

# STRATEGY AND LEADERSHIP PERSPECTIVES FOR DIGITAL TRANSFORMATION OF HOSPITAL PHARMACIES



**16-17 MAY, 2025**

**SHERATON BRUSSELS AIRPORT**



**REGISTER NOW**

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[info@eahp.eu](mailto:info@eahp.eu)  
[www.eahp.eu](http://www.eahp.eu)



**“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 EAHP Synergy Masterclass is being accredited by the European Council for Pharmacy Education Accreditation (ECPHA).



**EAHP SYNERGY MASTERCLASS PARTICIPANTS NEED TO ATTEND ALL SESSIONS (EXCEPT THE NON-ECPHA ACCREDITED SESSIONS AS STATED IN THE PROGRAMME) TO RECEIVE THEIR ECPHA ACCREDITATION CERTIFICATE.**

Visit [www.ecpha.eu](http://www.ecpha.eu) to learn more about the ECPHA accreditation criteria.

## 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€
<i>*21% Belgian VAT will be added at the end</i>			

- 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 ACCOMMODATION

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, 16 MAY 2025	
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	Coffee Break
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	Lunch break
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	Coffee Break
16.30 - 18.00	Workshops on Procurement opportunities to purchase innovation in hospital pharmacies
18.00 - 18.30	Summary and next day preview

# PROGRAMME

SATURDAY, 17 MAY 2025	
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	Coffee Break
10.30 - 12.30	Workshop on Developing and presenting one business case
12.30 - 13.30	Lunch break
13.30 - 14.30	Business communication skills and how to build sponsorship for your case from multidisciplinary stakeholders
14.30 - 15.00	Coffee break
15.00 - 16.30	Workshop on Business communication skills
16.30 - 17.30	Summary of the first day and homework assignments



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