



PRELIMINARY AGENDA

Romanian Healthcare Communication Forum 2021

June 25th, Caro Hotel, Caro Grand Ballroom

Bucharest

08.30-09.30 Welcome Coffee. Caro Grand Ballroom Foyer. Caro Garden.

09.30-10.00 Official Opening
Pandemic communication. Communication pandemic.

Introduction

Message organizers

Diana Loreta Păun

PRESIDENTIAL ADVISER, PUBLIC HEALTH DEPARTMENT, PRESIDENTIAL ADMINISTRATION

Andrei Baci

SECRETARY OF STATE, MINISTRY OF HEALTH; EXPERT IN PUBLIC HEALTH POLICIES

Alexandru Rafila

REPRESENTATIVE OF ROMANIA IN THE EXECUTIVE BOARD OF THE WORLD HEALTH ORGANIZATION

Valeriu Gheorghiuță

COORDINATOR OF THE ROMANIAN NATIONAL ANTI-COVID-19 VACCINATION CAMPAIGN



Spațiul Medical

10.00-12.00

Session 1

From ATI to social media

Maria Corina Barbaros

MODERATOR

UNIVERSITY LECTURER DOCTOR WITHIN THE FACULTY OF PHILOSOPHY AND SOCIAL-POLITICAL SCIENCES, "AL.I.CUZA"
UNIVERSITY OF IAȘI

Andreea Moldovan

MEDICAL DIRECTOR AT BRAȘOV INFECTIOUS DISEASES HOSPITAL

Adrian Marinescu

MEDICAL DIRECTOR, NATIONAL INSTITUTE OF INFECTIOUS DISEASES "PROF. DR. MATEI BALS"

Horea Timiș

EXECUTIVE DIRECTOR OF ARAD PUBLIC HEALTH DIRECTORATE

Emilian Popovici

VICE PRESIDENT OF THE ROMANIAN SOCIETY OF EPIDEMIOLOGY

Virgil Musta

CHAIRMAN OF THE INFECTIOUS DISEASES COMMISSION OF THE ROMANIAN MINISTRY OF HEALTH

Simin Aysel Florescu

MANAGER, CLINICAL HOSPITAL FOR INFECTIOUS AND TROPICAL DISEASES "DR. VICTOR BABEȘ "



Vlad-Teodor Berbecar

PRESIDENT OF THE NATIONAL AUTHORITY FOR QUALITY MANAGEMENT IN HEALTH – ANMCS

Mihai Craiu

PRIMARY PEDIATRICIAN AND HEAD OF THE PEDIATRICS II DISCIPLINE OF THE NATIONAL INSTITUTE FOR MATERNAL AND CHILD HEALTH WITHIN THE FACULTY OF GENERAL MEDICINE OF UMFCD

12.00-13.00 *Lunch. Caro Grand Ballroom Foyer. Caro Garden.*

13.00-14.30 **Session 2**
Infodemia management

Dumitru Borțun

PRESIDENT OF THE HONORARY JURY OF THE ROMANIAN PUBLIC RELATIONS ASSOCIATION

Flavia Durach

PHD LECTURER AT THE FACULTY OF COMMUNICATION AND PUBLIC RELATIONS, SNSPA, BUCHAREST

Bogdan Enoiu

GENERAL MANAGER, MCCANN WORLDGROUP ROMANIA

Ioana Anescu

EXECUTIVE DIRECTOR, ROMANIAN ONLINE MARKETING AND ADVERTISING INDUSTRY ASSOCIATION – IAB ROMANIA



Spațiul Medical

Dragoş Vana

COMPUTER SCIENTIST AND TEACHER AT THE FACULTY OF ECONOMICS, "DIMITRIE CANTEMIR" UNIVERSITY OF CLUJ

Octavian Jurma

PHYSICIAN SPECIALIZING IN NEUROSCIENCE, WITH POSTGRADUATE STUDIES IN THE USA

14.30-16.00

Session 3

European communication strategies in a pandemic context

Ştefan Dascălu

MODERATOR

RESEARCHER IN IMMUNOLOGY AND THEORETICAL EPIDEMIOLOGY AT OXFORD UNIVERSITY

Valeria Herdea

AREPMF VACCINE ADVOCACY WORKING GROUP AND VICE PRESIDENT, ROMANIAN COLLEGE OF PHYSICIANS

Gindrovel Dumitra

COORDINATOR OF THE VACCINOLOGY GROUP WITHIN SNMF [de pus numele complet](#)

Sara Castellano

CLINICAL PSYCHOLOGIST, ASSISTANCE PUBLIQUE – HÔPITAUX DE PARIS (AP-HP), THE LARGEST GROUP OF HOSPITALS IN EUROPE AND ONE OF THE LARGEST IN THE WORLD





Franklin Apfel

FOUNDER AND MANAGING PARTNER OF WORLD HEALTH COMMUNICATION ASSOCIATES

Thomas Friemel

PROFESSOR FOR MEDIA USE AND MEDIA EFFECTS AT THE DEPARTMENT OF COMMUNICATION AND MEDIA RESEARCH AT THE UNIVERSITY OF ZURICH, SWITZERLAND

Bareket Knafo

HEAD OF THE ECONOMIC AND TRADE MISSION OF ISRAEL TO ROMANIA

Itamar Grotto

FORMER DEPUTY DIRECTOR GENERAL, ISRAEL MINISTRY OF HEALTH

Ştefan Sevastru

COMMUNICATION LEAD FOR TRAUMA ANAESTHESIA GROUP (TAG)

Eunice Castro Seixas

RESEARCHER – RESEARCH CENTER IN ECONOMIC AND ORGANIZATIONAL SOCIOLOGY (SOCIUS), RESEARCH IN SOCIAL SCIENCES AND MANAGEMENT (CSG), LISBON SCHOOL OF ECONOMICS AND MANAGEMENT (ISEG), UNIVERSIDADE DE LISBOA, PORTUGAL.

Talya Porat

LECTURER AND RESEARCHER IN THE FIELD OF HUMAN FACTORS AND COGNITIVE ENGINEERING, AT IMPERIAL COLLEGE LONDON, UK



Spațiul Medical

16.00-16.30 *Coffee Break. Caro Grand Ballroom Foyer. Caro Garden.*

16.30-17.30 **Session 4**
American pandemic communication strategy

Glen Nowak

CO-DIRECTS A CENTER FOR HEALTH AND RISK COMMUNICATION, UNIVERSITY OF GEORGIA, USA

Gary L. Kreps

UNIVERSITY DISTINGUISHED PROFESSOR OF COMMUNICATION AND FOUNDING DIRECTOR OF THE CENTER FOR HEALTH AND RISK COMMUNICATION AT GEORGE MASON UNIVERSITY, USA

Amiso George

PROFESSOR OF STRATEGIC COMMUNICATION, BOB SCHIEFFER COLLEGE OF COMMUNICATION, TEXAS CHRISTIAN UNIVERSITY, FORT WORTH, USA

Paul Han

SENIOR SCIENTIST, DIVISION OF CANCER CONTROL AND POPULATION SCIENCES, US NATIONAL CANCER INSTITUTE

Judy Chang

EXECUTIVE DIRECTOR OF INPUD, USA