

WOMEN FOR A HEALTHY SOCIETY FORUM BUSINESS PROGRAMME

March 4, 2025, Moscow

Programme accurate as at March 3, 2025

March 4, 2025

10:00–11:15

Digital Business Space
hall 1

2nd Women for a Healthy Society Forum

National Projects for a Healthy, Long, and Active Life: New Opportunities You Need to Know About

In 2025, Russia will begin implementing a new stage of the national projects that the President of the Russian Federation Vladimir Putin launched in 2019. They specify the trajectory of the country's development until 2030 and are based on large-scale initiatives that aim to improve people's quality of life, including in healthcare. The national project 'Long and Active Life' sets the ambitious goal of increasing life expectancy to 78 years by 2030 and to 81 years by 2036. This goal could also be facilitated by the national project 'Family', a comprehensive programme that seeks to ensure maternal welfare and protect the health of children and adolescents, including reproductive health, and the national project 'New Health Protection Technologies'. However, the national projects are not just a government strategy; they offer real opportunities for each citizen by providing them with access to modern medical services, preventive programmes, rehabilitation, support for active longevity, and improvements to their quality of life. What are the key focuses of healthcare-related projects? What changes are expected to take place in the healthcare system? What new tools and initiatives will emerge to support public health?

Moderator:

- **Oksana Drapkina**, Director, National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Health of the Russian Federation; Chief Visiting Specialist in Therapy and General Medical Practice of the Ministry of Health of the Russian Federation

Panellists:

- **Sergey Boytsov**, Director, National Medical Research Centre of Cardiology of the Ministry of Health of the Russian Federation; Chief Visiting Cardiologist Specialist of the Ministry of Health of the Russian Federation
- **Vladimir Chulanov**, Deputy Director for Research and Innovation Development, National Medical Research Center for Phtisiopulmonology and Infectious Diseases; Chief Visiting Specialist on Infectious Diseases of the Ministry of Health of the Russian Federation
- **Zhanna Khaylova**, Deputy Director, A.F. Tsyb Medical Radiological Research Center; Head, Center for Coordination of Activities of Institutions of the Regions of the Russian Federation in the Field of Radiology and Oncology
- **Evgenia Kotova**, Deputy Minister of Health of the Russian Federation
- **Natalia Mokrysheva**, Director, Head of the Department of Personalized and Translational Medicine, National Medical Research Center of Endocrinology of the Ministry of Health of the Russian Federation; Corresponding Member of the Russian Academy of Sciences

Front row participants:

- **Anna Meleshina**, Managing director, Magnit
- **Tatiana Mikhailova**, Chief Physician, Regional Center for Public Health and Medical Prevention; Chief freelance specialist in medical prevention and family medicine of the Ministry of Health of the Belgorod Region

10:00–11:15

Digital Business Space
hall 2

2nd Women for a Healthy Society Forum

Innovations for Health Preservation

Innovative technologies and developments in diagnostics, medical equipment, medications, cutting-edge medical centres, and proper nutrition are vital to remaining healthy, coping with the stress of everyday life, tapping into your body's natural reserves, and overcoming illness. Industry regulators help implement cutting-edge domestic developments to improve quality of life. What are the new approaches to genetic diagnosis and therapy? What new diagnostic procedures have a place in treatment? What modern methods exist for managing allergies? What methods are there to prevent and treat viral diseases? What's new in nutrition to benefit health? What is the state doing to encourage the development of new drugs and medical devices for the domestic market?

Moderator:

- **Evelina Zakamskaya**, TV Presenter, Russia 24 TV Channel; Chief Editor, Doctor TV Channel

Panellists:

- **Sergey Kutsev**, Director, Academician N.P. Bochkov Medical Genetic Research Center; Chief Freelance Specialist in Medical Genetics of the Ministry of Health of Russia
- **Ekaterina Priezzheva**, Deputy Minister of Industry and Trade of the Russian Federation
- **Alla Samoylova**, Head, Federal Service for Surveillance in Healthcare (Roszdravnadzor)
- **Lyudmila Scherbakova**, President, Bright Way Group of Companies; member of the Russian party, BRICS Women's Business Alliance
- **Natalia Suponeva**, Director, Institute of Neurorehabilitation and Restorative Technologies, Research Center of Neurology

Front row participants:

- **Oleg Glazachev**, Head of Scientific Research, V.P. Filatov International Foundation for Biomedical Technologies Development; Professor of the Department of Normal Physiology, I.M. Sechenov First Moscow State Medical University of the Ministry of Health of the Russian Federation
- **Elena Katunina**, Head of the Department of Neurodegenerative Diseases, Federal Center of Brain Research and Neurotechnologies of the Federal Medical-Biological Agency of the Russian Federation
- **Evgeniya Nazarova**, Deputy Chief Physician, Head of the Hospitalization Department, National Research Center – Institute of Immunology of the FMBA of Russia
- **Agnessa Osipova**, Chairman of the Board of Directors, Russian Franchise Association (RFA)

10:00–11:15Digital Business Space
Small hall**2nd Women for a Healthy Society Forum****Artificial Intelligence Serving People's Health**

The rapid development of artificial intelligence technologies is creating new opportunities to improve the healthcare system. Artificial intelligence is already helping to enhance the quality of diagnostics, optimize treatment processes, and even predict the development of diseases. However, despite the obvious advantages, a number of ethical and legal issues need to be resolved before artificial intelligence can be incorporated into healthcare. Such issues include ensuring the transparency of algorithms, protecting patients' personal data, and complying with professional standards of medical practice. Can artificial intelligence replace a doctor, and if so, could it harm patients? Will artificial intelligence become a reliable assistant for doctors and patients by helping to improve public health? Can artificial intelligence be trusted? How are artificial intelligence technologies changing domestic healthcare today? What are digital ecosystems and what new opportunities do they offer in predictive analytics and the use of telemedicine platforms? How do they ensure the prompt exchange of information within the professional community and instil medical literacy in the population?

Moderator:

- **Elena Zhidkova**, Director of Medicine, Russian Railways; Head, Central Health Directorate – branch of Russian Railways

Panellists:

- **Anna Abramova**, Director of the Artificial Intelligence Center, MGIMO University
- **Olga Beloglazova**, Deputy Governor, Lipetsk Region
- **Alexander Gusev**, Director of Business Development, K-Sky
- **Svetlana Samoylova**, Head of the Scientific and Clinical Reference Center, Central Health Directorate – branch of Russian Railways
- **Vadim Vankov**, Deputy Minister of Health of the Russian Federation

11:30–13:30Digital Business Space
Great hall**2nd Women for a Healthy Society Forum****The opening ceremony and plenary session of the 'Women for a Healthy Society' Russian Women's Forum****The 'Call of a Woman's Heart' Award Ceremony**

(by invitation)

14:30–16:00

Digital Business Space
Small hall

2nd Women for a Healthy Society Forum

Corporate Programmes: Secrets of Cognitive Health and Working Longevity

In the modern world, information overload, stress, and highly intensive lifestyles often lead to diminished performance, memory impairment, and a lack of concentration even in the younger generation. Under these conditions, maintaining the health, including cognitive health, of the working population is becoming an extremely urgent objective for both the state and employers. Russia is seeing a trending of the more proactive monitoring of worker health, bringing medical care, including rehabilitation, closer to the workplace, as well as providing support for cognitive functions. Given the shortage of human resources, employers are interested in maintaining the active professional longevity of their employees. Replicating successful corporate practices will contribute to the country's socioeconomic development. What technologies are most effective at solving the problem of supporting people's health? What innovative approaches in corporate medicine could achieve the maximum effect in maintaining health and working longevity? Are employers ready to take such approaches and what do they need for this? What digital tools are most effective at monitoring and correcting the health of individual workers? How does the introduction of health protection programmes affect a company's economic performance?

Moderator:

- **Tatyana Yakovleva**, First Deputy Head, Federal Medical-Biological Agency of the Russian Federation

Panellists:

- **Pavel Baskakov**, General Director, MATERIA MEDICA HOLDING
- **Olga Batalina**, First Deputy Minister of Labor and Social Protection of the Russian Federation
- **Anna Bogolepova**, Head of the Department of Cognitive Disorders, Federal Centre of Brain Research and Neurotechnologies of the Federal Medical-Biological Agency of the Russian Federation; Professor, Department of Neurology, Neurosurgery and Medical Genetics, Pirogov Russian National Research Medical University of the Russian Ministry of Health
- **Oksana Ignatovich**, Director of Production, Mars
- **Anna Tumaseva**, Head of Medical Safety and Health Service, Sibur
- **Elena Zhidkova**, Director of Medicine, Russian Railways; Head, Central Health Directorate – branch of Russian Railways

