

# BUSINESS PROGRAMME

## FOR THE HEALTHY LIFE FORUM: TOWARDS 80+

Programme accurate as at February 11, 2019

February 13, 2019

**10:00–11:30**

Conference hall 2

Demographics: on the threshold of societal change

Panel session

### **Increasing the Birth Rate and Promoting Children's Health Are Key Priorities**

Russia is currently facing a serious demographic challenge in the form of a declining birth rate. In order to overcome this problem, key objectives need to be met: people need strong motivation to have their first and subsequent children, there must be reproductive healthcare for both women and men, child mortality needs to be reduced, and young families need to be provided with affordable housing. Three federal projects focused on solving these challenges have already been launched: 'Financial Support for Families with Newborn Children', 'Facilitating Employment for Women – Establishing Conditions for Pre-School Education of Children up to the Age of Three' (with the objective of increasing the birth rate from 1.6 to 1.7 by 2024), and 'Developing Child Healthcare' (with the objective of reducing infant mortality and mortality among children aged 0–17 by 20% by 2024). How can a replacement fertility level be ensured in Russia? Are the measures envisaged by federal projects to create conditions which will encourage people to have children sufficient? What new technologies could help increase the birth rate? What are the roles of different agencies, and of the family, in reducing mortality among children and teenagers? What must be done in healthcare to ensure the health of our children: prevention through inoculation, improved primary care, or public health campaigns?

#### **Moderator:**

- **Evelina Zakamskaya**, Editor-in-Chief, Doctor Channel; Anchor, Russia 24

#### **Panellists:**

- **Leila Adamyan**, Deputy Director for Research, Kulakov Research Centre for Obstetrics, Gynaecology, and Perinatology; Chief External Expert in Obstetrics and Gynaecology, Russian Ministry of Health; Academician, Russian Academy of Sciences
- **Elena Bibikova**, Deputy Chair of the Federation Council Committee on Social Policy of the Federal Assembly of the Russian Federation
- **Artem Fedorko**, Deputy Chief Executive Officer, DOM.RF
- **Raul Alberto Gatica**, Vice President for Government Affairs, LATAM, Europe, Russia, and Turkey, Abbott
- **Sergey Rybalchenko**, General Director, Institute for Scientific Public Expertise
- **Maxim Topilin**, Minister of Labour and Social Protection of the Russian Federation
- **Tatyana Yakovleva**, First Deputy Minister of Healthcare of the Russian Federation

#### **Front row participants:**

- **Tatyana Butskaya**, General Director, VIBOR RODITELEI Help Centre for Future and Successful Parents; Head of the Committee on the Protection of Mother and Child, Eurasian Economic Cooperation Organization; Member of the Supervisory Board, Russian Quality System (Roskachestvo)
- **Lenara Ivanova**, Acting Deputy Prime Minister of the Republic of Bashkortostan
- **Igor Kogan**, Acting Director, D.O.Ott Research Institute for Obstetrics, Gynaecology, and Reproductive Medicine
- **Natalya Moskvitina**, Head, Women for Life Foundation for the Support of Families, Motherhood, and Childhood
- **Olga Panova**, President, Health of Our Children Union; Head, National School Milk Programme in Russia
- **Valentina Peterkova**, Deputy Director of the Scientific Centre and Director of the Institute of Paediatric Endocrinology, National Medical Research Centre for Endocrinology of the Ministry of Health of the Russian Federation; Chief External Specialist Paediatric Endocrinologist of the Ministry of Health of the Russian Federation; Academician of the Russian Academy of Sciences

10:00–11:30

Conference hall 4

Demographics: on the threshold of societal change

Panel session

**Public Health in the Regions**

Accredited by the Commission of the Coordinating Council for the Development of Continuing Medical Education

Increasing healthy life expectancy from the present 63 years to 67 years is a crucial national objective and very important for Russia. Public health programmes target large population groups and are implemented by a variety of agencies. They cover the public health and epidemiological wellbeing of the population, vaccinations, motivating people to reject harmful lifestyle choices, measures to prohibit and restrict the sale of alcohol and tobacco and to encourage healthy eating, conducting preventative examinations, and other measures to improve public health. Three federal projects directly aim to achieve this goal – ‘Strengthening Public Health’, ‘Sport as a Part of Everyday Life’ and ‘Development of the Primary Healthcare System’. What do people need to know about a healthy lifestyle? What role do the heads of municipalities and regions play in implementing public healthcare programmes? What targets should be set to reduce the popularity of harmful lifestyle choices? What are the main focuses for modernizing centres? What role do volunteers play in promoting public health?

**Moderator:**

- **Yury Krestinskiy**, Director, Centre for Healthcare Development, Moscow School of Management SKOLKOVO

**Panellists:**

- **Oleg Salagay**, Deputy Minister of Healthcare of the Russian Federation
- **Pavel Savchuk**, Chairman, All-Russian Public Movement of Medical Volunteers
- **Armais Kamalov**, Director, University Clinic, Lomonosov Moscow State University; Head of the Urology and Andrology Department, Faculty of Fundamental Medicine, Lomonosov Moscow State University
- **Oleg Kuvshinnikov**, Governor of Vologda Region; Chairman, Healthy Cities, Districts, and Villages Association
- **Irina Slutskaya**, Deputy Chair of the Committee on Healthcare, Labour, and Social Policy, Moscow Regional Duma
- **Viktor Tutelyan**, Scientific Director, Federal Research Centre of Nutrition, Biotechnology and Food Safety

