and disease prevention, screening, referral, disease management and treatment optimisation in people with non-communicable diseases;
5. Work with all healthcare professionals to deliver collaborative practice in primary health care, and build solid and strong interprofessional health care teams;
6. Shape primary health care delivery by adopting innovative approaches and adapting our workforce alongside the fast-changing digital health technologies;
7. Be an accessible, reliable and credible source of medical information for our communities and patients, empowering them to make healthier and more informed choices;
8. Play an essential public health role by providing evidence-based information about immunisation, eliminating public misconceptions about vaccines, supporting national immunisation strategies, and expanding vaccination coverage;
9. Encourage our pharmacy workforce to deliver primary health care effectively through the supply of quality medicines, improving medication adherence and patient safety, ensuring the rational use of medicines, and tackling the challenges of antimicrobial resistance by promoting antimicrobial stewardship strategies in our nation;
10. Generate evidence on the impact of pharmacists in improving health outcomes in primary health care systems through sustainable professional services and ensure broad access to these services;
11. Continue to support our current and future pharmacy workforce in order to meet the required competencies for the delivery of primary health care, and to close the gap between pharmacy education and practice;
12. Continue to engage our stakeholders and partners, empower our regional and national health leaders, and support enabling pharmaceutical policies to strengthen primary health care, bringing communities, countries and organisations together to grow and support this movement;

Together we will achieve universal health coverage, good health and well-being for all: leaving no one behind.
WEDNESDAY

09:00 – 18:00

09:00 – 18:00
Registration

11:00 – 12:00
Opening ceremony
MEETING ROOM AVICENNA

11:00 – 11:10
Introduction by the master of ceremony
Caglayan Aktas / Co-founder, Pozitum, Turkey

11:10 – 11:15
FIP Presidential address
Dominique Jordan / Switzerland

11:15 – 11:20
TPA Presidential address
Erdogan Colak / Turkey

11:25 – 11:30
High level address from the Turkish Ministry of Health
Fahrettin Koca / Minister of Health, Turkey (in case of His Excellency’s attendance)

11:30 – 11:35
Message from World Health Organization Turkey
Pavel Ursu / World Health Organization Representative of Turkey, Moldova

11:35 – 11:40
Message from the 1st FIP Regional Conference
Zeid Kilani / President, Jordanian Pharmacists Association, Jordan

11:40 – 11:45
Opening remarks from FIP CEO
Catherine Duggan / The Netherlands

11:45 – 12:00
Opening remarks from TPA General Secretary
Arman Uney / Turkey

12:00 – 13:30
Exhibition opening & networking lunch

13:30 – 15:30
Plenary Session I:
Pharmacists taking the next leap forward with primary health care
MEETING ROOM AVICENNA
(see page 20)

16:00 – 18:00
Plenary Session II:
Pharmacists taking the next leap forward with primary health care
MEETING ROOM AVICENNA
(see page 21)
Meeting room Avicenna
13:30 – 15:30
Plenary Session I
Pharmacists taking the next leap forward with primary health care

Session description
The health care needs of tomorrow will not be the same as those of today, and pharmacy must pave its way through the changes ahead. In this session, key pharmacy stakeholders, leaders and partners from Europe and beyond will start the journey towards healthier populations through stronger primary health care with advanced pharmaceutical services, leaving no one behind. The speakers and panelists will discuss strategies for pharmacy to take the next leap forward by positioning pharmacists as one of the most effective providers of primary health care.

CHAIRS
Ema Paulino / Professional Secretary, FIP, Portugal
Tayfun Uzbay / President, TPA Pharmacy Academy, Turkey

RAPPORTEUR
Bensu Karahalil / Member, TPA Pharmacy Academy, Turkey

13:30 – 13:40
Introduction by the chairs

14:00 – 14:05
Video address from the World Health Organization Regional Office for Europe

14:05 – 14:25
Ensuring access to medicines and health products to achieve universal health coverage in WHO European Region
WHO Regional Office for Europe

14:25 – 14:45
Setting a new vision to community pharmacists through the provision of primary healthcare services
Fahrettin Koca / Minister of Health, Turkey (in case of His Excellency’s attendance)
Hakki Gursoz / President, Turkish Medicines and Medical Devices Agency, Turkey

14:45 – 15:15
Panel discussion moderated by chairs
Panellists:
Alain Delgutte / Former President Council of Community Pharmacies Owners, French Chamber of Pharmacists, France
Melda Keck / Technical Officer Refugee Health Programme, WHO Turkey, Turkey
Michal Byliniak / President, Pharmaceutical Group of European Union, Belgium

15:15 – 15:30
Q&A

15:30 – 15:50
Coffee break & networking

Meeting room Avicenna
16:00 – 18:00
Plenary Session II
Unleash pharmacists’ potential to meet non-communicable disease targets in Europe

Session description
NCDs pose one of the greatest healthcare risks for humanity, demanding new answers and requiring innovative and creative solutions from health systems and healthcare professionals. Building on the key roles pharmacists already play as primary healthcare professionals in the community, pharmacists can provide focused interventions, specialised counselling and care coordination improving patient engagement to achieve better outcomes in the global fight against NCDs. The session will also be a platform for sharing the experiences through TPA’s My Guide Pharmacy Programme on beating NCDs and opportunities for multi-stakeholder collaboration and expansion of the programme will be explored.

CHAIRS
Arman Uney / Secretary General, TPA, Turkey
Eeva Teräsalmi / Vice President, FIP, Finland

RAPPORTEURS
Vildan Ozcan, Evrim Cakil, Ozgur Ozturk & Koray Kaya / TPA My Guide Pharmacy, Turkey

16:00 – 16:30
Panel discussion moderated by chairs:
Panellists:
Oleg I. Klimov / President, All-Ukrainian Pharmacists’ Chamber, Ukraine
Zuzana Kusynova / Lead for Policy, Practice and Compliance, FIP, The Netherlands
Anna Laven / CEO, Pharmabrain, Germany

16:30 – 18:00
Pharmacists and physicians unite their vision to provide primary health care in Turkey: Seeking ways of collaboration between health care professionals

Pharmacy’s leap forward with My Guide Pharmacy Programme
Arman Uney / Secretary General, TPA, Turkey

Reflections from the field — Video presentation
Stakeholders’ perspective
Ministry of Health Banu Ekinici – Public Health Directorate
Fatih Kara / Public Health Institution, Ministry of Health Turkey
WHO Country Office Turkey
Toker Erdüger / WHO Regional Officer for Europe, Public Health Officer, Turkey
FIP Presidential remarks
Dominique Jordan / Switzerland
TPA Presidential remarks
Erdogan Colak / Turkey

Commitment to collaborate
Arman Uney / Secretary General, TPA, Turkey

18:00 – 19:00
TPA My Guide Pharmacy Events at the exhibition

19:00
Welcome Reception
Meeting room Avicenna

09:00 – 10:30
Plenary Session III

Optimising primary health care provision with integrated digital health technologies

Session description
From technologies that allow people to manage their health more effectively, to better ways of diagnosing disease, to monitoring the impact of policies on population health, digital technologies for health, or digital health, are having a profound effect on how health services are delivered and how health systems are run. The impressive trend in national policies for digital health reflects the firm commitment to use digital technologies to advance the Sustainable Development Goals, support universal health coverage and shape the future of primary health care. This session will highlight the opportunities, challenges and needs for pharmacists created by digital health technologies in achieving the vision for primary health care.

