



АИТЗ
АССОЦИАЦИЯ ИНДУСТРИИ
ТОВАРОВ ДЛЯ ЗДОРОВЬЯ



МЕДВЕСТНИК
ПОРТАЛ РОССИЙСКОГО ВРАЧА

Фармацевтический
ВЕСТНИК

Round table

Responsible self-care in Russia: prospects for development

21 July 2022, 12.00 – 13.30

Online at webinar.ru

PROGRAMME:

Moderator:

Daria Shadrina, head of video projects of the joint editorial office of Pharmvestnik, Medvestnik and Aptekar magazine

12.00 – 12.05	Introductory word by the moderator
12.05 – 12.15	Prospects of the integration of the self-care concept in the public healthcare development projects of the Russian Federation Anna Kontsevaya , Deputy Director of the National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Healthcare of the Russian Federation
12.15 – 12.20	Socio-economic value of responsible self-care Larisa Popovich , Director of Institute for Health Economics, National Research University Higher school of Economics
12.20 – 12.30	Safe limits of responsible use of OTC medicines and other consumer health products, continuity of medical and pharmaceutical counseling Anatoly Stremoukhov , Head of the Department of General Medical Practice and Polyclinic Therapy of the Russian Medical Academy of Continuous Professional Education, MD, Professor
12.30 – 12.40	Potential of pharmaceutical counseling in ensuring drug safety and promoting public health Elena Nevolina , Executive Director at the Association of Consumer Health Industry and the National Pharmacists' Chamber
12.40 – 12.50	Perception of the self-care concept by Internet users and the healthcare related trends in consumer behavior Maxim Agarev , Head of GR projects, Yandex
12.50 – 13.15	Discussion
13.15 – 13.30	Q&A session
13.30	Closure