**Front row participants:**

- **Oleg Apolikhin**, Director, N.A. Lopatkin Research Institute for Urology and Interventional Radiology, a branch of the National Medical Research Centre for Radiology of the Ministry of Health of the Russian Federation
- **Svetlana Braun**, Head of the Directorate for Public Relations, Healthcare Department, Government of Moscow
- **Oksana Drapkina**, Director, National Medical Research Center for Preventive Medicine of the Ministry of Healthcare of the Russian Federation
- **Valentina Karaulova**, Coordinator, Healthy Cities Regional Network, Ulyanovsk Region; Chief Physician, Preventive Healthcare and Healthy Lifestyle Centre
- **Olga Kobyakova**, Rector, Siberian State Medical University of the Ministry of Healthcare of the Russian Federation
- **Victoria Madianova**, Director of the Department of International Health Projects, Higher School of Healthcare Management of the Institute of Leadership and Healthcare Management, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Irina Trubitsyna**, Chief Doctor, Krasnodar Territory Ministry of Health Centre for Preventative Medicine
- **Faina Zakharova**, President, Life Line Charity Foundation for Saving Seriously Ill Children
- **Elena Zhidkova**, Head, Central Healthcare Directorate, Russian Railways

10:00–11:30

Conference hall 5

## The contribution of healthcare to quality of life

Panel session

**Infectious Diseases: How to Meet the UN Sustainable Development Goals by 2030?**

Although communicable diseases account for a smaller number of deaths in developed countries, they still result in substantial losses. In Russia, infectious diseases cause just 2% of deaths, but those who die are primarily young citizens of working age. The intensive migration of the population and developed tourism exacerbate this problem. As a result, new infections are appearing and old ones are making a return in new forms that are resistant to known drugs. According to WHO's global plan for 2030, it is essential to end the AIDS epidemic, eliminate the hepatitis virus, and significantly reduce tuberculosis infection and mortality rates. In order to meet these challenges, it is vital to continuously monitor the situation, to intensively develop scientific research, and to put in place developed infrastructure and qualified staff, together with powerful prevention programmes and affordable drugs. How can the targets in WHO's global plan be met in Russia? What problems must be overcome with respect to organizing the work of an infection control service and providing it with resources? Are there any new vaccines and drugs that could in principle have an impact on reducing mortality and illness caused by infectious diseases? How can hospital-acquired infections best be fought?

**Moderator:**

- **Guzel Ulumbekova**, President of the Board, Association of Medical Societies for Quality of Medical Care and Medical Education; Head, Higher School of Healthcare Organization and Management

**Panellists:**

- **Marwan Akar**, General Director, MSD Russia
- **Oleg Dubyansky**, Vice President, GSK Russia
- **Sergei Kraevoi**, Deputy Minister of Healthcare of the Russian Federation
- **Anna Popova**, Head, Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing
- **Vinay Patrick Saldanha**, Director, Regional Support Team for Eastern Europe and Central Asia, UNAIDS
- **Vladimir Uiba**, Head, Federal Medical-Biological Agency of the Russian Federation

**Front row participants:**

- **Nikolay Briko**, Head, Department of Epidemiology and Evidence-Based Medicine, Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Vladimir Khristenko**, President, Nanolek
- **Yury Lobzin**, Children's Clinical Research Centre for Infectious Diseases, Federal Biomedical Agency
- **Elena Malinnikova**, Head, Department of Virology, Russian Medical Academy of Continuing Professional Education of the Ministry of Health of the Russian Federation
- **Melita Vujnovic**, Representative to the Russian Federation, Head of Country Office in the Russian Federation, World Health Organization

10:00–11:30

Conference hall 8

## The contribution of healthcare to quality of life

Round table

**Insurance Companies in Healthcare: For and Against**

Healthcare can be funded by the state or by private wealth, including through voluntary medical insurance (VMI). State guarantees are paid via the budget and a system of compulsory medical insurance (CMI). Opinions differ as to the advantages of one system or the other, and every country must decide on its own solution. In Russia, CMI replaced the budgetary model more than 25 years ago. The money collected by CMI funds is allocated in accordance with established state law to medical institutions via private insurance companies. They are also responsible for monitoring the quality of healthcare, and for respecting and protecting the rights of the insured. Many experts believe, however, that these functions could be managed independently by CMI funds and the Federal Service for Surveillance in Healthcare (Roszdravnadzor). In other countries, the functions of insurance companies are far broader: they collect contributions and participate in the setting of tariffs, but, most significantly, they also bear the financial risks in the event of increased volumes of healthcare provision. For this reason, they have a direct interest in disease prevention and early detection. What model for financing state guarantees (budgetary or insurance-based) is optimal for Russia and why? What are the features of a fully-fledged CMI model? Who should shoulder the functions of insurance companies in the CMI sector? Could insurance representatives help patients? What are the prospects for voluntary medical and pharmaceutical insurance in the Russian Federation?

**Moderator:**

- **Nikolay Prokhorenko**, Expert, All-Russian People's Front Central Headquarters; First Vice Rector, Graduate School of Healthcare Organization and Management

**Panellists:**

- **Andrey Abramov**, Senior Vice President – Head, Voluntary Health Insurance Center, Business Development Unit, VSK
- **Dmitry Kuznetsov**, Vice President, All-Russian Insurance Association
- **Nelly Naigovzina**, Deputy Head, Analytical Center for the Government of the Russian Federation
- **Alla Pashkunova**, Deputy Chairman, Council of Ministers of the Republic of Crimea
- **Natalia Stadchenko**, Chairman, Federal Mandatory Health Insurance Fund
- **Yury Zhulev**, President, Russian Haemophilia Society
- **Alexander Grot**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses Opora Russia
- **Mikhail Murashko**, Head, Federal Service for Surveillance in Healthcare
- **Leonid Roshal**, President, National Medical Chamber

**Front row participants:**

- **Sergey Plekhov**, Deputy General Director, SOGAZ-Med Insurance Company
- **Andrey Ryzhakov**, General Director, Alfastrakhovanie-OMS Ltd
- **Ruslan Khalfin**, President, MAKS-M; Director, Higher School of Healthcare Management, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation

**10:00–11:30**

Conference hall 9

[The contribution of healthcare to quality of life](#)**Federal Project 'Fighting Cancer': 85 Regional Approaches**

Fighting cancer is currently one of the government's top priorities. Cancer is the second leading cause of death and ranks third in terms of the number of years of life lost in Russia. According to WHO, the number of oncological diseases has increased by roughly 15% over the last ten years, and cancer will be the top cause of death around the world over the next 5–7 years. The federal project 'Fighting Cancer' aims to reduce the mortality rate from tumours, including malignant tumours, to 185 cases per 100,000 people by 2024. In 2019, the regions will have to develop and launch regional programmes based on the specific issues they each face. What challenges do the regions face in developing specialized cancer programmes? What best practices can and should be used? What priorities should be set when developing programmes? What modern technologies can significantly increase effectiveness in preventing cancer?

