

BUSINESS PROGRAMME for the Healthy Life Forum

12 February 2020, Sochi

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Reducing Risks to Human Health

Panel session

How Can We Address Cardiovascular Diseases for Aging Populations?

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

Non-communicable diseases are a heavy burden on the healthcare systems and economies of most of the world's leading nations. Circulatory system diseases account for more than half of deaths, yet most of them can be prevented by impacting such adverse factors as tobacco use, unhealthy diet, obesity, lack of physical activity, and alcohol abuse. Such strategies are designed to reach the entire population. Public healthcare programmes, timely prevention, and access to innovative treatment methods should be the key to reducing mortality from coronary heart disease, heart failure, acute cardiovascular accidents, and cardiac rhythm disorders by almost a quarter. Particular attention should be paid to monitoring the main risk factors that have a direct impact on the development and progress of cardiovascular diseases such as high blood pressure, high cholesterol, and diabetes. What challenges do nations and international organizations face in using global experience to combat cardiovascular diseases? What best practices can and should be utilized? How will the implementation of a national project in Russia affect the life and health of the population in the future? What best regional experience in combating cardiovascular diseases is ready to be utilized at the national level?

Reducing Risks to Human Health

Panel session

Fighting Cancer: Strategies of the Future

As part of the series of events of the Content Foundation for the Development of Expert and Analytical Activities on improving the effectiveness of the national project 'Combating Oncological Diseases'

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

According to WHO forecasts, an overall increase in life expectancy will lead to a 62% rise in malignant tumours and a 70% increase in the mortality rate from such tumours by 2040. Programmes to combat cancer are not only becoming a global trend, but a necessity. The national project Russia has been implementing since 2019 reflects the main mechanisms that are needed to improve the effectiveness of the healthcare system for cancer patients. Industry experts have proposed a number of measures to improve the project, such as introducing additional targets for the creation and implementation of the project as well as evaluating its effectiveness taking into account differences in the morbidity and mortality rates from various types of cancer, and incorporating oncohematology into the project. What specific steps are needed to improve the effectiveness of the cancer control system in Russia? What best international practices can not only help achieve, but also exceed the expected targets of the national project? The state guarantee programme already includes access to innovative diagnostics, however who is in charge of determining the need for biomarkers and the required amount? Does the industry have enough qualified personnel? What needs to be done to change the situation with access to modern treatment in the regions?

Reducing Risks to Human Health

Panel session

Has Genetics of the 21st Century Moved from Basic Research to Practical Medicine?

Today, the personalization of drug therapy and the identification of hereditary diseases and predispositions dictate the need to transition to genomic medicine and pharmacogenomics, which makes it possible to choose the most accurate treatment based on the human genotype. Taking into account the results of individual genetic testing, disease prevention and treatment programmes are a real resource for increasing life expectancy in numerous countries. National drug policies prioritize the creation of domestic innovative drugs by placing great hopes on biomedical cell products (BMPC), biotechnologies, and gene therapy. The first steps have already been taken: April will mark one year from the enactment of the Russian government's resolution to approve the Federal Scientific and Technical Programme for the Development of Genetic Technologies in 2019–2027. How has the market for genetic services changed? How can we transition from scientific genetics to their use in practical medicine? What has been done to create the infrastructure of new scientific and educational genomic centres? How is the issue of training new highly qualified specialists being addressed? How can the introduction of molecular genetic diagnosis contribute to the development of personalized medicine? How is the development of gene therapeutic drugs and biomedical cell products progressing? How can we transition from understanding opportunities to action in precision medicine?

Reducing Risks to Human Health

Panel session

Fighting Infectious Diseases as a Step Towards Healthier Society

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

HIV, tuberculosis, and chronic viral hepatitis C are among the most pressing global health problems that pose a threat to people's health and life. This makes it a top priority for the Russian healthcare system to assess the goal of preventing the spread of these diseases. According to the Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing, there are more than one million people with HIV in Russia, while more than 3.5 million individuals suffer from chronic hepatitis C, most of whom are within the age range of 35–50 years-old. The State HIV Prevention Strategy states that the therapy coverage rate for HIV patients should be increased to 90% by the end of 2020. This indicator is one of the targets in the 90-90-90 strategy of the Joint United Nations Programme on HIV and AIDS (UNAIDS). What solutions does the healthcare system propose to introduce effective measures to reduce the number of new HIV infections and deaths from AIDS and viral hepatitis C? What regional practices are most effective in combating major socially significant infections?