CHAIRS
Jacqueline Surugue / FIP Vice President, France
Sarp Uner / Hacettepe University Faculty of Medicine Public Health Department, Turkey

RAPPORTEUR
Irem Muhurcu / Turkish Medicines and Medical Devices Agency, Turkey

09:00 – 09:35
Intelligent health solutions for community pharmacy
Leonora O’Brien / CEO Pharmapod, Ireland

09:35 – 09:50
Access to patient data: the connected community pharmacy
Jaime Antonio Acosta Gómez / FIP Technology Forum Member and Executive Committee Member of FIP Community Pharmacy Section, Spain

09:50 – 10:00
Q&A

10:00 – 10:30
Panel discussion moderated by session chairs
Panelists:
Lars-Åke Söderlund / President, FIP Community Pharmacy Section, Sweden
Stefan Balkanski / Chair of CPD Accreditation, Bulgarian Pharmaceutical Union, Bulgaria
Leopold Schmudermaier / International Affairs, Austrian Chamber of Pharmacists, Austria
Caner Eryol / Director of IT Experts, TPA, Turkey

10:30 – 11:00
Coffee & networking / Move to breakout sessions

Meeting room Galenos

11:00 – 12:30
Parallel Session A1

Human resources for health: Workforce mapping and transformation

Target audience: Pharmacy education and academic pharmacy, Social and Administrative Pharmacy, Policy and regulation

Session description
There is no health care without a pharmacy workforce. As medicines experts, the pharmacy workforce plays a key role in improving health outcomes through responsible use of medicines and optimising effective choice and use. The continued development of pharmacy services and the pharmaceutical sciences relies on a well-educated, competent, sufficient and well distributed pharmaceutical workforce. Transforming the global pharmaceutical workforce requires a global vision with clear and consensus-based objectives consistent with global health strategies. The session will share FIP workforce development tools and frameworks for countries, showcase the results of the FIP Workforce Transformation Programme, and share country experiences from the region.

Learning objectives
At the end of this session, participants will be able to:
1. Understand the importance of investing in pharmacy workforce development & transformation.
2. Outline the FIP workforce development tools, frameworks and programmes.
3. Describe how the FIP Workforce Transformation Programme can support nations to develop their workforce.
4. Identify shared challenges and opportunities across the region.

CHAIRS
Hrant Danagulyan / President, Pharmprogress NGO, Armenia
Kemal Husnu Can Baser / Senate Near East University, Cyprus

RAPPORTEUR
Aylin Acar Sancar / Pharmacist, Marmara University Faculty of Pharmacy, Turkey

11:00 – 11:05
Introduction by chairs

11:05 – 11:25
Workforce development & transformation: FIP’s solutions for transformation the pharmacy workforce
Ian Bates / FIP Workforce Development Hub Director, United Kingdom

11:25 – 11:40
From primary health care to workforce development: The case of diabetes care in Switzerland
Astrid Czock / CEO, QualiCCare, Switzerland

11:40 – 11:55
Country spotlight: Lessons from Iceland on pharmacy workforce development
Lóa María Magnúsdóttir / CEO, Pharmaceutical Society of Iceland, Iceland

11:55 – 12:10
The unmet need: Pharmaceutical workforce planning for Turkey
Bülent Kırar / Faculty Member, Ege University Faculty of Pharmacy, Turkey

12:10 – 12:30
Moderated discussion with speakers and audience

12:30 – 14:00
Networking lunch
THURSDAY | OCT

14:00 - 15:30

Meeting room Galenos

14:00 – 15:30
Parallel Session A2

Human resources for health: Education & training to meet envisioned pharmaceutical competencies

CHAIRS
Kristien De Paepe / Professor, Department of In Vitro Toxicology and Dermato-cosmetology (IVTD), Faculty of Medicine and Pharmacy, Vrije University, Belgium
Yusuf Öztürk / Dean, Vice President of Turkish Deans Council, Anadolu University Faculty of Pharmacy, Turkey

RAPPORTEUR
Nilay Aksoy / Altınbaş University Faculty of Pharmacy, Turkey

Target audience: Pharmacy education and academic pharmacy, Social and Administrative Pharmacy, Policy and regulation

Session description
Increased importance of a strong primary health care represents an excellent opportunity for pharmacists to take the next leap forward for the profession. The next leap forward requires current and future workforce to receive needs-based initial and continuous education and training. This session will explore the imperatives for educating and training current and future workforce to meet the needs of primary health care provision. What are the new models of delivery of contemporary education and training from the primary health care perspective and how practitioners can take a role supporting the education and training of pharmacists to obtain essential competencies.

Learning objectives
1. Explore the needs-based education concept and framework.
2. Identify the gaps between education and training from the primary health care provision.
3. Outline strategies to for practitioners to deliver education and training to pharmaceutical workforce.
4. Be introduced to country case examples on the delivery of needs-based education.

THURSDAY | OCT

11:00 - 12:30

Meeting room Hippokrates

11:00 – 12:30
Parallel Session B1

Access to medicines: Addressing medicines shortages

CHAIRS
Katarina Milosevic / Chamber Assembly President, Pharmaceutical Chamber of Montenegro, Montenegro
Josep Maria Guix Segura / Vice President of Europe, FIP Hospital Pharmacy Section, Spain

RAPPORTEUR
Arif Ozdemir / President, EAHP Turkey Chapter, Turkey

Target audience: Hospital pharmacy, Health and Medicines Information, Industrial Pharmacy, Military and Emergency Pharmacy, Pharmaceutical Sciences, Policy and regulation, Social and Administrative Pharmacy, Ethics

Session description
According to the World Health Organization (WHO), access to safe, effective and quality medicines and vaccines for all is vital for the health and wellbeing of the population. WHO supports governments in promoting stronger infrastructure allowing improved access to medicines and vaccines. How can pharmacists be part of the solution for better patient care?

Access is a global concern in view of the persisting problems of shortages of medicines. Without timely access, yet more pressure will be placed on hospitals through patients having emergencies due to a lack of medication. Since 2006, health professionals in the EU have noticed a significant increase in the number of shortages. It remains a concern for all actors of the pharmaceutical chain, from manufacturers to wholesalers, community pharmacists and hospitals.

Learning objectives
1. Outline the strategies focused on improving access to essential medicines.
2. Identify the gaps and barriers to access to medicines.
14:00 - 15:30
Meeting room Hippokrates

Parallel Session B2
Access to medicines: Healthcare systems' sustainability

Target audience: Community pharmacy, Hospital pharmacy, Industrial pharmacy, Social and Administrative Pharmacy, Policy and regulation

Supported by European Federation of Pharmaceutical Industries and Associations (EFPIA)

CHAIRS
Roza Yagudina / President, Moscow Pharmaceutical Society, Russian Federation, Russia
Serif Boyaci / Former Audit Committee Member, Turkish Pharmacist’ Association, FIP Fellow, Turkey

RAPPORTEUR
Banu Bayar / Director, Department of Economic Evaluations and Medicines Supply Management, Turkish Medicines and Medical Devices Agency, Turkey

Session description
WHO estimates that more than half of all medicines worldwide are prescribed, dispensed or sold inappropriately, and that half of all patients fail to take medicines correctly. Overuse, underuse and misuse result in wastage of scarce resources, continued health problems or adverse reactions to drugs. Pharmacists have significant roles in improving patients’ access to medicines and ensuring healthcare systems sustainability through rational use of medicines and keeping medicines fairly affordable. In this session key organisations from Europe will present their policy and practices and/or delivering pharmacy-based vaccinations. This session will showcase different county experiences in relation to implementing pharmacy-based vaccinations.