**Moderator:**

- **David Melik-Guseinov**, Director, Project Department, Ministry of Healthcare of the Russian Federation

**Panellists:**

- **Joao Breda**, Head of the European Office for Prevention and Control of Noncommunicable Diseases, Programme Manager for Nutrition, Physical Activity, and Obesity, World Health Organization
- **Andrey Kaprin**, Director, National Medical Research Radiological Centre of the Ministry of Health of the Russian Federation
- **Diana Kobesova**, Chief Executive Officer, B2MED
- **Sergei Levchenko**, Governor of Irkutsk Region
- **Alexander Roediger**, Executive Director Oncology Policy, MSD Pharmaceuticals

**Front row participants:**

- **Nikolay Briko**, Head, Department of Epidemiology and Evidence-Based Medicine, Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Igor Khatkov**, Chief Non-Staff Specialist Oncologist, Moscow City Healthcare Department
- **Oleg Kit**, General Director, Rostov Research Institute of Oncology of the Ministry of Healthcare of the Russian Federation

**10:00–16:00**

Conference hall 7

**Conference of the Russian Young Endocrinologists Society, with International Participation: Hormones in Longevity Management**[Programme](#)

12:00–13:30

Conference hall 2

## Infrastructure for healthy living

Panel session

**The State, Banks, and the Medical Industry: Is Effective Cooperation Possible?**

In partnership with Promsvyazbank

Effective investment in healthcare will enhance the availability of medical care. The main condition for generating interest among investors is the large and growing market for medical services. Given the population's insufficient purchasing power, the government is the main customer for medicine, including through the Healthcare National Project. This project will provide a powerful incentive for investment in the development of the medical and pharmaceutical industry, computerization, medical services, and education. Another condition is the creation of clear and mutually beneficial rules of cooperation between the state, banks, and business. What volume of the medical services market and supporting industries are investors interested in? What is preventing investors from boosting their investments today? What guarantees should the government offer to ensure stable investment? What areas of investment will ensure a significant social effect?

**Moderator:**

- **Vladimir Geraskin**, Executive Director, Practice of Providing Services to Government Agencies and Public Sector, PwC Russia

**Panellists:**

- **Nina Kandelaki**, President, Chief Executive Officer, GE Healthcare Russia and CIS
- **Andrey Kazutin**, Director, Department of Infrastructural Development and Public-Private Partnership, Ministry of Healthcare of the Russian Federation
- **Mikhail Murashko**, Head, Federal Service for Surveillance in Healthcare
- **Sergey Notov**, President, MedInvestGroup
- **Artem Shashkin**, Director of the Large Corporate Clients Department, Promsvyazbank
- **Mikhail Shmakov**, President, Federation of Independent Trade Unions of Russia (FNPR)
- **Artem Sirazutdinov**, Chairman of the Board of Directors, Medsi; Managing Partner, Sistema Public Joint Stock Financial Corporation

**Front row participants:**

- **Alexander Grot**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses Opora Russia
- **Sergey Hotochkin**, Investment Advisor, National Medical and Surgical Center named after N.I. Pirogov of the Ministry of Healthcare of the Russian Federation
- **Denis Kachkin**, Managing Partner and Director for Infrastructure and Private–Public Partnership Practice, Kachkin and Partners
- **Aleksandr Kobenko**, Executive Director, National Engineering Corporation
- **Vladimir Lazarev**, Director for Government Relations, Rusatom Healthcare
- **Pierpaolo Lodigiani**, Honorary Consul General, Honorary Consulate General of the Italian Republic in the Southern and North Caucasus Federal Districts
- **Ilya Tupitsyn**, Chief Executive Officer, National Medical Network
- **Dmitriy Zverev**, General Director, Infrakap-Medicine

12:00–13:30

Conference hall 4

## The contribution of healthcare to quality of life

Panel session

**Reducing Mortality from Non-Communicable Diseases: Implementing Federal Projects**

Accredited by the Commission of the Coordinating Council for the Development of Continuing Medical Education

The major non-communicable diseases are the leading cause of death in Russia and represent a heavy burden for the national economy. The key objectives of the Healthcare National Project are to reduce mortality from cancer and cardiovascular disease and to combat the spread of diabetes. In order to achieve this, outpatient cancer care centres will be created, regional vascular centres and primary vascular care departments will be refurbished, nuclear medicine centres have been built, a sufficient amount of drug therapy has been provided for oncological diseases, and large-scale preventive measures will be conducted. Are the measures envisaged by the Healthcare National Project sufficient to significantly reduce mortality, morbidity, and disability from major non-communicable diseases? What are the risks of implementing federal projects that aim to reduce mortality from cancer and cardiovascular diseases? Are there new breakthrough medications for the treatment and prevention of non-communicable diseases? What is the role of the population and municipal leaders in preventing common diseases?

