

# FINAL CONFERENCE AGENDA

This agenda provides an overview of the ASCERTAIN final event, designed to explore the future of affordability, access, and decision-making for innovative health technologies across Europe.

## 08:30 – 09:00 | REGISTRATION & WELCOME COFFEE

- Participant registration
- Informal networking and arrival coffee

## 09:00 – 10:30 | OPENING SESSION: SETTING THE SCENE

- Welcome and event introduction
- Keynote on affordability, access, and the evolving European HTA and policy landscape
- Overview of ASCERTAIN's framework, models, and policy support approach
- Stakeholder panel: perspectives from patients, policymakers, payers, and industry

## 10:30 – 11:00 | COFFEE BREAK & NETWORKING

- Refreshments and informal discussions

## 11:00 – 12:00 | ASCERTAIN POLICY SUPPORT TOOL DEMONSTRATION

- Introduction to the logic and structure of the Policy Support Tool
- Persona-based walkthroughs across different stakeholder perspectives
- Demonstration of decision-making pathways and interpretation of results

## 12:00 – 13:00 | INTERACTIVE ASCERTAIN EXPERIENCE FAIR

- One-on-one demonstrations with consortium experts
- "Talk to Experts" networking and discussion area
- Interactive decision-making challenges and puzzles
- Informal exploration of project outputs

## 13:00 – 14:00 | LUNCH BREAK

- Networking lunch

## **14:00 – 15:30 | PARALLEL STAKEHOLDER WORKSHOPS**



- Policy & HTA Decision Lab
- Industry & Payer Strategy Lab
- Patient Advocacy & Societal Value Lab

## **15:30 – 15:45 | COFFEE BREAK**

- Refreshments and networking

## **15:45 – 16:30 | FINAL STAKEHOLDER REFLECTION PANEL**

- Reactions to ASCERTAIN models and Policy Support Tool
- Discussion on adoption opportunities and implementation barriers
- Stakeholder perspectives on future relevance

## **16:30 – 16:45 | CLOSING REMARKS & FUTURE OUTLOOK**

- Consortium vision beyond the project
- Sustainability, partnerships, and future opportunities
- Next steps for the ASCERTAIN ecosystem

## **16:45 – 17:30 | RECEPTION DRINKS & NETWORKING**

- Informal closing reception
- Continued stakeholder exchange and networking