Reducing Risks to Human Health

Panel session

Artificial Intelligence in Medicine

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

The widespread integration and rapid development of modern digital technologies provides modern healthcare with a number of effective tools, including the main tool – artificial intelligence. Advances in AI have made it possible to enhance the accuracy of diagnosis and the effectiveness of targeted therapy not only through the AI analysis of a patient's medical history, but also the individual's genetic traits. In addition to clinical practice, AI is already being applied in biomedical research, and the development and introduction of new drugs and is also demonstrating a high level of efficiency in the analysis of medical images. Obviously, the use of AI is the future of healthcare, which makes issues of not only a medical nature, but also ethics and morality even more important. Will AI become a reliable aid for doctors? What challenges can AI help solve in healthcare? What are the ethical aspects of interaction between AI and patients? How should the cost of AI services in medicine be assessed? How should the use of AI in medicine be regulated at the legislative level? Will AI reduce or increase requirements for training doctors? What is being done today to make the high-tech medicine of the future accessible to all segments of the population?

Reducing Risks to Human Health

Panel session

Managing Lifelong Diabetes

In partnership with the Russian Society of Young Endocrinologists

According to WHO forecasts, diabetes will become the seventh leading cause of death on the planet by 2030. Existing patterns of social behaviour, such as a sedentary lifestyle, bad habits, and an unhealthy diet are giving rise to the unhindered spread of type II diabetes. The situation is aggravated by the taboo surrounding diabetes since people try not to publicize their disease, which limits their accessibility to timely medical care. The problem requires an integrated approach, starting with disease prevention and drug production, and ending with support for people suffering from diabetes. Setting goals of this kind makes it necessary to meet the following challenges: raising awareness about the need for preventive measures; promoting achievements in diagnostic and therapeutic care; and introducing a model of social consciousness in which people should not be left alone to fight the disease. How can public awareness about risk reduction measures be increased? What successful case studies from health protection programmes can take early diabetes detection to a new level? How should people be motivated to change the paradigm of consciousness regarding an unhealthy lifestyle? What patient support programmes should be considered the most effective?

Reducing Risks to Human Health

Panel session

Managing Lifelong Diabetes. Youth program

In partnership with the Russian Society of Young Endocrinologists

Transitioning Healthcare Management From the Federal to Regional Levels

Panel session

Ensuring Equality in Financing Healthcare in the Regions

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

Spending on healthcare is a growing trend around the world. In Russia, more than RUB 500 billion have been earmarked for the Healthcare Development state programme in 2020, with roughly half of the funds allocated for the implementation of the national project. More than a third of Russia's regions have seen a budget deficit in their programmes for state guarantees of free medical care. As of 1 October 2019, the total debt of 34 regions made up roughly 30% of the overall demand for budgetary allocations in the regions. The Russian president has given instructions to provide the regions with subsidies from the federal budget to implement regional primary healthcare modernization programmes. Modernizing the healthcare system, including models for cooperation between the state, business, and NPOs, as well as utilizing European practices are among the solutions for optimizing financial strategies and building a patient-focused healthcare system in the regions. Are we implementing an algorithm to calculate the cost of state guarantee programmes based on the actual healthcare spending by the regions? Given the budget constraints, how can

we bring innovations to the regions and increase the availability of high medical technologies and the quality of healthcare? Will it be possible to implement the principle of equal access to healthcare for people in the regions?

Transitioning Healthcare Management From the Federal to Regional Levels

Panel session

Local Government's Role in Forming New Model Public Health Centres

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

For the first time in its history, Russia is giving top priority to the promotion of public health. A separate federal project called 'Promoting Public Health' is being implemented as part of the Demographics national project. In order to achieve significant results in this segment, effective interagency and interdisciplinary collaboration needs to be built not only at the regional level, but also in the cities in addition to the construction of infrastructure and functional improvements to the new model of public health centres. The creation of a network of public health centres requires the high-quality selection of best practices related to health certification in each locality as well as an analysis of prospects and possible barriers to their replication. What impact do public healthcare programmes have on the country's economy? What are the key global trends in the modernization of medical prevention centres and healthcare centres? What role do the heads of municipalities and regions play in implementing and coordinating public healthcare programmes? What is the optimal balance of investments in public health by the state, business, and citizens themselves?