**Moderator:**

- **Evelina Zakamskaya**, Editor-in-Chief, Doctor Channel; Anchor, Russia 24

**Panellists:**

- **Sergey Boytsov**, Director, National Research Centre for Preventive Medicine of the Ministry of Health of the Russian Federation
- **Nikolay Briko**, Head, Department of Epidemiology and Evidence-Based Medicine, Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Pavol Dobrocky**, Chief Executive Officer, Boehringer Ingelheim Russia
- **Andrey Kaprin**, Director, National Medical Research Radiological Centre of the Ministry of Health of the Russian Federation
- **Andrey Potapov**, Chief Executive Officer, Takeda Pharmaceuticals Russia
- **Aleksandr Rumyantsev**, President, Dmitry Rogachev National Research Centre
- **Oleg Salagay**, Deputy Minister of Healthcare of the Russian Federation
- **Marina Shestakova**, Deputy Director, Endocrinology Research Centre of the Ministry of Health of the Russian Federation
- **Evgeniy Shlyakhto**, Director General, Almazov National Medical Research Centre; President, Russian Society of Cardiology

**Front row participants:**

- **Oksana Barvinok**, Co-Founder and Director for Marketing, EXPERT Clinic
- **Victoria Madianova**, Director of the Department of International Health Projects, Higher School of Healthcare Management of the Institute of Leadership and Healthcare Management, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Ekaterina Milova**, Development Director, ORBI Anti-Stroke Foundation
- **Oksana Monge**, General Director, Sanofi Russia
- **Dmitry Morozov**, General Director, BIOCAD
- **Yulia Rakovskaya**, Federal Coordinator for the Sanitary and Preventive Education of the Population, Medical Volunteers
- **Vadim Vlasov**, President, Novartis Group of Companies in Russia; Regional Director for Eastern and Central Europe and CIS, Novartis
- **Matthias Wernicke**, General Manager, Merck Biopharma Russia and CIS

**12:00–13:30**

Conference hall 5

**The contribution of healthcare to quality of life**

Panel session

**Overcoming Gaps in the Quality of Healthcare: Staff and Management**

Accredited by the Commission of the Coordinating Council for the Development of Continuing Medical Education

According to experts, low-quality healthcare is the third largest cause of death in the US. These indicators may be equally worrying in Russia. This can be avoided consistently and systematically by implementing measures to ensure access to healthcare – especially in the primary healthcare system, where most episodes begin and end. The quality of care can be improved by increasing the level of qualifications earned by staff, implementing clinical recommendations, and creating a control system at all levels – from the national level down to specific organizations. The entire healthcare system is dependent on the effectiveness of primary healthcare. What challenges do the Healthcare and Demographics national projects pose for the medical training system? What skills will doctors need to possess by 2024? What is more effective in obtaining the best results from a practitioner – strict monitoring or positive motivation? How can information about healthcare quality be made as transparent as possible? How can staff shortages be overcome?

**Moderator:**

- **Igor Kagramanyan**, First Deputy Chair, Committee on Social Policy, Federation Council of the Federal Assembly of the Russian Federation

**Panellists:**

- **Vladimir Chekhonin**, Vice President, Russian Academy of Sciences; Head of the Department of Medical Nanobiotechnology of Medical and Biological Faculty, N.I. Pirogov Russian National Research Medical University of the Ministry of Healthcare of the Russian Federation
- **Ruslan Khalfin**, President, MAKS-M; Director, Higher School of Healthcare Management, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation

- **Nelly Naigovzina**, Deputy Head, Analytical Center for the Government of the Russian Federation
- **Dmitry Pushkar**, Chief Urologist, Ministry of Healthcare of the Russian Federation; Head of the Department of Urology, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Leonid Roshal**, President, National Medical Chamber
- **Gennady Suhih**, Director, Kulakov National Medical Research Centre for Obstetrics, Gynaecology, and Perinatology of the Ministry of Health of the Russian Federation

**Front row participants:**

- **Vitaliy Omelyanovskiy**, General Director, Center for Healthcare Quality Assessment and Control of the Ministry of Health of the Russian Federation
- **Tatyana Semenova**, Director, Department of Medical Education and Personnel Policy in Healthcare, Ministry of Health of the Russian Federation
- **Anna Solovyeva**, Head, Department of Dentistry and Dental Care, Medsi Group Medical Academy; Chief Specialist for Dentistry, Medsi Group
- **Tatyana Vladimirova**, Medical Director, Abbott Russia

**12:00–13:30**

Conference hall 6

[The contribution of healthcare to quality of life](#)

Panel session

**The Digitalization of Healthcare: Investing to Save Lives**

Within the context of the project to create a single digital framework based on the Unified State Healthcare Information System, it is planned that a fully-fledged information system will be implemented in each of Russia's 85 regions in accordance with uniform criteria. The complete digitalization of Russian healthcare will make it possible to accelerate the processes that take place within medical organizations, transfer the necessary information together with patients, and organize consultations without time and geographical limitations. Great hope is placed on the application of artificial intelligence technology in medicine, which will, in the near future, facilitate the transition to high-precision and individualized medicine. All this will change the face of healthcare and make it more effective. What role will medical organizations and regions play in the project to create a single digital framework? What stage has the development of highly intelligent medical technologies reached in Russia? How will full digitalization transform the healthcare provision system today and in the near future?

**Moderator:**

- **Dmitry Peskov**, Special Representative of the President of the Russian Federation on Digital and Technological Development

**Panellists:**

- **Irina Panarina**, General Manager, AstraZeneca Russia and Eurasia
- **Danil Baryshnikov**, Chairman, Committee for Investment in Social Infrastructure, Agency for Social Investment
- **Elena Boyko**, Deputy Minister of Healthcare of the Russian Federation
- **Kirill Kaem**, Senior Vice-President for Innovations, Skolkovo Foundation
- **Simon Matskeplishvili**, Deputy Scientific Director, Lomonosov Moscow State University Clinic; Member of the Board, Russian Society of Cardiology; Cardiologist; Member, Russian Academy of Sciences
- **Oleg Ovseyanitsky**, General Director, VSK
- **Anastasia Rakova**, Deputy Mayor of Moscow for Social Development, Government of Moscow
- **Arkady Stolpner**, Chairman of the Board, Sergey Berezin Medical Institute
- **Mark Zavadskiy**, Vice President, Head of the SberX Ecosystem Development Division, Sberbank

