



## Neja Samar Brenčič

IZRIIS Institute, Ljubljana, Slovenia  
University of Maribor, Slovenia, Doctoral students section

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### WORK EXPERIENCE

01/12/2022 – CURRENT – BASEL, Switzerland

**ISfTeH Delegate to WHO** - activities of the International society for Telemedicine and eHealth related to the function and official relations with WHO.

01/05/2020 – CURRENT – BASEL, Switzerland

**CHAIR OF STANDARDS AND ACCREDITATION FOR TELEHEALTH SERVICES WORKING GROUP AT ISFTEH - INTERNATIONAL SOCIETY FOR TELEMEDICINE AND EHEALTH – ISFTEH - INTERNATIONAL SOCIETY FOR TELEMEDICINE AND E-HEALTH**

Chair of Standards and Accreditation for Telehealth services Working Group at ISfTeH - International society for Telemedicine and eHealth; Management of the Working group and relations within the network; Contributor to the standards development and Standardization tool development; Network and capacity building, Experts and stakeholders meetings and events; Contributing to standards development, memberships in relevant organizations and dissemination activities.

01/11/2020 – CURRENT – LJUBLJANA, Slovenia

**LAY JUDGE IN LABOR DISPUTES AT THE LABOR AND SOCIAL COURT OF LJUBLJANA**

Judge layman at the labor court, responsible for adjudicating labor disputes procedures between employee and employer or / and in collective labor disputes between trade unions and employers' associations or the state. Representative of employers, institutions and the Government of the Republic of Slovenia. Direct representative of the employers for the Slovenian Chamber of Commerce.

01/05/2005 – CURRENT – LJUBLJANA, Slovenia

**FOUNDER AND CEO OF IZRIIS INSTITUTE; IZRIIS INTERNATIONAL; 65+ ALLIANCE – IZRIIS INSTITUTE**

**Manage national and international projects.** Skilled in International Project Management. End-user experience and service evaluation expert. Developer of Telemedicine and eHealth services; Developer of Standards and Accreditation for Telehealth services.

**EU International projects** in cooperation with International Consortia for AAL, since 2013 - Ambient assisted living EU programs. Partners with Eclaxys sagl. Switzerland; Technical University of Warsaw; Medical University of Warsaw; Technical University of Bucharest; Softic and Bay Zoltan Institute – Hungary, Technical University of Tampere, Finland; CITST Institute Romania, URTH Croatia, etc..

**WHO EU Regional office project** “Building capacities of communities to reach Migrants and Refugees for stopping the spread of COVID-19”, community action supported by the WHO Regional Office for Europe. An initiative of the COVID-19 Solidarity Found.

**EU Program Ageing Well in the Digital World** Programs AAL NITICS, AAL IONIS, AAL INCARE, AAL ACESO and other co-financed by: EU AAL Programme, EU Erasmus+ Strategic partnership Programme; Ministry of Health of Slovenia; Ministry of Public Affairs Slovenia.

**Horizon Europe Programme 2022 and 2023**, HORIZON-MISS-2022-CANCER; HORIZON-MISS-2023-CANCER-01-02: Enhance primary cancer prevention through sustainable behavioral change - proposal preparation with international consortia, Oncology institute, Slovenian Federation of Societies to Fight Cancer, Maggioli S.p.A., Foundation for Research and Technology Hellas, Wellics LTD, SHINE 2Europe, CareAcross LTD, IDIKA S.A., Wroclaw Medical University, Bulgarian General Practice Society for Research and Education, Istituto per Servizi di Ricovero e Assistenza, Administration of Health Region A.H. Crete, WONCA Europe, Reference Site Collaborative Network, etc.

**Expert meetings for eHealth emergencies** in coop. with the Portugal Ministry of Health, National TeleHealth Center & NHS' Contact Center SNS 24, SPMS; Slovenia Society for Medical Informatics, National Institute for Public Health, Ministry for Health of the Republic of Slovenia.