Transitioning Healthcare Management From the Federal to Regional Levels

Panel session

Russia's Demographic Prospects in 2045

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

A declining birth rate remains the number one problem in the demographic situation in Russia. Today, social consciousness is dominated by consumer hedonism as young people are primarily focused on enjoying themselves, a successful career, and material well-being. This ultimately results in the vast majority of women being unable to give birth without resorting to high-tech medical care. The catastrophic decline in men's reproductive functions is just as acute of a problem. The national goal of ensuring sustainable natural population growth requires a thorough revision of approaches to the demographic policy in the healthcare system. The strategies are based on two mutually related objectives. On the one hand, a preventive health protection model needs to be created to bolster men's health and boost the proportion of preventive care for both men and women so that the focus is not on the disease, but on the goal of preventing it. On the other hand, the government should concentrate on creating an information agenda that is focused on promoting a healthy lifestyle, family culture, and having large families among young people. Does the government have the potential to ensure the natural reproduction of the population? How can the focus of medical responsibility be shifted towards preventive and predictive medicine? What motivators will help overcome the reproductive negativity seen in society? How can an effective system of moral education be created? What new healthcare models could help refocus society on a conscious desire to lead a healthy lifestyle and take care of their reproductive health?

Reducing Risks to Human Health

Panel session

Immunization as a Driver towards 80+

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The World Health Organization cites immunization as one of the most effective healthcare measures. However, the increasing outbreaks of infections that can be prevented with vaccines over the past decade have called into question the stability of the success of universal vaccination. The problem of dwindling public trust in vaccines has become a priority for global healthcare. In 2019, the WHO included the rejection of vaccinations in its annual list of global threats to humanity for the first time. The experience of the last decade has shown that immunization measures don't just need to catch up with the problem, but outpace it. Today, vaccination efforts must not only meet the goals of reducing morbidity and mortality rates, but also the goal of ensuring active longevity. Immunization throughout life is becoming a global trend. There is every reason to view the vaccination of older people as one of the most effective methods for achieving longevity targets. How can adult vaccination coverage be increased? What is the best practice for overcoming immunization barriers? How can we build a working system to inform people about the danger of rejecting vaccinations?

Dialogue for a Better Future

Panel session

Learning about Health in School: Challenges and Opportunities

Human health directly depends on good habits and a behavioural model that has been shaped since childhood. Today, numerous countries face a large number of health challenges and difficulties associated with involving children in a healthy lifestyle. The situation in Russia, unfortunately, is no different from the global trends. Each year, there has been an increase in the number of obese children due to improper diets and a lack of physical activity. In the age of information technology, new problems are being seen with the mental health of adolescents, which could have a negative impact on the quality of their lives in the long term. What does a healthy lifestyle consist of for children? Are the conditions at modern schools sufficient to incorporate new health improvement programmes? What is the teacher's role in the development of a healthy culture among children? How should parents be involved in creating healthy lifestyle values in children?

Transitioning Healthcare Management From the Federal to Regional Levels

Panel session

Innovations, Changing Needs, and Regulation Bringing Evolution to the Drug Supply System

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

The experience of developed nations has shown that expanding the availability of modern medicines for the general population plays a key role in increasing people's life expectancy. At present, Russia is implementing a number of advanced projects to improve the drug supply system. Starting in 2019, changes have been made to the rules for obtaining a tax deduction for the purchase of medicines: now income that is subject to personal income tax can be reduced by the cost of any medication as prescribed by a doctor. Pilot projects are currently being developed for the outpatient provision of medicines to additional social categories on preferential terms. The first projects have already been launched in Moscow, where three categories of people suffering from cardiovascular diseases are being provided with free drugs, and in the Kirov Region, where a drug reimbursement project is being implemented for the region's residents with circulatory system diseases. How can we ensure that all people are provided with equal medical care regardless of the region where they live? What measures should be taken to improve the public procurement system for drugs? What support measures are needed for innovative drugs? Can Russia introduce a mandatory drug supply system and what funding would this project require?

Transitioning Healthcare Management From the Federal to Regional Levels

Panel session

Is Corporate Expenditure for Healthcare Needs an Essential Cost or an Investment?