**Front row participants:**

- **Eric Brovko**, Founder and Investor, My Health platform; Deputy Chairman, Commission on Innovations and Informatization in Healthcare, Public Council of the Ministry of Health of the Russian Federation
- **Claudio Franceschi**, Director, Research Laboratory of System Medicine for Healthy Ageing, Lobachevsky State University of Nizhny Novgorod; Professor Emeritus of Immunology, University of Bologna
- **Vladimir Lishchuk**, Vice President, Academy of Medical and Technical Sciences
- **Sergey Morozov**, Chief Freelance Diagnostic Specialist, Moscow Healthcare Department; Chief Executive Officer, Scientific and Practical Clinical Centre for Diagnostics and Telemedicine Technologies of Moscow Healthcare Department; Doctor of Medicine, Professor

- **Oleg Pak**, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation
- **Nikolay Sivak**, Commercial Director, Philips "Healthcare" Russia and CIS

12:00–13:30

Conference hall 8

## Infrastructure for healthy living

Round table

**Education: The Key to Development for Individuals, Society, and the State**

Developing new generation employees is an essential condition for the successful implementation of all the national projects. Creating an infrastructure that will ensure the availability of human resources in all areas of life requires uniting the efforts of all stakeholders, from the state, to academic institutions, to businesses and families. Present conditions demand an overhaul of the education system, a strengthening of the link between knowledge and skills acquired in education and the demands of the market, the creation of a unified process for personal physical and spiritual development, and a process for socialization in the interests of society and the state. That is why the key targets include building an effective system for identifying, supporting, and developing skills and talents in children and young people, and implementing public education programmes. What key problems must be solved on the road to improving Russia's system of education and workforce training? What forms of education are relevant in the twenty-first century, and what qualities must we cultivate in the new generations? How can the goals set for the Education National Project be achieved by 2024? What problems do the regions face in light of the implementation of the Education National Project?

**Moderator:**

- **Marina Rakova**, Deputy Minister of Education of the Russian Federation

**Panellists:**

- **Svetlana Chupsheva**, General Director, Agency for Strategic Initiatives to Promote New Projects
- **Lyubov Dukhanina**, Deputy Chair, Committee on Education and Science, State Duma of the Federal Assembly of the Russian Federation
- **Sergey Kashnikov**, Member of Presidium, Russian Swimming Federation; Deputy Chairman, Commission on Physical Culture and Promotion of a Healthy Lifestyle, Civic Chamber of the Russian Federation
- **Sergey Kravtsov**, Head, Federal Service for Supervision in Education and Science
- **Elena Marinina**, Deputy CEO, Director for the Socio-Economic Agenda, Roscongress Foundation
- **Natalia Pochinok**, Rector, Russian State Social University
- **Eugeniya Shokhina**, Director, Foundation for the Support of Social Projects
- **Yuriy Zinchenko**, President, Russian Academy of Education

12:00–13:30

Conference hall 9

## Infrastructure for healthy living

Panel session

**Healthy Eating as Part of a Healthy Life: The Role of Consumers, the Food Industry, and the State**

Healthy eating is an integral part of a healthy lifestyle. Recent years have seen modern consumers develop a new approach to choosing food products, preferring those which meet the requirements of a balanced diet and are enriched with biologically active ingredients. The functional and specialized food product market is a promising area for investment and improving people's quality of life. At the same time, a number of points of view exist as to what is meant by 'healthy eating'. Promoting sensible eating takes on particular importance in these conditions. What needs to be changed in the legislative regulation of the 'healthy' food market? What conditions must be put in place for the industry? How can a culture of healthy eating be created in society? How can consumers be better informed through implementing advanced food product labelling systems?

**Moderator:**

- **Tatiana Remezova**, Anchor, Russia Television and Radio (VGTRK)

**Panellists:**

- **Joao Breda**, Head of the European Office for Prevention and Control of Noncommunicable Diseases, Programme Manager for Nutrition, Physical Activity, and Obesity, World Health Organization
- **Irina Chernukha**, Head of the Testing Center, "Federal Scientific Center of Food Systems named after V.M. Gorbатов" of the Russian Academy of Sciences
- **Sergey Katyrin**, President, Chamber of Commerce and Industry of the Russian Federation



- **Anna Popova**, Head, Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing
- **Maxim Protasov**, Head, Russian Quality System
- **Viktor Tutelyan**, Scientific Director, Federal Research Centre of Nutrition, Biotechnology and Food Safety

**Front row participants:**

- **Vadim Alekseev**, Director, Federal Scientific Center for Medical and Preventive Health Risk Management Technologies
- **Elena Avdeeva**, Mayor of Cherepovets City
- **Victoria Badtieva**, Head of Branch No. 1, Moscow Centre for Research and Practice in Medical Rehabilitation, Restorative and Sports Medicine, City of Moscow Department of Health
- **Ekaterina Eliseeva**, General Director, Bondyuel-Kuban
- **Anton Getta**, Deputy, State Duma of the Federal Assembly Russian Federation; Coordinator, 'For Fair Procurement' Project, All-Russia People's Front
- **Evgeny Oreshkin**, Advisor to the Rector, Moscow State University of Food Production
- **Yan Vlasov**, Co-chairman, All-Russian Union of Public Patient Organization

**14:30–16:00**

Conference hall 2

**Demographics: on the threshold of societal change**

Panel session

**Sport for All: How to Achieve the Stated Goal**

In his May Decree, the Russian President set a target to increase the percentage of citizens engaging in regular physical exercise and sport to 55% by 2024. As part of the Sport as a Part of Everyday Life National Project, an additional 23.5 million people need to be involved in sports in the next six years. This ambitious target can only be reached through systematic cooperation between federal and regional government agencies, leaders of major companies, and all participants in the healthy lifestyle industry. Cross-sectoral clusters (medicine, tourism, hotels, services, transport, property, and eco-products) have a special importance in this respect. What measures and programmes are being implemented to improve the population's access to sports facilities? How do regional administrations take account of citizens' healthcare needs when developing the urban environment? What are major companies doing to encourage their employees to engage in sport? What tools does the Ministry of Sport of the Russian Federation have to regulate the healthy lifestyle industry, and what additional regulatory acts must be taken to support popular sport?

