

Health Care Committee Chair – Agenda Proposal

Name of the Candidate: Filip Žorić
Company of the Candidate: Novartis Pharma Services

Over the next two years, the Health Care Committee will focus on strengthening Serbia's healthcare ecosystem through constructive dialogue, evidence-based advocacy, and collaboration among all healthcare stakeholders.

Our priorities will be to promote a predictable and transparent healthcare environment, improve regulatory efficiency, and support the alignment of healthcare legislation with evolving European standards. We will advocate for modernization of administrative procedures and equal treatment of all market participants, fostering a more competitive and innovation-friendly environment.

The Committee will work to accelerate patient access to healthcare innovation, including innovative medicines, medical technologies, and digital health solutions, while promoting sustainable and transparent financing mechanisms.

We will also support stronger public-private partnerships by encouraging greater integration of private healthcare providers into the broader healthcare system and by promoting digital transformation that improves patient experience and system efficiency.

Finally, we will advocate for positioning Serbia as a regional hub for clinical research and healthcare excellence through more efficient approval procedures, stronger research capabilities, and an environment that attracts healthcare investments and innovation.

Through these initiatives, the Committee will strive to contribute to a more sustainable, accessible, and patient-centered healthcare system that delivers value for citizens, healthcare professionals, and industry alike.