Submitted to the Coordinating Council for the Development of Continuing Medical Education for evaluation

Major changes in the Russian economy aim to significantly accelerate economic growth by increasing labour productivity in all sectors and spheres of human activity. Particular attention is being paid to investments in human capital, which is one of the most important factors for a company's success and competitiveness. The rhythm of life and work requires a different attitude to health. These challenges dictate the need for new approaches and tools to help deal with the increased stress on the psychophysical state of workers. This is why taking care of the health of the working-age population has become a priority for investments by employers and a crucial goal for the state. Preventive healthcare and improving health in the workplace could occupy a key place in a unified system for supporting public health. How can we find a balance between employee health and the need to increase labour intensity? What is our understanding of people's quality of life and how should we evaluate the healthcare system's contribution to improving this quality? What is the key to successful investment in corporate programmes and what are the main trends in the development of these programmes? What is the most effective model of government support?

Leading a Healthy Life

Panel session

Is Biohacking a Next Step in Human Evolution or a Passing Fad?

In the modern world, healthcare and people's attitude to the quality of life are transitioning to a new level. In the 21st century, unique opportunities have become available to utilize the resources of one's own body to increase living standards and extend longevity. The concept of 'bio-hacking', which involves changing the body's biological processes and generating the maximum efficiency from this 'hacking', has become fashionable. This trend not only creates conditions for normal physiological processes, but also involves individuals taking care of their emotional health, energy level, and getting proper sleep. Trackers and apps used to monitor people's sleep and the nutrients they consume have made it possible to monitor and analyse key indicators in order to make adjustments to their lifestyle and improve their quality of life. How can new approaches, technologies, and pharmaceutical drugs affect the future of humanity? Is biohacking a new concept for a healthy lifestyle? How is biohacking different from medicine? 'Proper biohacking': how can you avoid harming your own body, and what is the role of experts in this popular trend?

Leading a Healthy Life

Panel session

Antimicrobial Resistance: How Can We Counter the Threats of the Future?

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Prior to the discovery of antimicrobials, thousands of people would die from bacterial diseases such as pneumonia or infection resulting from surgery. Regardless of age or gender, no one can fully avoid the risk of resistant infections developing. Not only can antibiotic resistance significantly affect healthcare, it can also impact veterinary medicine and agriculture, which makes it one of the most serious public health problems of our time. The World Health Organization has called on countries to consolidate their efforts in creating systems to monitor antibiotic resistance and working together to prevent the misuse and excessive use of antimicrobials. Russia was one of the first countries to adopt a strategy at the state level to counter the spread of this new threat. What measures need to be adopted to make sure antimicrobials remain effective? How important is an inter-sectoral approach to solving this problem? What can we counter with modern pharmaceuticals? Can we save future generations from the risks of developing resistant infections?

Leading a Healthy Life

Panel session

Information Security on Social Media: How Can We Protect People's Health?

Today, social media is one of the drivers for promoting a healthy lifestyle. Using their own examples, bloggers motivate citizens to eat right, monitor their body mass index, and play sports. However, along with healthy lifestyle activists and professional doctors, people run their own blogs about health and medicine, post medical tips, and even prescribe dietary supplements and drugs without consulting with specialists. Such activities could pose a direct threat to people's life and health. The situation is further exacerbated by the low level of medical awareness among the population. In social media, people are not guided by professionalism, but by the number of subscribers and likes. As a result, opinion leaders are the ones who are most proficient in marketing tools and style. How can we set boundaries for people without special education to offer advice on medical topics? How can Russians be protected from the spread of dangerous and unverified information? Is a special system needed to verify doctors on social media? What responsibility do bloggers bear for their 'medical' advice?

Dialogue for a Better Future

Panel session

Healthy Lifestyle through Children's Eyes

A generation's image changes each decade. Modern children have shown a high level of motivation and enormous potential to be involved in modelling possible transformations in public life. Today, most adolescents neglect a healthy lifestyle and, moreover, often experience stress and emotional overstrain. That is why the health and physical development of the younger generation remains one of the most relevant problems in modern Russia. It has become clear that the institutions of the family and school as well as the promotion of a healthy lifestyle in the media and on social networks are no longer enough to change the situation. Time dictates the need to unify generations as well as the need for a new tool to engage in a dialogue on an equal footing, with adults listening to the views of children. How do children understand the expression 'healthy lifestyle'? Does the older generation's knowledge help young people create a proper attitude to their health from a young age? What are young people proposing to promote a healthy lifestyle? What do today's children lack? At what age should the culture of a healthy lifestyle take root? How does modern science and technology affect changes in the values of young people? What innovative discoveries in healthy lifestyles should we expect in the future and what kind of science needs to be developed?