**Experience in public health**, developing public health capacity and policies/strategies that promote health and preventative measures:

- Ministry of health - national programs, **Public health prevention programs** "Choose a healthy lifestyle" lead and partner management (2009 - 2022)
- **COVID emergency response campaigns**, under the jurisdiction of the Ministry of health. Management of campaigns responsibilities delegated to IZRIS institute (2020 - 2022)
- **Tobacco control policy** - Uniformed packaging - Tobacco packaging design for reducing tobacco use - advocacy campaign and policy making activities led by the Ministry of health.
- F3ŽO - Program committee member - **Festival for 3rd Age** (yearly event with 17.500+ visitors, 160+ exhibitors, 90+ programs, workshops, expert meetings...)
- Organizing committee at ISFTEH MENA 2022 Dubai - **Regulatory Framework - session - organizing activities of High level participants** (Slovenia Ministry of health and Ministry of digital transformation)
- **Transform Health Coalition** - HDG Working group - Task Group 2: Roadmap to World Health Assembly Resolution (2023 - )
- Creator and leader of mobbing program (2010 - 2020)

**Founder of IZRIS living LAB - eHealth, Telehealth, Telemedicine**, Ljubljana Slovenia - Supporting businesses in developing digital health and eHealth solutions. Since 2021 in coop. with TPLJ - Technology park of Ljubljana

**SLOVENIAN Medical Informatics Association (SIMIA)** - Board member; Congress committee member.

**IEEE Standards Association** - Member at IEEE Telehealth Incubator Program; The Institute of Electrical and Electronics Engineers, professional association, New York City, USA.

SPISEK AK

01/05/2002 – 01/05/2005 – LJUBLJANA, Slovenia

**PR OFFICE ASSISTANT** – S&T SLOVENIJA D.D. - INFORMATION TECHNOLOGY & SERVICE  
PR Activities for S&T Slovenija d.d. - Information Technology & Service

01/05/1998 – 01/05/2002 – LJUBLJANA, Slovenia

**PR OFFICE ASSISTANT** – UNHCR, THE UN REFUGEE AGENCY  
PR activities for UNHCR office in Ljubljana

students activities - work with developing countries, Serbia, Slovakia, BiH, ...

## EDUCATION AND TRAINING

- 2020 - 2024 - **PHD PROGRAMME - ORGANIZATION AND MANAGEMENT OF INFORMATION SYSTEMS** – University of Maribor, Slovenia
- MASTERS IN PSYCHOLOGY** – University of Ljubljana, Slovenia
- MASTERS IN SOCIAL SCIENCES** – University of Ljubljana, Slovenia
- BACHELOR IN SOCIAL SCIENCES** – International Institute of London, UK
- Specialization - supervision
- Mediation -

## LANGUAGE SKILLS

**Mother tongue(s):** SLOVENIAN

**Other language(s):**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>GERMAN</b>	B2	B2	B2	B2	B2
<b>CROATIAN</b>	C2	C2	C2	C2	C2
<b>SERBIAN</b>	C2	B2	C2	C2	B1
<b>BOSNIAN</b>	C2	C2	C2	C2	C2
<b>SPANISH</b>	B1	B1	B1	B1	B1
<b>FRENCH</b>	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Outlook, Google Drive, Zoom, Instagram, Google Docs, Facebook, Skype, Social Media, LinkedIn, Twitter, Internet user, PowerPoint, Gmail, WhatsApp, Microsoft Teams.

## RELEVANT PUBLICATIONS

*Public health, E-health services, ICT, Older adults, Standards and accreditation*

*in publication process; since November 2022:*

1. Telehealth, involving patients in the treatment process, SDMI Congress, Nov. 2022
2. Standardization and accreditation to improve the quality of telehealth and medicine services, SDMI Congress Nov. 2022
3. Oral health services supported by digital solutions - AAL ACESO, SDMI Congress Nov., 2022
4. Presentation of the project Digitally included - Slovenian practice, SDMI Congress Nov., 2022