**Moderator:**

- **Tatiana Remezova**, Anchor, Russia Television and Radio (VGTRK)

**Panellists:**

- **Alexander Brechalov**, Head of the Udmurt Republic
- **Ilya Galaev**, President, All-Russian Physical Culture and Sports Society Labor Reserves
- **Dmitriy Ignatov**, Para-athlete; Anchor, Techno 24
- **Aleksandr Karelin**, Member of the Committee on Energy, State Duma of the Federal Assembly of the Russian Federation; Three-Time Olympic Champion in Greco-Roman Wrestling

**Front row participants:**

- **Ivan Cherezov**, Head of Sport Projects, Kalashnikov Concern
- **David Chichua**, Member of the General Council and Chairman, Committee on Sports Medicine and Sports and Health Technologies, All-Russia Public Organization "Business Russia"
- **Olga Kiseleva**, President, Association of Fitness Industry Operators
- **Yulia Miroshnikova**, Deputy Head, The Federal Biomedical Agency
- **Aleksey Sitnikov**, President, Republican Production and Scientific Association "Greenhouses of Russia"

14:30–16:00

Conference hall 3

## Infrastructure for healthy living

Panel session

**Demand for Beauty: How to Look 10 Years Younger in 10 Years**

Today, aesthetic medicine aims not only to improve people's appearances, but also to take a comprehensive approach to overall health issues, while helping people to be self-confident, young, and beautiful. Today, the main objective of anti-ageing medicine is to increase life expectancy and enhance quality of life by preserving the body's functional capabilities as much as possible. It is not simply a matter of correcting external signs of ageing, but also of solving internal problems. Good health, high stress tolerance, performance ability, visual appeal, and freshness – these are the aspects on which people spend considerable resources. Utilizing high technology to create a beautiful image has accelerated the pace at which people search for and apply the latest scientific developments and technologies. In terms of investing in beauty, how can we find the golden mean in applying the technology of aesthetic medicine? What modern medical therapies are contributing to the maximum restoration of a person's features? What international experience can be applied in this industry? What are the most popular myths in the beauty industry?

**Moderator:**

- **Suzanna Karpova**, Co-owner, Prive7

**Panellists:**

- **Natalia Edel**, Chief Physician, Verbamed
- **Yulia Enhel**, Founder, President, Enhel Group Company
- **Zinaida Kudrina**, Founder, Z.KUDRINA
- **Natalya Manturova**, Head, Department of Plastic and Reconstructive Surgery, Cosmetology and Cell Technologies, Pirogov Russian National Research Medical University (RNRMU); Chief Temporary Plastic Surgeon, Ministry of Healthcare of the Russian Federation
- **Rhee Se Whan**, Plastic Surgeon, Grand Plastic Surgery

**Front row participant:**

- **Yuliya Kurepova**, Co-Founder, COOL&GO

14:30–16:00

Conference hall 4

## The contribution of healthcare to quality of life

Panel session

**A System of Universal Medicine Provision: Key to Achieving the National Goal**

Accredited by the Commission of the Coordinating Council for the Development of Continuing Medical Education

Achieving life expectancy of 78 by 2024 is a multifaceted challenge, dependent to equal degrees on the population's income level, lifestyle, and on the effectiveness of the healthcare system. Largely thanks to a system of medicine provision, developed countries have mostly succeeded in increasing life expectancy over the last 20 years. In Russia, access to free drugs through doctors' prescriptions is today enjoyed only by those citizens who receive social benefits or who suffer from specific illnesses. Government expenditure in Russia is three times lower in this respect than in European Union countries with a similar level of economic development. Implementing a system of universal medicine provision will help to stop serious illnesses from getting worse and leading to complications, reduce the use of more long-term forms of healthcare, and have a positive impact on social attitudes. How much needs to be spent on medicine supply on a national scale? What is the government's role in this expenditure? What should the implementation of a universal medicine provision system begin with? How can long-term medicine needs be determined? Are there provisions for reducing the costs of medicinal products by increasing the volume of public procurement?

**Moderator:**

- **Guzel Ulumbekova**, President of the Board, Association of Medical Societies for Quality of Medical Care and Medical Education; Head, Higher School of Healthcare Organization and Management

**Panellists:**

- **Vladimir Chekhonin**, Vice President, Russian Academy of Sciences; Head of the Department of Medical Nanobiotechnology of Medical and Biological Faculty, N.I. Pirogov Russian National Research Medical University of the Ministry of Healthcare of the Russian Federation
- **Elena Maksimkina**, Director of Medicine Assistance and Medical Products Revision Regulation Department, Ministry of Healthcare of the Russian Federation
- **Oksana Monge**, General Director, Sanofi Russia
- **Dmitry Morozov**, General Director, BIOCAD
- **Mikhail Murashko**, Head, Federal Service for Surveillance in Healthcare

- **Aleksandr Petrov**, Deputy, Member of the Committee on Health Protection, State Duma of the Federal Assembly of the Russian Federation
- **Alexey Repik**, President, Delovaya Rossiya (Business Russia); Chairman of the Board, Group R-Pharm
- **Sergey Tsyb**, Deputy Minister of Industry and Trade of the Russian Federation
- **Igor Vasiliev**, Governor of Kirov Region