Learning objectives
At the end of this session, participants will be able to:
1. Explore key principles of conducting a successful public campaign to support vaccination by pharmacists and drive advocacy.
2. Develop a situation analysis at national level to build the case for vaccination by pharmacies/pharmacists.
3. Learn about the production of evidence at local level or pilot studies to advocate for implementing vaccination by pharmacies/pharmacists.

11:00 - 12:30
Meeting room Avicenna

Parallel Session C1
The prevention agenda: The imperative of expanding vaccination coverage

Target audience: Community pharmacy, Hospital pharmacy, Industrial pharmacy, Social and Administrative Pharmacy, Policy and regulation, Health and Medicines information

CHAIRS
Zuzana Kusynova / FIP Lead for Policy, Practice and Compliance, The Netherlands
Nihan Bozkurt / Turkish Medicines and Medical Devices Agency, Turkey

RAPPORTEUR
Mehtap Dokumaci / TPA Member Industrial Pharmacist, Turkey

Session description
While the effectiveness of vaccinations is well documented, barriers to immunisation exist and have a significant impact on vaccination rates and the incidence and prevalence of vaccine-preventable diseases. Pharmacists play an essential public health role in overcoming these barriers through education, providing evidence-based information and advice to overcome misbeliefs and misconceptions regarding vaccinations, and participating in national and global routine immunisation strategies and practices and/or delivering pharmacy-based vaccinations. This session will showcase different county experiences in relation to implementing pharmacy-based vaccinations.

Learning objectives
At the end of this session, participants will be able to:
1. Explore key principles of conducting a successful public campaign to support vaccination by pharmacists and drive advocacy.
2. Develop a situation analysis at national level to build the case for vaccination by pharmacies/pharmacists.
3. Learn about the production of evidence at local level or pilot studies to advocate for implementing vaccination by pharmacies/pharmacists.
Meeting room Avicenna

14:00 – 15:30
Parallel Session C2

The prevention agenda: Empowering communities and promoting healthy lifestyles

Target audience: Community pharmacy, Hospital pharmacy, Industrial pharmacy, Social and Administrative pharmacy, Policy and regulation, Health and Medicines information, Ethics, Military and emergency pharmacy, Pharmacy education and Academic pharmacy

Session description

In the joint FIP/WHO guidelines on good pharmacy practice, one of the four key roles of pharmacists focused on health promotion is to "contribute to improve effectiveness of the health-care system and public health". Under this role, pharmacists have a direct responsibility and accountability for engaging in preventive care activities and services that promote public health and prevent disease, i.e. in areas such as smoking cessation, infectious and sexually transmitted diseases. They should also provide point-of-care testing, where applicable, and other health screening activities for patients at higher risk of disease. Empowering people to increase control over their health needs to go hand in hand with providing adequate support to them in terms of access to quality information and expertise on specific matters. Nowadays there is much information accessible from different sources but their validity or comprehensibility is questionable. Health care professionals are the most reliable and trusted source of information and among them, pharmacists are often ranked the most trusted. This session will showcase effective interventions by pharmacists to help communities make healthier decisions, adopt healthy habits, avoid risks and quit harmful products. The adequate remuneration of healthcare professionals to ensure these preventive measures saves costs to the healthcare system.

Learning objectives

At the end of this session, participants will be able to:
1. Outline the strategies focused on empowering communities and promoting well-being.
2. Identify options to engage in preventive care activities and services that promote public health and prevent disease in the European Region.
3. Discuss how to seek remuneration for promoting healthy lifestyles through dialogue at national and international level.

CHAIRS

Lars-Åke Söderlund / President, FIP Community Pharmacy Section, Sweden
Terken Baydar / Dean, Hacettepe University Faculty of Pharmacy, Turkey

RAPPORTEUR

Sarp Uner / Professor, Hacettepe University Faculty of Medicine Public Health Department, Turkey

14:00 – 14:05
Introduction by chairs

14:05 – 14:20
Chronotherapeutic approach of rational / responsible use of medicines
Nurettin Abacioglu / Dean, Cyprus Kyrenia University Faculty of Pharmacy, Cyprus

14:20 – 14:35
Effective interventions by pharmacists to help communities make healthy decisions
Michał Byliniak / President, Pharmaceutical Group of European Union, Belgium

14:35 – 14:50
Access to quality, valid and comprehensible information: Pharmacists in the eyes of Patients
Radu Costin Ganescu / Vice-President, European Patients Forum, Belgium

14:50 – 15:30
Moderated discussion with speakers and audience

15:30 – 16:00
Coffee break

Meeting room Avicenna

16:00 – 17:30
Plenary Session IV

Remuneration of pharmaceutical services in primary health care

Supported by Pharmaceutical Group of the European Union (PGEU)

Session description

Pharmacists can play an important role in primary health care, namely in disease prevention through the modification of risk factors. This requires pharmacists’ time and expertise, and it clearly generates savings for health care payers and patients. Remunerating such qualified services seems to be a sound investment by health systems, and yet it is a major challenge in many countries. How can we address this paradigm shift in funding primary health care?

Learning objectives

At the end of this session, participants will be able to:
1. Become familiar with alternative funding models for primary health care in general, and for pharmacists’ services in particular.
2. Understand how to build the case when advocating for remuneration for pharmacists’ services.
3. Understanding the barriers and challenges for service remuneration.
4. Understanding the importance of generating and using evidence to support a change in remuneration models.

CHAIRS

Paul Sinclair / Chair, FIP Board of Pharmaceutical Practice, Australia
Michał Byliniak / President, Pharmaceutical Group of European Union, Belgium

RAPPORTEUR

Rashida Umar / Medipol University Faculty of Pharmacy

16:00 – 16:05
Introduction by chairs

16:05 – 16:25
Remuneration models reflecting the contribution of pharmacists in primary health care
Dominique Jordan / President, FIP, Switzerland

16:25 – 16:45
Pharmaceutical services supporting the sustainability of health systems
Sónia Queirós / Head of International Affairs, National Pharmacy Association, Portugal

16:45 – 16:55
Q&A

16:55 – 17:30
Panel discussion moderated by chairs
Panelists:
Dominique Jordan / President, FIP, Switzerland
Sónia Queirós / Head of International Affairs, National Pharmacy Association, Portugal
Lieven Zwaenepoel / Vice President, Association of Pharmacists Belgium, Belgium
Per Kristian Faksvåg / Director of Professional Affairs, Norwegian Pharmacy Association, Norway
Jan de Belle / Professional Affairs Advisor, Pharmaceutical Group of European Union, Belgium
Enabling pharmaceutical policies and the case for investment in primary health care

Session description
The first and second day of the conference will demonstrate the needs, barriers and opportunities for pharmacists in the primary health care setting. This session will explore how pharmaceutical policies should enable the next leap forward for pharmacists in providing primary health care services and what investment these policies imply for realising the vision for the future of the profession.

