

International Conference
**Potential of Real-World Data
in the Baltics**

14 - 15 May 2026
VU Medicinos mokslo centras,
Žaliųjų Ežerų g. 2, Vilnius

Organisers:



Medicinos
fakultetas



Day 1 **Thursday, 14 May 2026**

09:30 – 10:00 Registration

10:00 – 10:05 Welcome

SESSION 1 **Real-World Data in Europe and the Baltics**
10:05 – 12:00 **What is out there? How to get it?**

KEYNOTE The changing Real World Evidence landscape in Europe
by Prof. dr. Helga Gardarsdottir, Utrecht University

Other highlights Presentations on Lithuanian, Latvian and Estonian data infrastructure
Panel discussion on alignment of data sources across the Baltic States and Europe

12:00 – 13:00 Lunch + posters

SESSION 2 **RWD for improved reimbursement decisions**
13:00 – 15:00

KEYNOTE Real-World Data value for sustained health gain
by dr. Christine Leopold, Utrecht University

Other highlights Presentations on successful uses of Real-World Data in reimbursement decisions and Health Technology Assessment
Perspectives of Real-World Data use in Health Technology Assessment processes by academia, regulators and industry
Panel discussion on Real-World Data potential for better/faster decisions

15:00 – 15:30 Coffee break

SESSION 3 **RWD for rational drug use**
15:30 – 17:15

KEYNOTE Real World Data for Rational use of medicines
by Prof. dr. Björn Wettermark, Uppsala University

Other highlights Case studies from Estonia, Latvia and Lithuania.
Panel discussion on how the Baltic States can join resources in using Real-World Data more efficiently

17.15 - Networking

International Conference
**Potential of Real-World Data
in the Baltics**

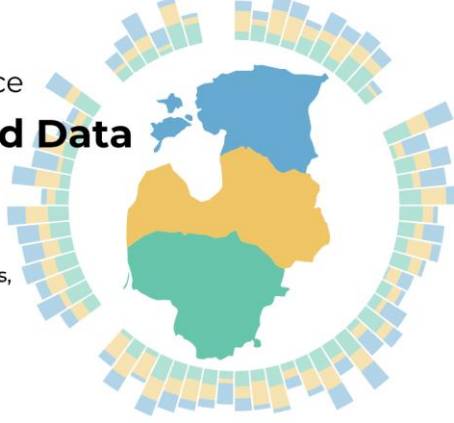
14 - 15 May 2026

VU Medicinos mokslo centras,
Žaliųjų Ežerų g. 2, Vilnius

Organisers:



Medicinos
fakultetas



Day 2 Thursday, 15 May 2026

09:30 – 10:00 Registration

**SESSION 4
10:00 – 12:00
Advanced uses of RWD**

KEYNOTES

Generating Real-World Evidence by combining the Target Trial Emulation and Estimand Frameworks
by dr. Daniela Weir, Utrecht University & University of Waterloo

AI-Driven Pharmacoepidemiology and Drug Utilisation Research for Health Decision-Making: Applications Using Real-World Data
by dr. Augusto Afonso Guerra Junior, Mohamed bin Zayed University

Other highlights

Methodological advances in generating real-world evidence, including target trial emulation approaches

Applications of advanced disease modelling for regulatory and clinical decision-making

Use of Real-World Data to address health inequalities

Emerging applications of artificial intelligence in analysing and interpreting Real-World Data

Panel discussion on translating advanced analytics into patient benefit

12:00 – 13:00 Lunch + posters

**SESSION 5
(closing panel)
13:00 – 15:00
Stop beating the dead horse:
If health data isn't perfect anytime soon,
how do we still make Real-World Evidence work?**

Highlights

Panel will include thought leaders, including Vice Minister of Health Daniel Naumov

Critical discussion on limitations of real-world data and implications for decision-making

Focus on actionable solutions rather than theoretical limitations

Identification of priorities for strengthening RWD use in the Baltic region

Emphasis on collaboration across countries and stakeholders

Call to action!