



ФОРУМ

СОЦИОЛОГИЯ
ЗДОРОВЬЯ

Dear colleagues,

Transformation of the countries' and the large cities' agenda amidst the COVID-19 pandemic resulted in a shift of focus from infrastructural issues to people. The way the citizens perceive the healthcare system is changing, and a new image of a medical professional is forming in the public opinion. The current healthcare model is becoming more personalized. Digital technologies that help maintain close contact with the population and offer prompt and efficient mechanisms to tackle the pandemic are becoming increasingly more important.

In accordance with the Moscow Healthcare Department's 2021 Agenda, the Research Institute for Healthcare Organization and Medical Management will be hosting III Forum *Sociology of Health: Lessons from the Pandemic and Future of Healthcare* to reflect on the COVID-19 pandemic experience and find efficient management decisions to ensure further development of healthcare in cities.

The list of participants will include experts in public opinion research and behavioral model analysis from Russia and other countries — scientists, healthcare leaders, applied sociologists (pollsters), experts in big data and other experts from the public, private and non-profit sectors. Over the years, leading experts in the field of health sociology, members of the ISA, have participated in the Forum.

III Forum *Sociology of Health: Lessons from the Pandemic and Future of Healthcare* will be held on November 23, 2021 as a hybrid, online and in-person, event. To read more about the 2021, 2020 and 2019 Forums, visit <https://socforum.niioz.ru/en/>.

You can take part in the Forum:

As a listener:

We will provide simultaneous translation of the plenary session into English. Broadcast information will be available later on the official Forum website.

As a participant:

To apply online

To do this, you need to submit information about yourself and the abstract of the speech for peer review.

Personal information:

- FULL NAME;
- Current positions and place(s) of work;
- Previous experience in public speaking (in English);
- Conflict of interest (if any).

Abstract format requirements:

Submission form is free, up to 8000 characters, in Microsoft Word (.doc, docx) format. The abstract must fully correspond to the chosen introduction topic.

Possible topics:

1. Big data and digital technologies in the research of behavior and public opinion of healthcare;
2. Health and Healthcare-related practical recommendations based on the pandemic social research in your region;

Languages: Russian or English.

Speaker selection criteria:

1. Compliance with the chosen topic (see above)
2. Credibility and validity of the study
3. Credibility and validity of the recommendations
4. Feasibility of healthcare proposals

For the speaker to be selected, the study has to be practice-based (e.g. the results tested at the level of a medical organization, region or country). The Forum serves as a platform for the exchange of practical experience.

We also welcome theoretical studies for submission in the book of abstracts (see below), since there are no practice-based requirements for them.

The application deadline for speakers is October 1, 2021.

Submit your applications at niiozmm-socmed@zdrav.mos.ru

If your study is not selected, we can include your publication in our Forum proceedings at your request (see below)ю

To participate by correspondence,

Submit your abstract/article for publication in our Forum proceedings, an official research publication featured in the Russian Science Citation Index.

Abstract format requirements. Submission form is free, up to 10,000 characters, in Microsoft Word (.doc, docx) format. All publications are reviewed for compliance with the topic of the event (sociology of health/medicine, health management) and the validity of the stated provisions. We do not accept advertisements of medical products and publications containing a significant conflict of interest, where the objectivity of the data presented is compromised.

To do this, you need to submit the following information:

- FULL NAME;
- Current position and place(s) of work;
- Conflict of interest (if any).

Submit your information at: niiozmm-socmed@zdrav.mos.ru

The deadline for submitting publications is November 23, 2021.

The participation in the Forum (all the forms) is free.

We are looking forward to your participation!