CHAIRS
Harun Kizilay / Vice President, Turkish Medicines and Medical Devices Agency, Turkey
Catherine Duggan / CEO, FIP, The Netherlands

09:00 – 09:10
Introduction by chairs

09:10 – 09:30
The role of pharmacists in interprofessional teams in primary health care
Kemal Buharalioglu / Professor, Katip Celebi University, Faculty of Pharmacy, Turkey

09:30 – 09:50
Overview of the legal and regulatory framework for community pharmacies in the WHO European Region
Tifenn Humbert / Technical Officer, Health Technologies and Pharmaceuticals Division of Health Systems and Public Health, WHO Regional Office for Europe, Denmark

10:10 – 11:00
Panel discussion with questions from the audience

11:00 – 11:30
Coffee break

11:30 – 12:30
Plenary Session VI
Pharmacy’s commitment to delivering primary health care in the European Region

In this closing session, FIP and TPA will demonstrate the high-level outcomes of the conference. The conference will be closed by signing the Ankara Commitment to Action on Primary Health Care to support the delivery of WHO Astana Declaration with specific action items assigned to pharmacists in the European Region.

CHAIRS
Nilhan Uzman / Lead for Education Policy and Implementation, FIP, Netherlands
Ecehan Balta / Senior Consultant to President, Turkish Pharmacists’ Association Turkey

11:30 – 11:40
Introduction by chairs

11:40 – 12:25
Wrap-up the conference and closing
1. FIP CEO / Catherine Duggan / The Netherlands
2. FIP Past President / Carmen Peña / Spain
3. TPA Secretary General / Arman Uney / Turkey
4. TPA President / Erdogan Colak / Turkey

12:25 – 12:30
Signing of the Ankara Commitment to Action on Primary Health Care & Group Photo

12:30 – 14:00
Networking lunch

An optional social programme will be organized by the Turkish Pharmacists’ Association to welcome participants to explore the Turkish culture, history, cuisine and hospitality. Please follow our website for information and updates about the social programme.
HEALTH HACKATON

for pharmacy students and young professionals

Meeting room Pharmaka

(Please note that Plenary sessions will take place in Avicenna Room)

Co-organized by FIP Young Pharmacists Group, International Pharmaceutical Students Federation (IPSF) and TPA Youth Commission, supported by Pharmapod

Will you accept the challenge to take on innovation in healthcare at FIP Regional Conference for the European Region?

At the conference, “Delivering primary health care: Pharmacists taking the next leap forward” FIP YPG, IPSF and TPAYC, supported by Pharmapod, co-organize the Health Hackathon for students and young professionals — an exciting opportunity to be at the forefront of digital health and innovation.

A hackathon is an event where computer programmers get together to design an innovative solution in a short amount of time, and nowadays, this concept has been applied to various sectors and in this case, health care!

Don’t worry if you do not feel technology savvy. As everyone with different experiences is welcomed and there will be mentors and guidance by technology experts to guide you through the session on design thinking, technology, and innovation.

At Ankara, participants who choose this session will be placed in groups to devise an innovative solution in addressing non communicable diseases in primary health care using digital health technological interventions over a short time frame and those ideas will be pitched to an expert panel and the winners will receive a special trophy by Pharmapod.

CO-CHAIRS

Acacia Leong / FIP YPG Professional Development Coordinator, United Kingdom
Petra Orlíč / IPSF President 2018/19, Croatia
Tuna Celik / Turkish Pharmacists’ Association Youth Commission, Contact Person, Turkey

MENTORS AND SPEAKERS

Jaime Antonio Acosta Gómez / FIP Technology Forum Member and Executive Committee Member of FIP Community Pharmacy Section, Spain
Ozge Ucar / Science and Technology Communicator, Social Touch, Turkey
Mohamed Magoury / Pharmacy Informatics and Automation Head at Fakeeh Care Group, United Arab Emirates
Ema Paulino / FIP Professional Secretary, Portugal
Dan Burns / Pharmacy Director, Pharmapod, Ireland
Leonora O’Brien / CEO, Pharmapod, Ireland
Berkay Kaan Karatas / Senior Software Engineer, Turkish Pharmacists’ Association, Turkey

FACILITATORS

João Guedes / IPSF EuRO Chairperson, Portugal
Cagri Necdet Cagdas / TPA YC Student Exchange Officer, Turkey

An optional social programme will be organized by the Turkish Pharmacists’ Association to welcome participants to explore the Turkish culture, history, cuisine and hospitality.

Please visit the conference website to book your tour!
Venue: Sheraton Ankara Hotel & Convention Center
Kavaklidere Mahallesi, Şht. Omer Haluk Sipahioglu Sk, 06700 Çankaya/ Ankara, Turkey
After graduating from Ankara University Faculty of Pharmacy, he started his academic and professional life in the Pharmacology Department of the same faculty. He completed his PhD in 1982 in the same department. In 1992, he was promoted as professor in Gazi University Faculty of Pharmacy. Between 1994 and 1995, he served as the Vice Dean of this faculty. He took part in various academic and administrative boards of this faculty in the course of his duty. In 2016, he started to work at the Near East University and became the Head of the Department of Pharmacology. In 2018, he was appointed Dean of the Faculty of Pharmacy at Girne University. Between 1984 and 1999, he served as the Secretary General of the Central Committee of the Turkish Pharmacists Association. Starting from the same years, he worked for several years in various commissions of the State Planning Organization and the Ministry of Health. In 2013, he received the Turkish Academy of Pharmacy Service Award. He has more than 400 publications including research articles, national and international congress papers, review articles and books.

Dr. Virginia Acha
Executive Director – Global Regulatory Policy, MSD

“Although the media focuses on new treatments, innovation in healthcare is also fueled by improvements in how we manage and use medicines; at FIP Ankara2020, we put the spotlight on innovation in use for patient benefit and sustainability”

Virginia (Ginny) has worked in industry and academia throughout her career, combining interests in science policy, research and innovation performance within and across organizations. She joined MSD in 2017 to lead regulatory policy efforts for innovation that will lead to better treatment for patients globally.

Before joining MSD, Ginny was the senior spokesman for the industry in the UK for research, medical and innovation policy (including BREXIT). Previously, Ginny worked for Amgen in global regulatory policy and for Pfizer working on policy development in science and innovation in healthcare.

“Come to enjoy, learn and share about the advancement of pharmacy”

Jaime Acosta Gomez
- Community pharmacist, Executive Committee member of the Community Pharmacy Section of FIP (International Pharmaceutical Federation), and member of the FIP Technology Forum
- Bachelor of Pharmacy, Master in Pharmaceutical Care and a Postgraduate in management of Health Institutions
- Author and a regular speaker at international conferences in the pharmaceutical sector, Jaime is an expert in international pharmacy, technology and innovative professional practices. In addition to leading numerous sessions at the last International Congresses of Pharmacy and Pharmaceutical Sciences, he has coordinated numerous global training for pharmacists in different professional areas. Currently, he directs a series of articles in Spanish on advanced international pharmaceutical practices.

“Come to enjoy, learn and share about the advancement of pharmacy”

Mesil Aksoy, Pharm.
She graduated from Istanbul University Faculty of Pharmacy in 2005. Between 2005-2006, she worked as a community pharmacist in Ankara. She worked as a hospital pharmacist at Ankara Haymana State Hospital between 2007-2012. Since June 2012 she serves on Pharmaceuticals and Medical Devices Agency. Between June 2012 and January 2014, she worked as a pharmacist in Rational Drug Use and Drug Supply Management Department, and as “Rational Drug Use Unit Responsible” between January 2014 and January 2016. She has been working as the Head of Rational Drug Use and Drug Procurement Management Department since April 2016.

