



# Overview of the Western Balkans Region on its Pathway towards Modern Health Policy



Taking action to  
improve health for all



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*Pathway towards HEALTH*



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GRANT AGREEMENT N° 101058873

# Modern Health Policy

Health

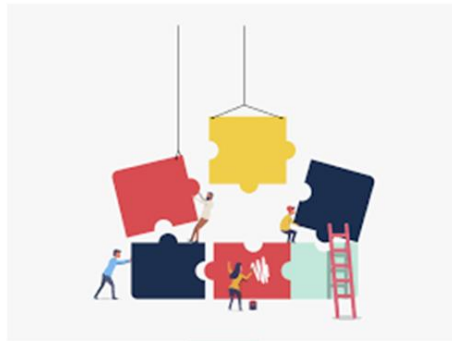


# Modern Health Policy

Health

## Western Balkan - anamnesis

- ☐ Population/demography decrease
- ☐ Mobility
- ☐ Financial situation
- ☐ Social uncertainty
- ☐ ...



- ☐ Noncommunicable diseases increase (diabetes, CVD, malignant diseases, depression...)
- ☐ Infectious diseases increase (COVID 19 lessons learned)...
- ☐ Ageing population
- ☐ ...

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# Modern Health Policy

## Health

### Western Balkan - anamnesis

#### Health FRAME

- ☐ Health status of population
- ☐ Healthcare systems
- ☐ Primary healthcare
- ☐ Satisfaction of patients
- ☐ Satisfaction of workforce
- ☐ Education process
- ☐ ...



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# Modern Health Policy

## Health

### Western Balkan - anamnesis

#### Environment related Health risks

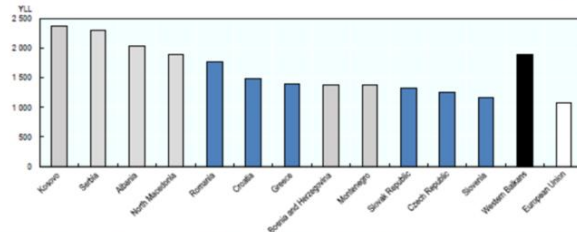
- ☐ Climate change and Health
- ☐ Air pollution and Health
- ☐ Water quality and health risks
- ☐ Food production and health
- ☐ ...

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**Air pollution in Western Balkan economies has important health impacts**  
Years of life lost (YLL) per 100 000 inhabitants attributable to exposure to PM2.5 pollution, 2016

#### Health



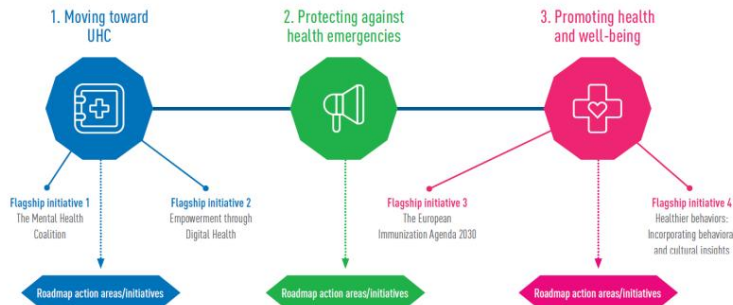
Source: European Environment Agency (2020[38]), Air quality in Europe: 2020 report. <https://www.eea.europa.eu/publications/air-quality-in-europe-2020-report>.

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## Health



## „Health in all Policies“



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Roadmap for Health and Well-being in the Western Balkans (2021–2025): Summary: European Programme of Work (2020–2025) – “United Action for Better Health” Document number: WHO/EURO:2021-3437-43196-60510



## „Health for all Policies“

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# *Modern Health Policy*

- ❑ Digitalisation – in HEALTH
- ❑ SUSTAINABILITY of HEALTHCARE - decarbonisation
- ❑ Public and Private Healthcare at the service of the patient – entrepreneurship
- ❑ Organization changes and care of human resources (all health professionals) - norms, mobility of education, financing
- ❑ RRI – responsible research innovation in healthcare
- ❑ *We are all potential patients everywhere...*



## IMPORTANT:

- ❑ More health policy implementation less politics
- ❑ More implementation on strategy level and individual level
- ❑ Using principles Health in all policies, and insist on green agenda and digitalization in health



## CHALLENGES AND OPPORTUNITIES FOR HEALTH IN THE WESTERN BALKANS



### INTRODUCTION

Health systems in the Western Balkans are undergoing significant reforms aimed at improving public health outcomes. However, the region continues to face complex challenges in governance, financing, workforce development, access to care, and environmental-sustainability. This policy brief provides an overview of the key challenges and opportunities in the region, with a focus on improving health policies and aligning them with EU standards.