**Front row participants:**

- **Konstantin Baranov**, Minister of Healthcare of the Kaluga Region
- **Ramil Khabriev**, Academic Supervisor, N.A. Semashko National Research Institute of Public Health
- **Yury Krestinskiy**, Director, Centre for Healthcare Development, Moscow School of Management SKOLKOVO
- **Vadim Kukava**, Executive Director, Association of Pharmaceutical Companies "Innovative Pharma"
- **Natalia Nikitenko**, Director, Life Science and Health Group in the CIS, EY
- **Vitaliy Omelyanovskiy**, General Director, Center for Healthcare Quality Assessment and Control of the Ministry of Health of the Russian Federation
- **Irina Panarina**, General Manager, AstraZeneca Russia and Eurasia
- **Vladislav Shestakov**, Director, State Institute of Drugs and Good Practices
- **Vladimir Shipkov**, Executive Director, Association of International Pharmaceutical Manufacturers (AIPM)
- **Yury Zhulev**, President, Russian Haemophilia Society

**14:30–16:00**

Conference hall 6

Demographics: on the threshold of societal change

Panel session

**Quality of Life for the Older Generation: Programme Implementation**

The Demographics National Project envisages the implementation of a federal project entitled 'The Older Generation'. The key objective is to extend healthy life expectancy to 67 years and reduce Russia's mortality rate. Achieving this will require a comprehensive approach, including ensuring access to medical care, creating a system for long-term treatment and an environment conducive to the delivery of social services, and campaigning to promote a caring attitude towards the elderly. A crucial part of this is actively engaging the older generation in the charitable sector, or so-called 'silver volunteering', in order to help bring the over-55s together. The Russian Association of Volunteer Centres is already implementing a federal programme entitled 'Young at Heart', thanks to which volunteering centres are opening in Russia's regions and providing a foundation for training programmes and the creation of a community of leaders. What impact could the results of regional projects have on active longevity? How many citizens in the Russian Federation need long-term care services, and how much money is required for this? How should financial responsibility be distributed among citizens and the government when creating a system of long-term care? What medical services do older citizens need the most? How can we create a safe environment for the older generation to live in?

**Moderator:**

- **Maria Morozova**, General Director, Elena and Gennady Timchenko Charitable Foundation

**Panellists:**

- **Bill Boerum**, Honorary Representative, Representative for Russia, Sister Cities International
- **Svetlana Chupsheva**, General Director, Agency for Strategic Initiatives to Promote New Projects
- **Nyuta Federmesser**, Head, Moscow Multidisciplinary Center for Palliative Care of the Moscow City Health Department
- **Elizaveta Oleskina**, Director, Charitable Foundation 'Old Age for Joy'
- **Anastasia Rakova**, Deputy Mayor of Moscow for Social Development, Government of Moscow
- **Olga Tkacheva**, Director, Russian Gerontology Clinical Research Centre (RGNKC)
- **Maxim Topilin**, Minister of Labour and Social Protection of the Russian Federation

**Front row participants:**

- **Vadim Barausov**, Executive Director, Project 60+, Association of Senior Citizen Services Industry Companies
- **Eric Brovko**, Founder and Investor, My Health platform; Deputy Chairman, Commission on Innovations and Informatization in Healthcare, Public Council of the Ministry of Health of the Russian Federation
- **Hidetoshi Endo**, Director of Department of Comprehensive Geriatric Medicine, National Center for Geriatrics and Gerontology of Japan

- **Larisa Gorchakovskaya**, Chief Executive Officer, JSC NPF VTB Pension Fund
- **Sergey Katyrin**, President, Chamber of Commerce and Industry of the Russian Federation
- **Vladimir Khavinson**, Director, St. Petersburg Institute of Bioregulation and Gerontology
- **Georgy Kostyuk**, Chief Physician, Alekseyev Psychiatric Clinical Hospital No. 1 of the Moscow City Health Department
- **Ekaterina Kruglova**, Managing Director, Memory of Generations Charity Foundation
- **Yulia Maltseva**, Director, Silver Years Interregional Resource Centre
- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Member of the Public Chamber of the Russian Federation
- **Natalia Pochinok**, Rector, Russian State Social University
- **Evgeny Yakushev**, Executive Director for Public and Government Relations, SAFMAR

14:30–16:00

Conference hall 8

## Infrastructure for healthy living

Round table

**How to Improve the Quality of Medical Services in Russia and Increase Exports**

Accredited by the Commission of the Coordinating Council for the Development of Continuing Medical Education

The President of the Russian Federation gave instructions to increase exports of medical services to USD 1 billion per year by 2024. Today, there are about 110,000 foreign medical tourists coming to Russia per year. The key to increasing the inflow of medical tourists is to guarantee high-quality healthcare at the country's medical and resort institutions as well as to ensure the healthcare network has the available capacity. What measures should be taken to guarantee that medical tourists are provided with a quality of healthcare that is consistent with international standards? How can we make Russia's resort industry accessible to citizens of the Russian Federation and attractive to medical tourists? Would an increased inflow of medical tourists reduce the availability of healthcare for Russian citizens? How should patients from other countries be informed about the opportunities offered by Russian medical and health institutions?