Stefan Balkanski
Mr Stefan Balkanski is a Master of Pharmacy with a PhD degree from the Faculty of Pharmacy at the Medical University of Sofia, Bulgaria. He has great experience and is working as Sales and Marketing Manager in a pharmaceutical company. Main interests of Stefan are in the field of sales, digital marketing and marketing strategies, and integration of value-added services in the community pharmacy. At present, Stefan is the Chairman of the Continuous Professional Development /CPD/ and Accreditation Commission of the Bulgarian Pharmaceutical Union. The Commission is responsible for life-long learning of the pharmacists with master degree in Bulgaria and quality of pharmacy practice. In his mandate the Commission managed to implement an internet-based distance e-learning platform for CPD. Stefan is fluent in English and French.

“Instead of better glasses, your network gives you better eyes” – Ronald Burt

Professor Ian Bates
Director of the FIPEd Workforce Development Hub, UCL-FIP Collaborating Centre, University College London, School of Pharmacy

Professor Ian Bates holds the Chair of Pharmacy Education at the UCL School of Pharmacy as Head of Educational Development and is a Faculty Fellow of the Royal Pharmaceutical Society (RPS). Professor Bates is the Director of the FIP Education (FIPEd) Workforce Development Hub, leading an international team appointed by FIP working in partnership with the World Health Organization (WHO).

He is Editor-in-Chief of Pharmacy Education, an international research journal hosted by FIP which has been publishing peer-reviewed educational research continuously since 2000. He is a Fellow of the RPS, a Fellow of the Royal Statistical Society and a Trustee for the European Pharmaceutical Students’ Association. He was awarded Fellowship of the International Pharmaceutical Federation in 2012 and the Charter Medal from the RPS in 2017 for his leadership contributions to the profession.

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Aida Batista
**Vice President of the European Association of Hospital Pharmacists (EAHP)**

Aida Batista is a Portuguese hospital pharmacist at the Centro Hospitalar de Vila Nova de Gaia (Porto Region). She was a Board Member of the Portuguese Association of Hospital Pharmacists (APFH) and held the presidency of APFH between 2008 and 2015. Since 2011, Aida is part of the Board of EAHP. Her work for the Association focuses on the patient safety, medicines shortages, medical devices and procurement.

“Join the FIP Conference in Ankara to address the growing problem of medicines shortages together with me and your colleagues”

Berkay Kaan Karatas

Berkay is a senior software engineer and a works for the Information Technology Team of Turkish Pharmacists Association. He loves Open Source and building new projects and making them simple to use. Berkay is a constant learner and loves to share knowledge with other people.

Dan Burns

Dan Burns is a pharmacist and Pharmacy Director with Pharmapod. He graduated from the Royal College of Surgeons in Ireland in 2006 and spent the first seven years of his career with Boots Ireland in a variety of pharmacy-based positions. He then progressed to the role of Pharmacy Operations Manager with Boots Ireland. Before joining Pharmapod, he was superintendent pharmacist for the Allcare Pharmacy Group, Ireland’s largest Irish-owned pharmacy group. Dan has a keen interest in the role of technology as an enabler for better, safer care. He graduated with a MSc in Health Informatics from Trinity College in 2016 and is a member of e-Health Ireland’s Council of Clinical Information Officers. He has sat on the Joint Contractor’s Committee and IT Steering Group with the Irish Pharmacy Union and on the PSI’s Standards Advisory Group. He is passionate about training and progressing the profession of pharmacy, and has provided lectures and training to pharmacists and pharmacy undergraduates throughout his career.

Michal Byliniak

Pharmacist by profession. He graduated from the pharmaceutical faculty of the Warsaw Medical University in Poland. Currently, he is the President of the Pharmaceutical Group of the European Union (PGEU) in Brussels, vice-president of the Polish Pharmaceutical Chamber, where he is responsible, among others, for international cooperation and representation of the community pharmacists. He was a chief negotiator regarding the participation of the Polish Pharmaceutical Chamber in the National Medicines Verification Organization (NMVO). He is a participant in meetings of pharmacists organized as part of the Visegrad Group (V4 Pharma Group). He has over 20-year professional background in the pharmaceutical industry. He has strong managerial experience related to distribution, reimbursement, registration of medicinal products and clinical trials, which he gained both while working in pharmacies, as well as in domestic wholesalers and pharmaceutical companies. Previously, he was a pharmaceutical consultant at the McKinsey Company law firm. Author of numerous studies and legal regulations related to the pharmaceutical industry. Lecturer and coach. Participant of debates, workshops and industry conferences.

“*International cooperation is a strongest progress trigger – let’s use it to move pharmacy world forward*”

Zafer Caliskan, Prof.

Zafer Caliskan received his PhD in Economics from Hacettepe University Department of Economics in 2004. After finishing his PhD research, he studied as an academic visitor at Otago University in New Zealand for six months. Dr. Caliskan was Vice Dean of Faculty of Economics and Administrative Sciences in the same university from 2013-2016. Dr. Caliskan was member of Medical and Economic Evaluation Commission, Social Security Association (SGK) of Turkey during 2007-2009 and 2013-2019. He is also president-elect of ISPOR Turkish Regional Chapter. He is currently Professor of Economics in the Department of Economics, and as Vice Director of Vaccine Institute at Hacettepe University, Dr. Caliskan has extensive teaching and research experience in Microeconomics, Health Economics, Pharmaeconomics, Health Technology Assessment and Hospital Economics. His current research focuses on pharmaceutical reimbursement policies.

Astrid Czock

Astrid has a Master of pharmacy and a PhD in pharmaceutical chemistry from the University of Vienna, Austria. She worked in R&D in Stockton, CA, and got her pharmacy approval in Düsseldorf, Germany. After Byrs in Swiss community pharmacies, she became head of the Department of Education and Quality of PharmaSuisse, being responsible for the Federal accreditation of the postgraduate titles in community and hospital pharmacy as well as setting up and implementing the vaccination program for pharmacists. For her achievements, she was appointed fellow of the Swiss Academy of Pharmaceutical Sciences. Currently, she is CEO of QualiCCare, an interdisciplinary association in Switzerland, developing and implementing best practice projects for the treatment of patients with non-communicable diseases in Switzerland. For the Swiss Society of Endocrinology and Diabetology, she is involved in their postgraduate curriculum and its accreditation. She coordinates the society’s working groups for good diabetes management in primary care, diabetic foot as well as medical treatment of diabetics.

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Jan De Belie

Jan De Belie is a Belgian pharmacist working as the Professional Affairs Advisor at the Pharmaceutical Group of the European Union (PGEU), the European Association representing community pharmacists in 32 European countries. Before joining PGEU, Jan worked at the Association of Belgian Pharmacists (APB) whilst also working part-time as a community pharmacist in practice. In his role, Jan is responsible for the PGEU activities concerning professional related issues and liaising with PGEU members and stakeholders on these topics. Other specific responsibilities are to further develop the relationship of PGEU with EMA, with other pharmacy and health professional associations and with parts of the EU institutions dealing with public health and pharmaceuticals.

