**Invitation to the conference for media**

**Conference of the Polish Association of Hospital Directors: "Shaping tomorrow: artificial intelligence, digital healthcare and hospitals of the next century."**

**June 26-28, 2025, Krakow, AGH Computer Science Building, ul. Kawiory 21.**

🎯Grand opening and strategic debate 26.06. (Thursday) 3 p.m.
🎯Inauguration of the social campaign #ZdrowiejMY around 6 p.m.

This is an important event! The conference organized by \*\*Prof. Mieczysław Pasowicz\*\* (expert in AI in medicine, cardiologist, creator of the first digital hospital in Poland) is a key initiative for the future of Polish healthcare. Here are the most important information and why it is worth attending:

**🔑 Main topics of the conference (June 26-28, Krakow):**

**1. Healthcare digitalization strategy**
- Building consolidated medical databases using artificial intelligence (AI)
- Implementing a national medical data cloud for safe and effective information management.

**2. Fighting the health system crisis**
- Shortening queues to specialists through structured data and AI.
- Introducing the VBHC (Value-Based Healthcare) model - financing based on the provision of valuable services, not their number.

**3. Challenges and urgent needs**
- Preparing for the European Health Data Space (EHDS) - interoperability and cybersecurity.
- Urgent implementation of IT solutions that have already improved patient access and satisfaction in other EU countries.

However, a key challenge for VBHC is to align healthcare values ​​on the foundation of Public Value – what goals to adopt in the face of limited resources and different perspectives of stakeholders such as patients, healthcare staff and policymakers?

**⚠️ Why is it necessary?**

– The public healthcare system is at risk – growing debt and the risk of bankruptcy require immediate reforms.
– Poland is lagging behind – other countries are using AI and data consolidation for effective management, while in Poland, patients and doctors are still waiting.
Patients are invisible: a primary care physician does not see hospital data and an emergency room and hospital physician does not see primary care/acupuncture data, possibility of errors, drug interactions
– The benefits are real: shortened queues, precise diagnostics, optimal financing and better patient care.

📣 **Call to action:**

We are launching the #ZdrowiejMY social campaign #ZdrowiejMY campaign – a joint civic health reform

The conference will inaugurate the #ZdrowiejMY social campaign, initiated jointly by the Polish Association of Hospital Directors and the Institute of Health and Democracy with the support of the MANKO – Głos Seniora Association, the aim of which is to extend the healthy life of Poles by 5-7 years (healthspan). This is a social project open to everyone, which, on the wave of unmet health needs, financial challenges of the system and growing aggression and attacks on doctors, turns the frustration of patients and medical staff into action.

LongevityHealthSystem AI – a vision of modern prevention and precision medicine

During the conference, Prof. Mieczysław Pasowicz, long-time director of the John Paul II Hospital in Krakow and chairman of the scientific and organizational committee, will present his own #LongevityHealthSystem AI model, supporting the goals of the #ZdrowiejMY campaign.

“If you care about strategic change in the Polish healthcare system – you have to be at this conference! This is a chance to co-create modern healthcare based on data and AI.”

🔗 **Links:**

– [[Registration for the conference](https://dyrektorzyszpitali.org/shaping-tomorrow-ai-digital-healthcare-next-century-hospitals-26-28-06-2025-krakow/)]
– [[More information about EHDS and the need for change](https://worldpopulationreview.com/country-rankings/euro-health-consumer-index-by-country)]

**Don't wait – registration is ongoing! See you in Krakow** 🚀

#HealthDigitization #AIinMedicine #VBHC #EHDS #InnovationInHealthcare