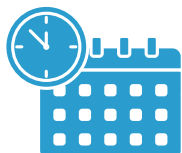


SYNERGY MASTERCLASS

STRATEGY AND LEADERSHIP PERSPECTIVES FOR DIGITAL TRANSFORMATION OF HOSPITAL PHARMACIES



16-17 MAY, 2025

SHERATON BRUSSELS AIRPORT



Don't Miss Your Chance to Join the Synergy Masterclass!

We're in the final weeks of registration for this year's Synergy Masterclass, and spots are filling up quickly! Set to take place at the Sheraton Brussels Hotel, this event offers a unique chance to deepen your knowledge and expand your network with peers from across Europe.



| | BEFORE 14 MARCH 2025 | FROM 15 MARCH TO 31 MARCH 2025 | FROM 01 APRIL TO 15 MAY 2025 |
|-----------------|----------------------|--------------------------------|------------------------------|
| EAHP Member | 140€ | 160€ | 200€ |
| EAHP non-Member | 245€ | 280€ | 350€ |

*21% Belgian VAT will be added at the end



ACCOMMODATION

To make your stay convenient, EAHP has reserved rooms at the Sheraton Brussels Hotel. Click [here](#) to book your stay. Act quickly to secure a reduced Early Bird rate—availability is limited!



**“LEAD THE DIGITAL TRANSFORMATION IN
YOUR HOSPITAL”**

Nenad Miljković, EAHP President



I'm excited to announce that after the success of EAHP Boost, we are now turning our focus to the EAHP Synergy MasterClass. This event will equip hospital pharmacists and healthcare professionals with the tools to take action—by building successful business cases that integrate advanced technologies into real-world healthcare settings.

If you're ready to lead the digital transformation in your hospital and drive meaningful improvements in patient care, this MasterClass is for you.

Join us for expert guidance and take the next step toward shaping the future of healthcare!

✓ The Masterclass will be fully accredited by ECPhA. In addition, accreditation in Module 1 has been requested (for Belgium hospital pharmacists).

REGISTRATION FEES

| | BEFORE 14 MARCH 2025 | FROM 15 MARCH TO 31 MARCH 2025 | FROM 01 APRIL TO 15 MAY 2025 |
|--|----------------------|--------------------------------|------------------------------|
| EAHP Member | 140€ | 160€ | 200€ |
| EAHP non-Member | 245€ | 280€ | 350€ |
| <small>*21% Belgian VAT will be added at the end</small> | | | |

- The registration fee includes **access to all Sessions and Workshops, including the Coffee Breaks and Lunches.**
- The registration fee **does not include accommodation.**
- There are no **discounts** for Groups and no Student/Young Professional/Hospital Pharmacy Specialisation Resident Student rates

HOTEL ACCOMODATION

EAHP has negotiated a preferential accommodation rate for its participants with the **Synergy Masterclass hotel – Sheraton Brussels Airport.**

- **Early Accommodation Booking Birds** will benefit from a **reduced booking rate**, on a first-come-first-served basis. Numbers are limited.
- Once all rooms are sold or on 20 April 2025 at latest, the hotel cannot guarantee availability at the preferential rate.
- **All room reservations have to be made directly with the Synergy Masterclass Hotel.**
- The payment of bedroom(s) must be settled directly with the hotel.
- **EAHP will not book accommodation for participants.**
- Please note that the Synergy Masterclass venue/hotel is located at Brussels Airport and outside the city centre.



PROGRAMME

| FRIDAY, 29 NOVEMBER 2024 | |
|----------------------------|---|
| 08.00 - 08.15 | Introduction to the synergy masterclass |
| 08.15 - 09.00 | Digital transformation |
| 09.00 - 09.45 | Hospital Management: how to speak the same language - the future of managing healthcare services landscape and trends |
| 09.45 - 10.15 | <i>Coffee Break</i> |
| 10.15 - 11.00 | Workshops on Hospital Management: how to speak the same language - the future of managing healthcare services landscape and trends |
| 11.00 - 12.00 | Digital transformation and automation: Opportunities for hospital pharmacies and evidence available to justify investments |
| 12.00 - 13.00 | <i>Lunch break</i> |
| 13.00 - 15.00 | Workshops on Digital transformation and automation: Opportunities for hospital pharmacies and evidence available to justify investments |
| 15.00 - 16.00 | Procurement opportunities to purchase innovation in hospital pharmacies |
| 16.00 - 16.30 | <i>Coffee Break</i> |
| 16.30 - 18.00 | Workshops on Procurement opportunities to purchase innovation in hospital pharmacies |
| 18.00 - 18.30 | Summary and next day preview |
| SATURDAY, 30 NOVEMBER 2024 | |
| 08.00 - 09.00 | Financial magnitudes for Hospital Pharmacies & Return on investment |
| 09.00 - 10.00 | Developing and presenting one business case |
| 10.00 - 10.30 | <i>Coffee Break</i> |
| 10.30 - 12.30 | Workshop on Developing and presenting one business case |
| 12.30 - 13.30 | <i>Lunch break</i> |
| 13.30 - 14.30 | Business communication skills and how to build sponsorship for your case from multidisciplinary stakeholders |
| 14.30 - 15.00 | <i>Coffee break</i> |
| 15.00 - 16.30 | Workshop on Business communication skills |
| 16.30 - 17.30 | Summary of the first day and homework assignments |