Kristien De Paepe

Kristien De Paepe (16/11/1970) graduated as PharmD, PhD and became full professor in 2018. Her research focuses on the skin barrier and the development and efficacy evaluation of new dermato-cosmetic application forms. As a senior academic staff member, she teaches various lectures including Pharmaceutical dosage forms and Technology and Topics in pharmacy practice training. During the past 25 years she also worked part time as a community pharmacist. She is a teacher on training days for pharmacists, general practitioners and hospital specialists in training. She is a member of the Pharmacy Education Board and the Board of Directors of IPSA (Institute for Permanent Study for Pharmacists) and an ExCO member of EAFP (European Association of Faculties of Pharmacy) since May 2014. She is a substitute member of the Belgian National Council of Pharmacists and of the Scientific Commission for Medicines for Human Use. Between 2014 and 2016, K. De Paepe coordinated two Erasmus+ LLP projects: PHAR-QA (Quality Assurance in European Pharmacy Education and Training) and PHAR-IN (Competences for industrial pharmacy practice in biotechnology), funded by EACEA.

Delgutte, Alain

Alain Delgutte previously chaired the national Council of Pharmacy Owners of the French Chamber from 2009 to 2019. A member of the administrative and executive boards of the Pharmacist Pension Scheme Fund and a Lieutenant-Colonel in the Nevers firefighters, he holds a Pharmacy diploma, as well as a Master's degree in business management and orthopaedics qualifications.

Dr Catherine Duggan

Dr Catherine Duggan is the Chief Executive Officer of the International Pharmaceutical Federation. Catherine is responsible for visionary leadership, support, development and advocacy across the 351 member organisations and the four million members FIP represents. She is responsible for developing and delivering the strategy, planning and working across global organisations such as WHO and UN, and other international professional groups. Upon taking up the role, Catherine was awarded an honorary Professorship from the School of Pharmacy, University of Nottingham. Until April 2018, Dr Catherine Duggan was the Director of Professional Development at the Royal Pharmaceutical Society of Great Britain, where she was responsible for the delivery of professional advice and support to all members across all sectors, the development of strategies to share and showcase good practice across the profession and development and implementation of professional standards for pharmacy. Dr Duggan has published widely and presented at national and international meetings. She is a recognised leader across the profession working with many networks within and across the profession and, more widely, health and business. Catherine has worked in community, primary care, hospital and academia.

Caner Eryol, Ms. Pharm.

He is the Information Technology Unit Coordinator of Turkish Pharmacists Association. After graduating from Hacettepe University Faculty of Pharmacy, he completed his master's degree in biopharmaceutical and pharmacokinetics. He is currently a PhD candidate in the same department. He worked as a Design and Development Specialist in the Turkish Pharmacists Association.

Per Kristian Faksvaag

Per Kristian Faksvaag is the Director Pharmaceutical Affairs at the Norwegian Pharmacy Association. He obtained his MScPharm from the University of Oslo, Norway, 1978.


Radu Ganescu

Radu Ganescu is the president of the Coalition of Organisations of Patients with Chronic Diseases in Romania (COPAC). He is also a patient and president of the Association of Persons with Major Thalassemia in Romania and a strong activist in defending the rights of patients with chronic diseases. In 2019 Radu Ganescu has been elected Vice President of the European Patient Forum, the European organization that COPAC has been a member of since 2010*.

“My participation to this conference will be a great opportunity for all of us to share knowledge and share experience.”

Frederico Guanais

Frederico Guanais (PhD) is Deputy Head of the Health Division at the OECD. Prior to joining the OECD, he was Principal Health Specialist at the Inter-American Development Bank (IADB). At the Bank, he led the approval of more than USD 12 billion in loan operations for the health sector of countries in Latin America and the Caribbean and was the principal investigator on research projects on health systems and primary care in the region.

He is a leading international expert in primary care, health systems strengthening, and global health. He has published several research papers in main academic journals, including the British Medical Journal, the Lancet Global Health, Health Affairs, Health Policy and Planning, and received a “Paper of the Year” award from the American Journal of Public Health in 2013.

Dr. Hakki Gursoz

Hakki Gursoz was born in Corum on 21.09.1975. He completed his secondary school education in Corum Anatolian High school and high school education in Polatli High School. He graduated from the Medical Faculty of Ankara University in 2001 and qualified to be a medical doctor. In 2011 he started his undergraduate education in the Faculty of Economics and Administrative Sciences of Anadolu University and graduated in 2015. He is still continuing his graduate education in public health at Institute of Public Health of Hacettepe University and in Health Economics at Barcelona Pompei Fabra University. He was appointed as the Vice President at the establishment of the Turkish Medicines and Medical Devices Agency in March 2012. He was assigned as the Vice President of the Economic Evaluation and Information Management Department between 2012-2013, as the Vice President of the Supportive and Laboratory Services Department on 2014, and the Vice President of the Pharmaceuticals and Pharmacy.

Tifenn Humbert

Tifenn Humbert is a Public Health Pharmacist with more than fifteen years of experience in pharmaceutical policy, with a special focus on access to medicines and health technologies, procurement supply and chain management (PSM), health system strengthening and health logistics. She joined WHO in 2011 as Procurement Officer at the WHO global Services Center in Kuala Lumpur (Malaysia) where she was responsible of the global procurement of medical items for WHO emergency responses, as the vaccines emergency stockpiles and emergency health kits. Since April 2016, she is part of the WHO Regional Office in Copenhagen, in the Health Technologies and Pharmaceuticals, Division of Health Systems and Public Health. She provides technical support to the countries in the WHO EURO region in Strategic Procurement and access to medicines under the umbrella of Universal Health Coverage (UHC).

“Access to health products will be a key indicator for countries’ progress towards Universal health coverage (UHC). The work of a pharmacist is not just dispensing medicines, it’s also giving advice, providing guidance on the correct usage of medicines. Pharmacists are an important part of health system to achieve UHC.”

Dominique Jordan

Dominique Jordan was elected president of the International Pharmaceutical Federation (FIP) in 2018. Before that, he was chairman of FIP’s Board of Pharmaceutical Practice and is a past president of FIP’s Community Pharmacy Section.

Born in Switzerland, Mr Jordan studied pharmacy at the Universities of Bern and Lausanne, and is a Fellow of the Swiss Academy of Pharmaceutical Sciences. He has held a number of positions in pharmaSuisse — the Swiss Association of Pharmacists — including head of its department of politics and economy, vice president and, finally, from 2003 to 2014, president and chief executive officer.

The owner of a community pharmacy in Sion, in the Swiss canton of Valais, Mr Jordan is also vice president of Health Promotion Switzerland and a member of the Senate of the Swiss Academy of Medical Sciences.

Emine Karatas Kocberber

Emine Karatas Kocberber started Istanbul University, Faculty of Pharmacy in 2005. After graduating from Faculty of Pharmacy, she participated in clinical rotations for six months in the United States in 2010. She started Clinical Pharmacy PhD program in 2012. In 2014, she has been in University of Tennessee, Faculty of Pharmacy for exchange program. She participated in clinical rotations in different hospitals such as Baptist Health, Veterans Affairs, Regional Health, Methodist, St. Jude and LeBonheur Children's hospitals in the United States. She worked as a lecturer in Istanbul Medipol University, Faculty of Pharmacy, Department of Clinical Pharmacy for 2 years. She was visiting researcher at The Department of Geriatrics, Faculty of Medicine, University of Padova in 2019. Since 2017, she has been working as a research assistant in Istanbul University, Faculty of Pharmacy, Department of Clinical Pharmacy.
Zeid Al Kilani  
President of the Jordan Pharmacists Association (JPA)

Zeid Al Kilani is the President of the Jordanian Pharmacists Association, leading its strategic vision and activities to advance pharmacy in Jordan. Zeid is also a community pharmacist by background, and the Chief Executive Officer of Rawhi Group Pharmacies in Jordan. Zeid has served as a leading member of the Global Conference Steering committee for FIP-JPA 1st regional conference that took place in Amman, Jordan in April 2019.