**Moderator:**

- **Maxim Safonov**, Director, Green Capital Alliance; Professor, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

**Panellists:**

- **Igor Koval**, General Director, Russia and CIS, IC Ictas Insaat Sanayi Ve Ticaret A.S.
- **Oleg Merkulov**, First Deputy Chief Executive Officer for Business Development and Sales, Member of the Management Board, Chairman of the Product Committee, VTB Insurance Ltd.
- **Alexander Rasumov**, President, National Spa Association; Member of the Russian Academy of Sciences
- **Oleg Salagay**, Deputy Minister of Healthcare of the Russian Federation
- **Ekaterina Timofeeva**, Partner, Managing Director, The Boston Consulting Group
- **Viktor Tomenko**, Governor of Altai Territory
- **Elena Zhidkova**, Head, Central Healthcare Directorate, Russian Railways

**Front row participants:**

- **Yuri Barzykin**, Vice President, Russian Union of Travel Industry
- **Odes Baysultanov**, First Deputy Minister of North Caucasus Affairs of the Russian Federation
- **Evgeny Chernyshev**, Vice President, Medical Tourism Agencies Association
- **Nadezhda Fedulova**, General Director, Medical Consulting Group; Director, D-ZERTS Medical Consulting Agency
- **Dmitry Gorozhankin**, Deputy Chief Executive Officer, AVA-PETER
- **David Gunba**, Acting Chief Doctor, Sanatorium Youth of the Ministry of Healthcare of the Russian Federation
- **Victoria Madianova**, Director of the Department of International Health Projects, Higher School of Healthcare Management of the Institute of Leadership and Healthcare Management, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Muslim Muslimov**, Board Member, Chairman of the Health Care Committee, Delovaya Rossiya (Business Russia); Founder, Klinika No. 1 Medical Centre Network
- **Vera Podguzova**, Managing Director of External Communications, Russian Export Center
- **Gennady Ponomarenko**, General Director, Federal Scientific Center of Rehabilitation of the Disabled named after G.A. Albrecht of the Ministry of Labour and Social Protection of the Russian Federation

- **Mikhail Yugay**, General Director, International Medical Cluster Foundation

**14:30–16:00**

Conference hall 9

The contribution of healthcare to quality of life

Panel session

**Personalized Medicine: Could Scientific Research Become a Successful Business?**

In April 2018, the Ministry of Health of the Russian Federation approved a concept of predictive, preventive, participatory, and personalized medicine, or P4 medicine. Today, it is seeing rapid growth in many countries, and the market for these services is increasing by 30% on average every year. The public–private partnership mechanism is an effective tool for implementing the concept. As global experience shows, collaboration between the state and business in various projects to modernize the healthcare system is more productive. In Russia, the integration of private investors into public healthcare is still in the early stages. Is it possible to develop personalized medicine in Russia through public–private partnerships? What form might financial models for attracting private capital to the healthcare system take? What P4 medicine services are likely to be developed in the near future?

**Moderator:**

- **Mikhail Paltsev**, Director, Immunology and Molecular Medicine Center, Lomonosov Moscow State University

**Panellists:**

- **Oksana Drapkina**, Director, National Medical Research Center for Preventive Medicine of the Ministry of Healthcare of the Russian Federation
- **Dmitry Kudlay**, General Director, Generium JSC
- **Sergey Kutsev**, Director, Research Centre for Medical Genetics FSBSI; Head, Molecular and Cellular Genetics Department, Pirogov Russian National Research Medical University of the Ministry of Healthcare of the Russian Federation; President, Russian Medical Geneticists' Association
- **Andrey Lisitsa**, Director, Institute of Biomedical Chemistry; Member of the Russian Academy of Sciences
- **Dmitry Sychev**, Vice Rector for Development and Innovations, Russian Medical Academy of Continuous Professional Education of the Ministry of Healthcare of the Russian Federation
- **Andrey Vasiliev**, Director, Koltzov Institute of Developmental Biology of Russian Academy of Sciences

**Front row participants:**

- **Sergey Issers**, First Deputy Director, State Research Institute of Highly Pure Biopreparations of the Federal Medical-Biological Agency
- **Igor Khatkov**, Chief Non-Staff Specialist Oncologist, Moscow City Healthcare Department
- **Ivan Ozhgikhin**, Deputy General Director for Development of Sales, Marketing and Service Support Systems for Civil Products, Shvabe JSC
- **Philipp Paleev**, Deputy General Director for Scientific and Analytical Work, National Medical Research Center of Cardiology of the Ministry of Healthcare of the Russian Federation FSBI
- **Natalya Polushkina**, Vice President, Executive Director, Biomedical Cluster, Skolkovo Foundation

**15:00–16:00**

Agreement signing hall 2

**Prize Awarding Ceremony of the All-Russian Contest “Best Public-Private Partnership Project in Healthcare”**

**17:00–18:30**

Conference hall 13  
(Pushkin)

Plenary session

**Towards Life Expectancy of 80 Years in Russia: Challenges and Solutions**

**Moderator:**

- **Evelina Zakamskaya**, Editor-in-Chief, Doctor Channel; Anchor, Russia 24

**Panellists:**

- **Leo Bokeria**, Director, Bakulev National Medical Research Centre of Cardiovascular Surgery of the Ministry of Health of the Russian Federation
- **Aleksandr Karelin**, Member of the Committee on Energy, State Duma of the Federal Assembly of the Russian Federation; Three-Time Olympic Champion in Greco-Roman Wrestling
- **Andrey Nikitin**, Governor of Novgorod Region
- **Elena Shmeleva**, Head, Talent and Success Foundation; Member of the Presidential Council for Science and Education
- **Veronika Skvortsova**, Minister of Healthcare of the Russian Federation

- **Maxim Topilin**, Minister of Labour and Social Protection of the Russian Federation

**Front row participants:**

- **Alexander Brechalov**, Head of the Udmurt Republic
- **Igor Kagramanyan**, First Deputy Chair, Committee on Social Policy, Federation Council of the Federal Assembly of the Russian Federation
- **Sergey Katyrin**, President, Chamber of Commerce and Industry of the Russian Federation
- **Oleg Kuvshinnikov**, Governor of Vologda Region; Chairman, Healthy Cities, Districts, and Villages Association
- **Igor Lotakov**, Country Managing Partner, PwC Russia
- **Alexander Sergeev**, President, Russian Academy of Sciences
- **Guzel Ulumbekova**, President of the Board, Association of Medical Societies for Quality of Medical Care and Medical Education; Head, Higher School of Healthcare Organization and Management
- **Melita Vujnovic**, Representative to the Russian Federation, Head of Country Office in the Russian Federation, World Health Organization