14:30–16:00

Digital Business Space
Great hall

2nd Women for a Healthy Society Forum

The Path to a Healthy Society: Projects That Unite People

Modern challenges in public healthcare require a comprehensive approach based on cooperation between the state, business, and proactive citizens. The professional medical community and non-profit organizations are effectively meeting the public's demand for information about modern approaches to disease prevention, new technologies, and treatment methods. Women are initiating projects that aim to promote a healthy lifestyle, maintain the health of all family members, and solve social problems. Sharing experience in implementing successful regional health protection initiatives allows them to be replicated in other territories. Creating conditions for collaboration between the authors of such projects and leaders of the public sector and integrating projects into a unified system of socially oriented assistance will help to achieve Russia's national goals. Which health protection projects will be most in demand in the near future? How can we build an effective model of interaction between the state and proactive communities in order to integrate the best social initiatives into the healthcare system? How can promising social projects be scaled up to different regions of Russia? How do social projects unite people and why is this so important?

Moderator:

- **Anastasia Stolkova**, Member of the Commission of the Public Chamber of the Russian Federation on Healthcare; Director, RK-Medicine Foundation; First Deputy Head of the Directorate for Development, Roscongress Foundation

Panellists:

- **Natalya Bondarenko**, Chief Physician, Clinical Hospital No. 85 of the Federal Medical and Biological Agency
- **Irina Bragina**, Deputy Head, Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing (Rospotrebnadzor)
- **Del Daria**, Head, Charity Foundation "Family of Pribaikalye"
- **Oksana Drapkina**, Director, National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Health of the Russian Federation; Chief Visiting Specialist in Therapy and General Medical Practice of the Ministry of Health of the Russian Federation
- **Evgenia Kotova**, Deputy Minister of Health of the Russian Federation
- **Ekaterina Milova**, Development Director, ORBI Anti-Stroke Foundation
- **Maria Podkopaeva**, Director of Sustainable Development, X5 Group

Front row participant:

- **Anna Markova**, Acting Minister of Health of the Lipetsk Region

14:30–16:00Digital Business Space
hall 2**2nd Women for a Healthy Society Forum**Dialogue between Women Mayors
New Solutions for Health Territories

Municipalities play a major role in achieving all the country's national goals, including the ones set as part of the national project 'Long and Active Life'. Women mayors are initiating and actively participating in health protection programmes. Exchanging experience regarding the development of municipalities as health territories, where everyone can find opportunities for physical and spiritual development and have access to high-quality medical care, helps to replicate best practices and create new initiatives. What tasks do municipalities need to solve as part of the implementation of the national project 'Long and Active Life'? How can we scale up the successful municipal programmes that have been used to create health territories and health protection practices in different regions of Russia, and what should we be paying attention to? How can we create and develop an environment to protect people's health at the level of municipalities?

Moderator:

- **Irina Guseva**, Co-chairperson, All-Russian Association for the Development of Local Self-Government; Member of the Presidium of the Council under the President of the Russian Federation for the Development of Local Self-Government

Panellists:

- **Tatyana Dorokhova**, Head of Shipunovsky District of Altai Krai
- **Oksana Drapkina**, Director, National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Health of the Russian Federation; Chief Visiting Specialist in Therapy and General Medical Practice of the Ministry of Health of the Russian Federation
- **Marina Gordeeva**, Chairman of the Board, Fund for Support Children in Difficult Situation
- **Inna Kolykhatova**, Head of the Petrozavodsk Urban District of the Republic of Karelia
- **Anna Kontsevaya**, Deputy Director for Scientific and Analytical Work, National Medical Research Center for Therapy and Preventive Medicine of the Ministry of Health of Russia
- **Alena Sokolskaya**, Head of the Klin City District
- **Natalya Stroganova**, Head of the Administration of the Ozersky Municipal District of the Kaliningrad Region
- **Valentina Surovtseva**, Head of the Bisertsky Municipal District of the Sverdlovsk Region
- **Eugeniya Uvarkina**, Senator of the Russian Federation from the Executive Body of State Power of the Lipetsk Region

Front row participants:

- **Marina Fomicheva**, Chief Specialist in Preventive Medicine of the Novosibirsk Region; Director, Regional Center for Public Health and Medical Prevention
- **Tatiana Shestakova**, Executive Director, "Healthy Cities, Districts and Towns" Association; Member of the Public Council under the Ministry of Health of the Russian Federation
- **Tatyana Yozhikova**, Head, Republican Health Center of the Ministry of Health of the Donetsk People's Republic; Head of the Regional Branch, League of National Health in the Donetsk People's Republic
- **Yulia Zubova**, General Director, Academy of Urban Technologies «SREDA»