“Professional development is a huge part of Pharmacy, and being here today is one of the essential part for developing the profession, in exchanging expertise and sharing successful stories with like-minded colleagues which will reflect on the knowledge and practices for all.”

Bulent Kiran, PhD.

He is currently Provincial Coordinator of Izmir Pharmacy Chamber for the My Guide Pharmacy Program and he is elected as a Member of the Board of Disciplinary Affairs of the TPA. He wrote more than 100 articles, papers, book sections and magazine articles on pharmacy administration, pharmacy management and organization, pharmacy ethics and deontology, history of pharmacy, pharmacy regulation, drug policies, drug law, health and pharmacy communication, career planning and management, entrepreneurship, strategic planning and future management. He played a role on protecting historical heritage of pharmacy as he re-founded a historical pharmacy in Ege University Faculty of Pharmacy and took part in two Galen sculptures. He has significant work and contributions on designing a standard pharmacy oath for all pharmacy schools and determining “Occupational Ethical Rules in Community Pharmacy”

Klimov Oleg Ivanovych

In 2013, by the decree of the Kyiv mayor, he was awarded the Badge of Honor, by the decision of the Central Council of the Kyiv City Organization of the All-Ukrainian Non-Governmental Organization “Chornobyl Union of Ukraine”, he was awarded the Chornobyl Accident Liquidator medal, by the decision of the Kyiv City Trade Union of Healthcare Workers, he was awarded the Badge of Honor, he was awarded the jubilee silver medal by Health Pharmaceutical Company LLC. On a competitive basis, he was elected to the Scientific and Methodological Commission of the Higher Education Sector of the Scientific and Methodological Board of the Ministry of Education and Science of Ukraine, specializing in 226 Pharmacy, Industrial Pharmacy, Deputy Head of the Commission. He is the co-author of a draft Law of Ukraine On Pharmaceutical Self-Governance. Member of the Public Council at the State Service for Medications and Drugs Control (2017-2018).

Mgr. PharmDr. Zuzana Kusynová

Mgr. PharmDr. Zuzana Kusynová is lead for policy, practice and compliance at FIP, the global organisation representing over four million pharmacists and pharmaceutical scientists worldwide. She advises on pharmaceutical policies related to medicines use and pharmaceutical care. Ms Kusynová coordinates the projects of FIP’s expert groups and policy committees and supports the preparation of the reports, toolkits and FIP statements of policy. She encourages and supports national pharmacists’ professional organisations in taking an active role in advancing pharmacy in different settings through strategies at the national level. She is the focal point for FIP’s close collaboration with the World Health Organization.

Dr. Anna Laven

Dr. Anna Laven is managing director of Pharmabrain, a German medium-sized company specializing in continuing medical and pharmaceutical education live and online. Pharmabrain’s research and training centre is located in Berlin, Germany. Anna Laven completed her PhD in clinical pharmacy after her studies of pharmacy, pharmaceutical medicine and human resource management. Her research focuses on evidence-based pharmacy, non-prescription medicines (OTC), medication management, adherence and structured pharmaceutical counseling. 

Dr. Anna Laven is located in Berlin, Germany. She also works as a consultant for the pharmaceutical industry and for pharmacies and as a medical journalist. She is a member of the working group of FIP’s report on non-communicable diseases.

Lóa María Magnúsdóttir

Lóa María Magnúsdóttir is CEO of the Pharmaceutical Society of Iceland. She studied Pharmacy at the University of Iceland and finished Cand Pharm (M.S. in Pharmacy) degree in 1995 and got her licence as a pharmacist the same year. Lóa Maria has worked in various sectors in pharmacy, as a pharmacist/head pharmacist in a pharmacy, at the Icelandic Medicines Agency, in a dose dispensing pharmacy, at a pharmaceutical sales and marketing company as a qualified person, a medical translator and a regulatory affairs specialist and regulatory advisor. She was the president of the Pharmaceutical Society of Iceland from 2015 until 2019.

“Collaboration is the key to success”

"Collaboration is the key to success."

"Join the conference to discuss with international experts easy implementation of patient-centered short interventions in every day's pharmacy practice."
Mohamed Magoury

Mohamed Magoury is a Digital Health and Pharmacy Informatics Expert, with ten years of experience in designing, developing, leading, and managing Healthcare IT projects as well as an impressive record of accomplishments in Pharmacy Automation and robotics. Currently, Mohamed is holding the role of Pharmacy Informatics and Automation Head at Fakeeh Care group. In this role, Mohamed is leading the digital transformation of medication management across Fakeeh Care facilities in Dubai and Saudi. Before joining Fakeeh, Mohamed worked in different Health Informatics roles with different healthcare organizations in the UAE and other Gulf countries. His main areas of expertise are Digital Health, Pharmacy Automation, Data Analytics, and Business Intelligence, Supply Chain Management and Electronic Medical Records.

Mohamed is a holder Bachelor of Science in Pharmacy, and he is a Certified Project Management Professional (PMP) from the Project Management Institute and Certified Information Systems Security Professional (CISMP) from Health Information Management Systems Society.

Kathy Maher

Kathy Maher is a community pharmacist in Ireland, running her own pharmacy for 15 years. She has worked in the pharmacy representation area, working on all committees of the Irish Pharmacy Union (IPU) and having served as Honorary Treasurer, Vice President and as President of the IPU 2014 – 2016. Kathy has engaged with various Ministers for Health, the Department of Health and all stakeholders advocating for the pharmacy profession, and for patients. She was involved with all major developments in pharmacy services and role expansion in recent years in Ireland, Seasonal Flu Vaccination, Emergency Hormonal Contraception POP to P, Minor Ailment Scheme Pilot to name a few. She attended as Irish delegate at PGEU, FIP and Pharmintercom. She is media spokesperson for the IPU, on topics from clinical, therapeutic and health promotion to policy development/expanded role of the pharmacist.

Kathy received Awards for Excellence in Community Pharmacy 2016, and Overall Pharmacist of the Year 2016 at the Irish Pharmacy Awards, recognition of her work for the promotion of the profession.

"Pharmacists are constantly striving to do their best for their patients, this conference shows how we can move beyond our comfort zone, to the next level of patient care and enhancing using our skills."

Arijana Mestrovic

She is a Vice President of Academic Section of FIP and Global lead for Competency-development in Workforce development HUB of FIP. She is an Assistant Professor in Social Pharmacy & Patient Care at the Faculty of Medicine, Pharmacy School, University of Split, Croatia, and she also visits universities in Cyprus and Poland. She is a member of International Services Advisory Group of Accreditation Council for Pharmacy Education (ACPE), member of Pharmaceutical Care Network of Europe and WHO Consultant in Patient Care initiatives. In collaboration with ACPE, I have been involved in implementing SMART Pharmacist CPD initiatives in 14 countries, including Turkey.

In Pharma Expert, her company, she delivers trainings and lectures for pharmacists, pharmacy technicians, pharmacy leaders and educators all around the World.

