

**МЕНИДЖЪР**

A COMPANY OF  VM FINANCE GROUP

# 12<sup>TH</sup> NATIONAL PHARMA FORUM NEXTGEN HEALTH THE WAY FORWARD

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INTERPRED - WTC SOFIA

The healthcare sector is transforming at a high speed. And while the world is upgrading with new solutions and innovations the rapid revolution in healthcare, in Bulgaria the stagnation at a political level has plunged this process into a waiting phase. Under question are also critical elements for the functioning of the health system such as predictability, sustainability, accessibility, transparency and efficiency.

Manager magazine's 12th Pharma Forum will further explore possible directions for overcoming stagnation in one of the most important sectors for the future of any country.

As every year, we give a platform for a candid conversation between representatives of the pharmaceutical industry, the executive and legislative branches, experts with proven professionalism, committed to the development of healthcare in our country. Together we will seek the way forward for a more responsible attitude towards the health of the nation.

Don't miss the opportunity to be part of the future of healthcare!

# Work Programme

## **Keynote Lecture: Trends in the healthcare industry**

### **First panel: Financing and management of the healthcare sector**

- How to ensure sustainable and effective management of money for healthcare?
- Affordability, assurance, transparency, traceability - is it time for new financing models - what and how to introduce them
- The pharmaceutical market in Eastern Europe and Bulgaria - opportunities for development and investment in key areas

### **New technology, new breakthroughs - panel of presentation formats - fireside chat, success stories, presentations:**

- Innovations in drug therapies - breakthroughs and market presence in Bulgaria of new solutions in personalized medicine, gene therapy, cell therapy, etc. Bulgaria on the map of innovative medicine
- New pandemics and modern responses created in partnerships between science and pharmacy
- Clinical trials in Bulgaria - new opportunities and challenges
- Patient first - care and communication strategies, co-collaboration in the development and implementation of new therapies
- The AI factor

### **Second discussion panel: the union of hospitals and pharmacy**

- Discussion of ideas for better collaboration and efficiency
- The role of hospitals in improving the quality of health care in partnership with the pharma industry
- What should be the future of the healthcare infrastructure in Bulgaria - investment, modernisation of hospital facilities, innovation in management

### **Third discussion panel: The battle for personnel**

- Causes and scale of the problem - demographic factors, emigration, workload and working conditions
- Government initiatives and legislative changes to attract and retain medical professionals. The role of universities and medical faculties
- Digitalisation and telemedicine as a solution to staff shortages

Positioning in the event's communication campaign:	General Partner	Main Partner	Partner	Branding Partner	Stand
Logo on the event's banner campaign (970x250/300x600; desktop/mobile) - manager.bg and obekti.bg	●	●	●		
Logo on the event's website - events.manager.bg	●	●	●	●	●
Logo on invitations, sent out to manager.bg's mailing lists	●	●	●	●	●
Mentioning in articles, announcing the event on manager.bg	●	●	●	●	●
Creating an event on manager.bg's facebook page (235,000 followers) and announcing the partner in it	●	●	●		
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●			
Publishing a video (up to 3 mins) of the partner's speaker on facebook	●	●			
Event invitations:	10 psc.	5 psc.	3 psc.	2 psc.	2 psc.

Positioning on the event:					
Speaker in a discussion panel on relevant to the event's program topic	●	●			
Presentation on relevant to the event's program topic	●		●		
Logo on the event's scene design	●	●			
Logo on the event's screens and agenda	●	●	●	●	
Advertsing video, displayed during the event's breaks (up to 60")	●	●			
Advertsing video, displayed during the event's breaks (up to 30")			●	●	
Placing a branded fixed stand in the event's hall (80x200cm)	●	●	●		
Sample gifts / advertising materials in the event's hall	●	●	●	●	●
Placing an advertising corner outside of the event's hall	●				●

Positioning in the post-event communication:					
Mentioning in follow up articles on manager.bg	●	●	●	●	●
Photo gallery of the event, published on events.manager.bg, manager.bg and facebook	●	●	●		
Mentioning in follow up posts on Manager Media Group's facebook pages	●	●	●		
Publishing a full video of the video on manager.bg and Youtube	●	●	●	●	●
Pre-roll video (up to 30") in all of the videos, edited from the event's program and published on manager.bg/facebook	●				
Pre-roll video (up to 30") in the video with the partner's speaker, edited from the event's program and published on manager.bg/Facebook		●			

Additional advertising options:					
Articles/interviews published on manager.bg/obekti.bg	4 psc.	3 psc.	2 psc.	2 psc.	1 psc.
Price (BGN, VAT excl.):	<b>20 000</b>	<b>14 000</b>	<b>9 000</b>	<b>6 000</b>	<b>5 000</b>

The prices are without VAT.

**12th national Pharma forum** is an initiative of Manager Media Group, publisher of Manager magazine. ● [www.manager.bg](http://www.manager.bg) ● [www.obekti.bg](http://www.obekti.bg) ● [www.noviteroditeli.bg](http://www.noviteroditeli.bg) ● [www.zinzi.bg](http://www.zinzi.bg) ● [www.modernity.bg](http://www.modernity.bg)  
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