### KEY CHALLENGES



### OPPORTUNITIES



## For the future:

### WB as a client who know hows to save health

- Healthier organizational culture
- Healthier leadership
- Healthier environment for workforce in healthcare
- Educational process and curricula richer by digital and AI issues
- Sustainable healthcare by respecting and implementing energy efficiency and environmental issues

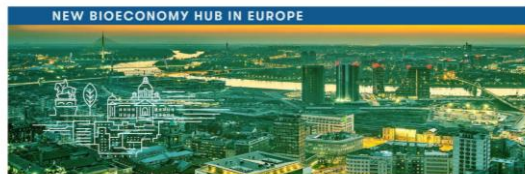


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# SERBIA CREATES OPPORTUNITIES



## NEW BIOECONOMY HUB IN EUROPE



### The Mission of the SEEIIST Project

Create Regional Center of Scientific Excellence with 'first class research'

- To promote collaboration between science, technology and industry (technology transfer)
- To provide platform for improved education of young scientists and engineers (knowledge transfer)
- To slow down brain drain or even to revert it
- Recover the great tradition in technology which SEE had in the past
- Foster cooperation between countries in the Region

The goals can only be achieved with a Large Scale Facility based on the latest technologies

14/12/2022

## EU launches €10-million project to strengthen healthcare in Bosnia and Herzegovina



# Health 2025



## BEST PRACTICES IN HEALTH POLICY ACROSS THE WESTERN BALKANS

The Western Balkans have made significant progress in health reforms, with each economy introducing innovative solutions to address the region's healthcare challenges. This section highlights the best practices from six Western Balkan economies, focusing on advancements in healthcare access, digitalization, financing, and sustainable



Health information system used by more than 80% physicians in primary healthcare facilities in Serbia. Software in whose development years of work have been invested and of whose maintenance care is taken by numerous experts. Medical software with the European certificate. It meets all the criteria prescribed by the Ministry of Health and the National Health Insurance Fund of the Republic of Serbia.

## AHEAD



ACTION FOR HEALTH AND EQUITY ADDRESSING MEDICAL DESERTS

## EU Level Research Brief

September 2022

## HEALTH CARE REFORM IN KOSOVO

Alberdis Adem Gornari, Dorjan Marušić, Romandan Holmi, Robert Muharemi, Valentin Predvinski, Rupal

**Summary:** Kosovo has one of the youngest populations in Europe. The death rate is almost half of the European average, accompanied by a low life expectancy of 72 years for females and 68 years for males. It has launched wide-ranging and ambitious health care reforms built on the introduction of a mandatory health insurance system, reforming the functions of the Ministry of Health, establishing chambers of health care professionals and changing the organisational structure of the health system.

**Keywords:** Health Care Reform, Health Insurance, Organisational Structure, Kosovo

### Albania

Albania has made significant strides in advancing universal health coverage (UHC), with the introduction of free preventive services for all citizens, including those without insurance.

### Kosovo

Kosovo has prioritized healthcare reform through the introduction of a mandatory health insurance system, aimed at achieving UHC. The country has focused on improving maternal and child healthcare services.

### Montenegro

Montenegro has implemented a comprehensive health financing model, covering over 95% of its population through social health insurance. The country has improved hospital infrastructure.

### Bosnia and Herzegovina

Bosnia and Herzegovina's decentralized health system faces challenges, but innovative local solutions have emerged. The Federation of Bosnia and Herzegovina has focused on strengthening primary healthcare.

### North Macedonia

North Macedonia has led the region with its digital health transformation, including the development of the 'Moj Termin' platform, which streamlines appointment scheduling and patient care coordination.

### Serbia

Serbia has made significant legislative reforms, such as the introduction of the Public Health Law, to strengthen the country's health system.



## Albania social briefing: Prospects of medical students and the healthcare system in Albania

Posted on August 7, 2023

Weekly Briefing, Vol. 64, No. 3 (A) July 2023

## Prospects of medical students and the healthcare system in Albania

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## Overview

North Macedonia's health system provides a relatively comprehensive basic benefits package, with about 90% of the population being covered under the social health insurance scheme. Public spending on health has declined in recent years and is among the lowest in South-Eastern Europe. There is strong reliance on out-of-pocket payments which represent 42% of total health spending and are among the highest in South-Eastern Europe. Catastrophic health spending remains a problem, particularly for poorer households, and is largely driven by out-of-pocket payments for outpatient medicines.