Leonora O’Brien MRPharmS MPSI

Leonora O’Brien is a pharmacist who dedicates her professional life to promoting patient safety and is the Founder and CEO of Pharmapod. Leonora has over 20 years’ experience in community pharmacy practice, policy development and regulatory affairs at a national and International level. She has also held the Chief pharmacist role for the largest pharmacy group in Ireland.

She subsequently worked as European Manager for Celesio AG, with full accountability for development and management of Quality Assurance and Clinical Services Strategy for its 2,300 pharmacies across 8 European countries.

Leonora has won numerous national and international awards for pharmacy practice, business and innovation including the Top Digital Health Influencer in Ireland, the Cartier Women’s Initiative Awards and the Tatler Women of the Year Awards for Entrepreneurship.

Gul Ozhan, Prof.

She graduated from Istanbul University Faculty of Pharmacy in 1991. She received her master’s and doctorate degrees in Pharmaceutical Toxicology. In 2015, she started to work as a professor in the same department. She is a member of Society of Turkish Toxicology, Society of Turkish Biochemistry, Society of Pharmacovigilance, Society of Clinical Toxicology, Federation of European Biochemical Society (FEBS), Society of Toxicology (SOT), Federation of European Toxicologist and European Societies of Toxicology (EUROTOX). She holds a Certificate of European Registered of Toxicologist.

Ema Paulino

Currently Professional Secretary of FIP, and thus a member of its Bureau, Ema has previously been Chairperson and Project Coordinator of the Young Pharmacists’ Group, a member of the FIP Programme Committee, and Secretary of the Community Pharmacy Section. She is a member of the National Board of the Portuguese Pharmaceutical Society (PPS), and represents this organisation at various international groups and organisations such as the Pharmaceutical Group of the European Union (PGEU) and the International Pharmaceutical Federation (FIP).

Ema is a member of the Global Health Workforce Network’s Gender Equity Hub, an action-oriented community that aims to connect the dots across contexts and catalyse progress in the gender-transformative approaches to health workforce, coordinated by the World Health Organization and Women in Global Health.

Ema is also a Board Member of the Pharmaceutical Care Network Europe (PCNE).
Dr Carmen Peña Lopez
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Dr Carmen Peña is the Immediate Past President of the International Pharmaceutical Federation (FIP). Prior to her position as Immediate Past President Dr Peña was FIP President for four years (2014 – 2018) and FIP Vice-President for six years (2008-2014).

Dr Peña has been a member of the “National Royal Academy of Pharmacy” (since 2005) and a corresponding member of the “Latin-American Academy of Pharmacy” (since 2005). Dr Peña has received numerous recognitions from professional organisations in Spain (such as the Gold Medal of the General Spanish Council of Pharmacists in 2015) and at international level (FIP Fellow in 2013), as well as from the Spanish authorities (Gran Cruz de la Orden Civil de Sanidad in 2015). She has also been recognized by the press in Spain as “pharmacist of the year” (2015) and “personality of the year” (2015). She has also been recognized by the press in Spain as “pharmacist of the year” (2015) and “personality of the year” (2015). She has also been recognized by the press in Spain as “pharmacist of the year” (2015) and “personality of the year” (2015). She has also been recognized by the press in Spain as “pharmacist of the year” (2015) and “personality of the year” (2015).

Sónia Queirós
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Sónia has been President and Vice-President of the Portuguese Association of Pharmacists (APEF) – Department of Education and Training, 2001/2002.

She holds Majors in Law, and in Economics and Business Administration, with specialization in Finance, by the University of Pontificia de Comillas in Madrid, and a MBA by the University of Salamanca.

“I believe it would be interesting to learn about best practices on how pharmacists can be part of the solution in dealing with a public health issue such as medicines shortages that are affecting patients and pharmacists throughout the world.”

Sonia Ruiz Moran
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Sonia is currently Director of International Public Affairs at the General Pharmaceutical Council of Spain. She is an excellent speaker and public relations expert.

Sonia has also been President and Vice-President of the European Medicines Verification Organisation (EMVO) and member of their Board of Directors on behalf of the Pharmaceutical Group of the European Union (PGEU).

In the past she has worked in the digital media sector, holding managerial positions in E-Business Intelligence, and Marketing & Research, in the leading Spanish language media and communication group, PRISA.

Sonia holds a PhD in Economics and Business Administration, with specialization in Finance, by the University of Pontificia de Comillas in Madrid, and a MBA by the University of Salamanca.

“I believe it would be interesting to learn about best practices on how pharmacists can be part of the solution in dealing with a public health issue such as medicines shortages that are affecting patients and pharmacists throughout the world.”

Mr. Leopold Schmudermaier
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Mr. Leopold Schmudermaier represents the Austrian Association of Pharmacists in International matters. Since the 1980s he is involved in professional policies and held posts like Vice-President of the Austrian Chamber of Pharmacists. Since the early 90s he represents the Austrian pharmacists at European and International level. Furthermore, he was president of the Pharmaceutical Group of the European Union in 2007. Since 1996 he owns the “Europa-Apotheke” in Vienna.

“If you don’t speak up, nothing will ever happen.”

Miranda Sertić
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Miranda Sertić is a licenced pharmacist and a pharmaceutical scientist. She obtained her PhD in 2013 in the field of Pharmaceutical Analysis and was elected Assistant Professor at the Faculty of Pharmacy and Biochemistry in Zagreb. She serves as Board member of the Croatian Pharmaceutical Society and member of the CA of the Croatian Chamber of Pharmacists. Miranda is on the Editorial board of the Croatian national professional journal. Miranda was elected Chairperson of the Young Pharmacist Group of International Pharmaceutical Federation (FIP) in 2016. Since 2017 she has been acting Vice-Chair of the FIP Analytical Sciences and Pharmaceutical Quality Special Interest Group. Miranda was project coordinator on the FIP YPG mHealth project.

Madeleine Sirks
PharmD, FFIP; Immediate Past President of the International Pharmaceutical Federation (FIP)

Madeleine Sirks is a licenced pharmacist, Royal Dutch Pharmacists Association (KNMP), The Netherlands.

“I believe it would be interesting to learn about best practices on how pharmacists can be part of the solution in dealing with a public health issue such as medicines shortages that are affecting patients and pharmacists throughout the world.”
Lieven Zwaenepoel

Lieven Zwaenepoel is the vice-president of APB (Algemene Pharmaceutische Bond – Association Pharmaceutique Belge – Association of Pharmacists in Belgium), the national federation of independent community pharmacists, representing over 85% of community pharmacies in Belgium. He was an active community pharmacist for 15 years, interested in professional development, quality assurance in community pharmacy and data sharing and also a member of the board of the local pharmacists’ association BAF (Brabants Apothekers Forum) and regional association VAN (Vlaams Apothekers Netwerk). He was a member of the Federal Council of APB for five years before he was elected president of the Executive Committee for the term of 2016 and ’17. He was a part-time research fellow for 3 years at the Faculty of Pharmaceutical Sciences of the KULeuven and conducted research regarding the need for information about medicines in psychiatric inpatients, before returning to his calling as a community pharmacist. He participated in the Vitalink pilot project Zenneland in Halle and was a co-founder of éénlijn, a 3 year project to support health care professionals in primary care in their use of IT-solutions and eHealth in the Flemish Community. Besides he was involved in the roll out of Geowacht/Geogarde®, an automated system to calculate and announce guard duties of community pharmacies.

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