AmCham Estonia
American Chamber of Commerce Estonia

AMCHAM ANNUAL HEALTCARE FORUM KEYNOTE SPEAKERS 2026

Keynote 1: Healthcare expenditure as investment... a PR slogan or real, data-based truth?



Martin Smatana

Associate Fellow, Centre for Economy & Business
GLOBSEC

SHORT BIOGRAPHY

Martin Smatana studied at Imperial College, London, where he graduated in healthcare management. He worked in England as an analyst for NHS and as a hospital inspector in the Central Bohemian Region of Czechia. During 2016 to 2020, he was head of the Health Policy Institute of the Slovak ministry of health. Martin has since worked as a consultant for several organisations, such as the World Bank and the International Monetary Fund. Martin also cooperates with the Slovak Association for the Protection of Patient's Rights, is chairman of the supervisory board of the General Health Insurance Fund in Slovakia and lectures on health economics at the Slovak medical university. He is the author of several publications and a member of several working groups of the European Commission and the OECD.

Keynote 2: Healthcare and Defense Integration



JARNO HABICHT

Chairman of the Management Board of the North Estonia Medical Centre

SHORT BIOGRAPHY

Jarno Habicht is an Estonian physician and international public health expert with extensive experience at the World Health Organization (WHO). From 2018 to 2026, he served as WHO Representative and Head of the WHO Country Office in Ukraine, leading WHO's work on health-system reform, resilience, emergency response, and healthcare delivery during the COVID-19 pandemic and the war in Ukraine. He has broad expertise in health policy, healthcare financing, and strengthening health systems.

Keynote 3: Access to Innovation in Europe



Niel Grubert

Independent Market Access Consultant
Life Science Access Academy

SHORT BIOGRAPHY

Neil Grubert is a prominent independent pharmaceutical market access consultant, trainer, and writer with over 30 years of experience tracking global prescription drug and self medication markets. He is widely recognized as a leading global thought leader on pharmaceutical pricing, reimbursement mechanisms, and international health policy. He has authored more than 150 industry reports spanning 20 mature and emerging markets. He frequently chairs major international healthcare events, delivers keynote addresses, and collaborates with bodies like the Office of Health Economics (OHE).

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Keynote 4: How innovation drives health and growth in Europe: Assessing the Return on Investment of innovative medicines



ADNAN ATITALLAH

Senior Researcher at WifOR Institute

SHORT BIOGRAPHY

Adnan Atitallah is a prominent Senior Researcher in Health Economics currently working at the WifOR Institute in Darmstadt, Germany. His work primarily focuses on measuring the global socioeconomic burden of major illnesses and assessing the broader societal and economic return on investment (ROI) of innovative medical treatments. He is one of the co-authors of this report and many others.

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