14:30–16:00Digital Business Space
hall 1**2nd Women for a Healthy Society Forum****Lifestyle Medicine: Modern Approaches and Practices**

Health is a fundamental condition and guarantee of a full life. According to the World Health Organization, maintaining a healthy lifestyle could prevent up to 80% of non-communicable diseases. In an effort to prolong biological youth and reduce the risks of developing chronic non-communicable diseases, modern science has concluded that people need to establish a new paradigm of health. Lifestyle medicine does just that, combining the prevention and treatment of diseases by eliminating their root cause and changing patients' bad habits. Lifestyle medicine aims to change the cultural environment and works with society, business, and the government to achieve effective structural and social changes that promote conscious choices of healthy behaviour, which includes reducing harm from smoking, alcohol, poor quality food, insomnia, stress, and a sedentary lifestyle. Will lifestyle medicine become a new effective strategy for reducing the spread of non-communicable diseases? What modern approaches and practices in lifestyle medicine have proven to be the most promising? What initiatives and modern technologies help to increase the health literacy among citizens? How can we build interdisciplinary strategies of medical care for people who are ready to change their daily habits in an effort to improve their health? How can we systematically and comprehensively motivate and educate society about the principles of a healthy lifestyle?

Moderator:

- **Olga Kobyakova**, Central Research Institute for Organization and Informatization of Health Care of the Ministry of Health of the Russian Federation

Panellists:

- **Roman Buzunov**, Head, Sleep Medicine Center, Rehabilitation Clinic in Khamovniki
- **Elena Chichkanova**, Managing Partner, Communications Director, MediSpa Hotel MAYRVEDA Kislovodsk 5*
- **Vladimir Filippov**, Deputy Head of the Department of Labor and Social Protection of the Population of Moscow
- **Marina Kurganova**, Director, National Agency for the Development of Social Initiatives
- **Roman Lyukmanov**, Senior Researcher, neurologist of the highest qualification category, Scientific Center of Neurology
- **Anna Meleshina**, Managing director, Magnit
- **Alexey Moskalev**, Director of the Institute of Longevity with the Clinic of Treatment and Preventive Medicine of the Academician B.V. Petrovsky Russian Scientific Center for Surgery

16:30–18:00Digital Business Space
Small hall

2nd Women for a Healthy Society Forum

A Healthy Environment for Everyone: Federal Projects and Regional Solutions

Preserving the population, improving people's health and well-being, and supporting families are among Russia's national development goals for the period until 2030. Federal projects are being implemented to achieve these goals and all the country's regions need to become actively involved in this process. Informing citizens about the opportunities and tools for implementing federal projects, including 'Health for Everyone' and 'The Older Generation', will help boost their interest in actively participating in regional programmes. What is more important on the path to active longevity: a healthy lifestyle, genes, or modern technologies? How can we combat the risk factors associated with age-related diseases? What innovations will appear in the medical checkup programme for the country's citizens? What benefits do state guarantee programmes offer for each individual? What regional initiatives in active longevity could be effectively replicated? What results can we expect from the modernization of regional health centres? When will individual programmes for a healthy lifestyle, nutrition, and exercise appear?

Moderator:

- **Elena Savelyeva**, Director of Government Relations, PCBC LLC

Panellists:

- **Maksim Kabanov**, Head, "Hospital for War Veterans" St. Petersburg State Budgetary Healthcare Institution
- **Ekaterina Karakulina**, Director of the Department of Organization of Medical Care and Sanatorium and Resort Business, Ministry of Health of the Russian Federation
- **Svetlana Kravchuk**, Deputy Chairman, Federal Compulsory Medical Insurance Fund
- **Aleksandr Rozanov**, Director, Association of Medical Specialists on Risk Modification
- **Anna Skorik**, Deputy Director, Moscow Longevity
- **Olga Tatarinova**, Chief Physician, Republican Clinical Hospital No. 3; Chief Freelance Geriatrician of the Ministry of Health of the Republic of Sakha (Yakutia)
- **Anna Tverskova**, Deputy Chairman of the Government of the Ulyanovsk region

16:30–18:00Digital Business Space
Great hall

2nd Women for a Healthy Society Forum

Lecture by invited expert

How to Stay Strong and Achieve Success in the 21st Century**Panellist:**

- **Alexey Sitnikov**, Psychotherapist, Consultant