

PROGRAM

Forum Sociology of Health: Lessons from the Pandemic and Future of Healthcare
23 November 2021, Moscow, Research Institute NIIOZMM. Event format for participants: online

Plenary session.

Moderators of Plenary session:

Elena Aksenova, Director, Research Institute NIIOZMM;

Ignat Bogdan, Head of Medical and Sociological Research Division, Research Institute NIIOZMM

11:00–11:05 Melita Vujnovic, WHO Representative in Russia. *Welcome address*

11:05–11:20 Elena Aksenova, Director, Ignat Bogdan, Head of Medical and Sociological Research Division, Research Institute NIIOZMM. *Key Trends in Pandemic Health Care (based on sociological research in Moscow)*

11:20–11:32 Aleksander Oslon, Head, Public Opinion Foundation. *Sociology of Pandemic: Activities and Results of CoronaFOM Project*

11:32–11:44 Yulia Gryaznova. Head of Directorate for Strategy, Analytics and Research, ANO National Priorities. *Attitudes towards health among the population and doctors. Sociological and communication observations*

11:44–11:56 Kirill Rodin, Director for Relations with Government Bodies, Russian Public Opinion Research Center; Member of the Public Council of the Ministry of Health of the Russian Federation *Changing Attitudes towards Medicine and Medical Professionals in Pandemic: data from VTsIOM*

11:56–12:08 Katrine Habersaat, Representative of WHO Regional Office for Europe, Regional Advisor for Behavioural and Cultural Insights. *Experiences from Behavioral Pandemic Research in the European Region*

12:08–12:20 Yury Krestinsky, Vice President, Senior Managing Director for the Health Care Industry at Sberbank, Chairman of the Executive Board at the Institute for Public Healthcare Development

Sber Digital Ecosystem to Improve National Health: Pandemic Experience and Future Prospects

12:20–12:34 Alex Broom, Professor of Sociology and Director of the Sydney Centre for Healthy Societies. *COVID-19 Caring and Pandemic: Experiences of Australian Healthcare Workers*

12:34–12:45– Discussion. Q&A session. Closing remarks by the moderator

12:45– 13:00	Section 1.1 TED Talk of Moscow Chief Physicians: Pandemic Lessons about Interaction with Patients and Employees (recording) 12:45–12:52 Svetlana Smetanina. Chief Physician, Infectious Diseases Hospital No. 1, Moscow Chief Specialist in Infectious Diseases 12:52–13:00 Valery Vechorko. Chief Physician, Filatov City Clinical Hospital No. 15
13:00–14:30	Section 2. Sociology Lessons: Insights from Pandemic Research for Healthcare <i>Moderator:</i> Natalia Velikaya. Deputy Director for Research, FCTAS RAS Institute of

	<p>Socio-Political Research; Dean of Sociological Faculty, Russian State Humanitarian University 13:00–13:10 Welcome address</p> <p><i>Speakers:</i> 13:10–13:20 Marina Bezuglova. CEO, Ipsos Russia <i>Global Pandemic Trends in Mental Health: Experience from International Ipsos Research</i> 13:20–13:30 Natalia Belova. Associate Professor, Deputy Head of the Department of Applied Sociology, Russian State University for the Humanities (joint report with Natalia Velikaya) <i>Self-preservation Behavior of Russians during the COVID-19 Pandemic: Models and Practices</i> 13:30–13:40 Alexandra Shabunova. Director, Vologda Research Center of the Russian Academy of Sciences <i>Health-saving Practices: Lessons of COVID-19</i> 13:40–13:50 Larisa Pautova. Managing Director of Public Opinion Fund. <i>Nonconscious and Unconscious Mechanisms of Behavior in the Pandemic</i> 13:50–14:00 Maria Makusheva. General Director of Platforma, Center for Social Design <i>Vaccination Lessons: Coercion, Persuasion, Solidarity and other Communication Tools with Citizens in Crisis Situations</i> 14:00–14:10 A. Bandari. Professor (research co-authored with A. Maheshwari, A. Sin, A. Bandari), National University of Law, Jodhpur, India. <i>Private and Public Health Care in Pandemic: Indian Experience</i></p> <p>14:15–14:30 Discussion. Q&A session. Closing remarks by the moderator</p>
14:35– 14:45	<p>Section 1.2. TED Talk of Moscow Chief Physicians: Pandemic Lessons about Interaction with Patients and Employees (recording) 14:30–14:37 Andrey Shkoda. Chief Physician, Vorokhobov’s City Clinical Hospital 14:37–14:45 Vera Shastina. Chief Physician, Hospital for War Veterans No. 2</p>
14:45–16:15	<p>Section 3. Digitalization, Health, Sociology: Intersection Points</p> <p><i>Moderator:</i> Alena Shchavleva. Head of "To know and not be afraid" program, Konstantin Khabensky Charity Foundation 14:45– 14:55 Welcome address</p> <p><i>Speakers:</i> 14:55–15:05 Sergei Morozov. Director, Research and Practical Center for Medical Radiology, Moscow and Central Federal District’s Chief Specialist in Radiology and Instrumental Functional Diagnostics <i>Sociological Aspects of Artificial Intelligence Technologies in Diagnostic Radiology</i> 15:05–15:15 Alexey Remez. Founder and CEO of UNIM. <i>Could public health</i></p>

	<p><i>become a standardized digital service?</i></p> <p>15:15–15:25 Ignat Bogdan. Head of Medical and Sociological Research Division, Research Institute NIIOZMM, Principal Investigator of a joint project with WHO in Moscow (Monitoring Awareness). <i>Using machine learning to tackle psychiatric stigma in a pandemic</i></p> <p>15:25–15:35 Daria Radchenko. Deputy Head at the Center for Urban Anthropology, STRELKA KB; Senior Researcher, RANEPА. <i>Using social media data to research pandemic rumors: a case study of joint research with Yandex.Q</i></p> <p>15:35–15:45 Elena Udalova, Head of Online Sociology, ANO Dialogue. <i>Citizens' attitudes towards digitalization in general and digitalization of medicine: drivers, barriers and problem areas</i></p> <p>15:45–16:15 Discussion. Q&A session. Closing remarks by the moderator</p>
16:15– 16:57	<p>Section 1.3. TED Talk of Moscow Chief Physicians: Pandemic Lessons about Interaction with Patients and Employees (recording)</p> <p>16: 15–16: 30 Elmira Kashirina, Chief Specialist for primary health care for children; Chief Physician, Children’s City Polyclinic No. 110</p> <p>16: 30–16: 57</p> <p>Andrey Tyazhelnikov, Chief Specialist for primary health care for adults; Chief Physician, Consultative and diagnostic polyclinic No. 121</p> <p>Ignat Bogdan, Head of Medical and Sociological Research Division, Research Institute NIIOZMM</p> <p>Daria Chistyakova, Deputy Head of Medical and Sociological Research Division, Research Institute NIIOZMM.</p> <p>Ekaterina Kozhevina, Project manager of Public Opinion Foundation (FOM)</p> <p>Summary of TED Talk of Moscow Chief Physicians</p>

16:57–17:00 – BREAK

17:00–17:30

Announcement of the winners of Young Researchers Competition. Official closing of the forum

Hosts:

Ignat Bogdan, Head of Medical and Sociological Research Division, Research Institute NIIOZMM

Elena Aksenova, Director, Research Institute NIIOZMM