



AMERICAN CHAMBER OF COMMERCE IN BULGARIA

Minutes of Meeting

Date:	March 30th, 2017
Time:	4:00 a.m. – 5:30 a.m.
Location:	American Corner Sofia, Sofia City Library, 4A, Slaveykov Sq.

Participants:

№	Name	Company	Position
1	Krassimira Chemishanska	Amgen Bulgaria EOOD	Country Director, AmCham President, Healthcare Committee Chair
2	Svetoslav Tsenov	Amgen Bulgaria EOOD	Value Access and Policy Senior Manager
3	Gergana Pencheva	Astra Zeneca Bulgaria EOOD	Government Affairs and Market Access
4	Angel Videnov	Bulstrad Life Vienna Insurance Group	Member of the Management Board
5	Iva Todorova	IBM Bulgaria	Government and Regulatory Affairs Executive, AmCham Board Member
6	Plamen Hubenov	Johnson & Johnson Bulgaria EOOD	Governmental Affairs & PAG Leader
7	Martin Petrov	Merck Sharp & Dohme Bulgaria	Market Access & HTA Manager
8	Ursula Ozel	Merck Sharp & Dohme Bulgaria	Managing Director
9	Mila Eliseeva	Pfizer Luxembourg SARL Branch Bulgaria	GIP Lead & Country Manager
10	Gergana Pavlova-Nikolova	Pfizer Luxembourg SARL Branch Bulgaria	Market Access & Public Affairs Manager
11	Elka Boncheva	Roche Bulgaria EOOD	Market Access Manager
12	Milko Minev	U.S. Commercial Service/ U.S. Embassy Sofia	Commercial Assistant /Outreach Coordinator

Main points of discussion:

- 1. Healthcare Priorities laid out in the AmCham White Paper 2017 and supporting events:**

Moderator: Krassimira Chemishanska, AmCham President, Healthcare Committee Chair, Country Director, Amgen Bulgaria EOOD

- 2017 AmCham White Paper has been updated to outline strategic recommendations to Government for improvement of the economy and business climate in Bulgaria with focus on three main areas: Sustainable Economic and Business Environment, Human Capital Development and Rule of Law and Law Enforcement. The Chamber’s strategic document and key priorities therein were presented at a series of meetings with political parties with a view to signing a Memorandum of Understanding for cooperation in the areas of common interest.
- Human Capital Development, with focus on Education, Investment in Health and Labor Policy, is very important topic to most leading political parties with which AmCham held meetings (e.g. introduction of e-health and electronic health records, is a key priority within GERB’s political platform).
- Investment in Health should become a main priority of the state, as well as the achievement of EUROPE 2020 STRATEGY goals for smart, sustainable, and inclusive growth, and improvement of Bulgaria’s indicators of efficiency, accessibility, resilience and health outcomes;
- Healthcare priorities outlined in the 2017 AmCham White Paper include:
 - Implementation of e-health and electronic health records;
 - Investment and access to innovations;
 - Implementation of managed entry agreements (MEA), value-based procurement and better utilization of available EU funds for healthcare.
- Events supporting the healthcare priorities outlined in the AmCham White Paper:
 - **e-Government Conference, June 1st, 2017** – half-day event including three panels: e-Government, e-Health and e-Procurement – topics, speakers, expected outcome to be discussed. Each panel will feature a moderator and 4-5 cross-sector experts/speakers.

AmCham Healthcare Committee members are invited to submit proposals for topics for the e-Health and e-Procurement panels, as well as for potential speakers, to iva@amcham.bg by April 28th, 2017.

- **HTA event in partnership with U.S. Embassy (Q4 2017)** – concept, format, topics for discussion, possible speakers, expected outcome to be further discussed;

2. Healthcare priorities of AmCham EU:

- The Healthcare Committee of AmCham EU is cross-sectoral, including pharmaceutical companies, medical devices' companies, ICT companies, consultancies and law firms, insurance companies, etc. and represents a modern approach to healthcare for ensuring better results through multi-stakeholder dialogue and cooperation.
- Main focal areas include:
 - Competitiveness – how smart regulations reduce administrative burden, stimulate innovation and contribute to growth and job creation;
 - Society – how healthier people impact the society and the economy;
 - Health systems – how innovation contributes to more efficient and sustainable health systems;
- 2017 Priorities of the Healthcare Committee of AmCham EU are very much in line with the healthcare priorities outlined in the AmCham White Paper, namely:
 - Value-based healthcare to foster sustainable and safe health systems
 - Unleashing the potential of health technologies
 - Strengthen Europe's competitiveness through life sciences
 - Close cooperation and exchange of information/resources with national AmChams in Europe
 - Upcoming publications: Report on Challenges and opportunities for Life sciences (Q3 2017). The report will be accessible for national AmChams in Europe.
 - Current legislative files:
 - Data protection
 - Medical devices
 - eHealth/mHealth in the Digital Single Market (AmCham is planning EU Single Market Conference on April 20th, 2017, in partnership with AmCham EU)
 - Investment in Healthcare – AmCham EU Position Paper on improving access to medicines in the EU, published in 2016, available [here](#).

AmCham Bulgaria needs to continue and strengthen its good cooperation with AmCham EU Healthcare Committee.

3. HTA event in partnership with the U.S. Embassy (Q4 2017) – concept, format, topics, speakers, expected outcome.

HTA is a key priority for the U.S. Embassy in Bulgaria.

Members made the following suggestions:

- Partner and align with ARPharM key issues to be raised at such an event to convey a stronger message and achieve bigger impact; main HTA related issues identified by ARPharM concern the definition of rules, as well as transparency of the assessment process and regulatory regime;
- The event should be in the form of discussion;
- Invite a representative of the HTA Network at the EU Commission to present current trends in the field of HTA at EU level;
- Present a case study tracing the development of the HTA process in Bulgaria and highlight the need of regulatory and legislative changes;
- Invite Bulgarian authorities to share their experience with the HTA process and their views for its future development/improvements;
- Raise the issue of harmonization of HTA in Bulgaria with EU policies and processes;
- Discuss the issue of HTA at supranational level;
- Contact the Compliance office of the U.S. Mission to the European Union and the European office of the World Healthcare Organization to invite potential speakers.

4. e-Government Conference, June 1st, 2017 – agenda/topics/speakers/expected outcome regarding the e-Health and e-Procurement panels

Members made the following suggestions for topics for the e-Health panel:

- Development of integrated healthcare solutions in Bulgaria;
- Prospects for development of e-Health in Bulgaria, including introduction of electronic health records;
- Value-based healthcare
- Innovations and Big Data

5. Election of a co-Chair of AmCham Healthcare Committee

Krassimira Chemishanska presented the nomination for a co-Chair of the Healthcare Committee of Ms. Galina Petkova MD, MBA, Senior Leader External Affairs and Medical Affairs, Johnson & Johnson Bulgaria EOOD. Present members approved the candidacy of Ms. Petkova with a solid majority. Her nomination will be presented to the AmCham Board for approval on April 19th, 2017. More information about Ms. Galina Petkova available in [CV](#).

6. Miscellaneous

- Bulstrad Life Vienna Insurance Group raised the issue of co-financing of health services and the National Health Insurance Fund and commits to sending an official letter of request for support to the AmCham Board of Directors.
- Outstanding tasks:
 - Find out what will be the healthcare priorities of the Government for the Bulgarian Presidency of the Council of the EU in 2018;
 - Inquire about the Bulgarian representatives in the HTA Network to the EU Commission and the initiatives they are working on;
 - Inquire about which Bulgarian Members of the European Parliament are actively involved in the area of HTA.