The information system Moj Termin ('My Appointment') has greatly improved scheduling and waiting times for clinical appointments and diagnostic tests but legal and operational barriers continue to undermine its use in primary care settings.

North Macedonia was hit harder by the COVID-19 pandemic than many other countries, particularly during the second and third waves. Essential health services were disrupted, but e-health interventions were leveraged as part of the emergency response.

Download (2.7 MB)

# Ideas Examples Activities

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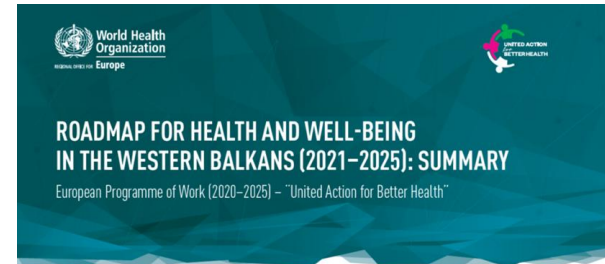
#EHMA2025



## Health

### THE ROADMAP'S 10 HIGH IMPACT ACTION AREAS

1. INCREASE RESILIENCE TO **HEALTH EMERGENCIES**
2. ENSURE **FINANCIAL PROTECTION** AND ACCESS TO MEDICINES
3. STRENGTHEN **PRIMARY HEALTH CARE** THROUGH **DIGITAL TRANSFORMATION**
4. SAFEGUARD **QUALITY OF HEALTH CARE** AND **PATIENT SAFETY**
5. PROMOTE **MENTAL HEALTH** AND **SOCIAL CARE SERVICES**
6. PRESERVE **HUMAN CAPITAL** FOR HEALTH
7. COMBAT AVOIDABLE **NONCOMMUNICABLE DISEASES**
8. CREATE **HEALTHY AND GREEN ENVIRONMENTS**
9. EXTEND **VACCINATION BENEFITS** ACROSS LIFE COURSE
10. COMBAT **ANTIMICROBIAL RESISTANCE**



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- \* Can AI change the medical profession?
- \* How to fight for quality of data as a basis for AI?
- \* How can we ensure life-long learning for health professionals to stay abreast of the latest developments in digital health?
- \* Changing academic knowledge
- \* Digitalisation can be self-sustainable
- \* Money is, BUT SHOULD NOT BE IN THE DIRECT CONNECTION WITH LEVEL OF DIGITALISATION

- use telecentric solutions for e-Health (telemedicine, mHealth, e-portals...)
- effective use of IPA funds
- lack of capacities in remote areas (human resources)
- recycling of medical waste
- digital skills of end users
- ~~efficient~~ energy efficiency
- ~~high~~ efficient EE in HC
- public procurement - quality, competitiveness
- investment HM - software / Mobile Medicine
- sustaining micro-enterprises
- involve elec. comp. in HC
- ~~other~~ ~~relevant~~ in HC

1. Fully accept DRG + implementation  
+ upgrade to patient level  
data costing
2. Cost optimization
3. Citizens of EU could choose  
the type of insurance → ~~private~~  
private or public. Why the WOs  
do not have this option?
4. Use implementation of private sector  
+ A tool for improvement of entire  
health system
5. Professional management  
in public

Invest in infrastructure HC  
(new or adaptive old HC) with  
principles SD and GA  
(A) in Medicine)  
Aristofr intelligence in Medicine  
- public awareness to storage pharmoc. waste

[illegible]



By focusing on integration, stakeholder engagement, cross-sectoral collaboration, and developing a cohesive policy roadmap, the groundwork is laid for a sustainable and inclusive health-policy framework in the region.





It is important to emphasize the need for greater health-policy implementation with less politics, at both the strategic and individual levels, as well as to apply the principles of Health in All Policies and to insist on the Green Agenda and digitalization in health.





- ❑ The pursuit of HEALTH should unite us in the Western Balkan, with all its challenges.
- ❑ Implementation of a **Health in All Policies** framework, combined with tailored, accessible health communication and collaborative action-oriented research with **digital** and **sustainability**-focused objectives, could **improve health outcomes** and facilitate progress toward European Union accession.



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A cluster of colorful geometric shapes, including triangles and polygons in shades of pink, teal, and blue, arranged in a dynamic, abstract pattern.

# THANK YOU

*POLICY ANSWERS  
Report and Policy Brief  
will be available on WB Info Hub  
very soon*

<https://wbc-rti.info/>



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