*Published:*

1. Neja Samar Brenčič,
2. A.C. Popescu, A. I. Awada, I. Mocanu, O. Cramariuc, N. Samar Brenčič (2022) A PLATFORM THAT AIMS TO HELP PEOPLE TO LEARN HOW TO INTERACT WITH ROBOTIC PLATFORMS, EDULEARN22 Proceed., pp. 6342-6351.
3. N. Samar Brenčič, L.A. Stanca Muntianu, K. Piotrowicz, I. Mocanu, D. Rudel, I.G. Lupu (2021) ORAL HEALTH EDUCATION FOR ELDERLY THROUGH ICT TECHNOLOGY, EDULEARN21 Proceedings, pp. 5452-5457.
4. Neja Samar Brenčič, "Best practice" in the field of establishing a living lab, Consultation on innovation in health, medicine and / or digitalisation Healthday/Technology Park, 29th March 2021
5. Neja Samar Brenčič, Malcolm Fisk, Uroš Rajkovič, *How can an AI supported, self-assessment tool raise standards of digital health services during COVID-19 emergency?*, The 40th online international conference on organizational science development; Slovenia, Portorož, 17th March 2021
6. Neja Samar Brenčič, Malcolm Fisk, *Why is the standardization of telehealth services important in the context of digital health strategies, especially during the Covid-19 epidemic?* The 40th online international conference on organizational science development; Slovenia, Portorož, 17th March 2021
7. Neja Samar Brenčič, Drago Rudel, Malcolm Fisk, *Can a self-assessment tool help raise standards of eHealth and telemedicine services that are rapidly developing under COVID-19 emergency?* The 25th ISfTeH and The 24th JTTA Joint Conf., Japan, 2021.
8. Neja Samar Brenčič, Drago Rudel, Malcolm Fisk, *The importance of standards for quality Telemedicine and eHealth services in COVID-19 pandemics*, Japan, The 25th ISfTeH and The 24th JTTA Joint Conf., Japan, 2021.
9. Neja Samar Brenčič, Malcolm Fisk, *eHealth and related standards of services in support of Cancer prevention and treatment*, The conference on the World cancer day - prevention and risk reduction; 4th February 2021.
10. Neja Samar Brenčič, Drago Rudel, *Standards of quality for Telehealth services for older adults - their augmented significance in Covid-19 pandemics*; 22th International multi-conference information society, Jožef Stefan Institute; 8th October 2020.
11. Neja Samar Brenčič, Drago Rudel, *The importance of standards for quality Telehealth services (in COVID-19 pandemics)*, SDMI Congress, Digital bridges in healthcare, 2020.

12. Neja Samar Brenčič, *eHealth, telemedicine and service standards in the context of digitalization of Slovenia and their emphasized importance for users*; 3. Open forum of the Slovenian Digital Coalition; Sustainable and fair digitalization of society; 26th Nov 2020.
13. Samar-Brencic N. et al., *Intuitive and intelligent solutions for elderly care*, 2020. V Chaari, Lotfi ed.. Proceedings of the 2nd International Conference on Digital Health technologies, [Advances in Predictive, Preventive and Personalised Medicine](#) Series 12, Springer International Publishing, DOI 10.1007/978-3-030-49815-3.
14. Cramariuc O. , Mocanu I., Broczek K., Krivec D., Kolakowski J., Samar Brenčic N., Nagymáté Z., Nagy I., Consoli A., 2020, *What can we learn from an ICT project dedicated to people living with dementia?*, 2020. Conference Proceedings, *14th International Technology, Education and Development Conference Valencia, Spain. 2-4 March, 2020*, ISBN: 978-84-09-17939-8 / ISSN: 2340-1079, doi: [10.21125/inted.2020](#)
15. Samar-Brencic N., *Priložnosti v projektih Evropske unije za razvoj sodobnih storitev v zdravstveni negi*, 2019, v *Digitalisation in Nursing: Report from the Meeting of the Nursing Informatics Section - SIZN 2019*, ed. Dornik, Ema. Informatica Medica Slovenica; Maribor Vol. 24, Iss. 1/2, (2019): 55-60.
16. Lohan, E-S., Cramariuc, O., Malicki, L., Samar Brenčic, N., & Cramariuc, B., 2015. *Analytic Hierarchy Process for assessing e-health technologies for elderly indoor mobility analysis*. EAI Endorsed Transactions on Smart Cities, 16(3), [e2]. <https://doi.org/10.4108/eai.14-10-2015.2261667>
17. Samar-Brencic N., *Podpora zdravja in oskrbe na domu na daljavo osebam z demenco in njihovim svojcem v perspetivi Evrope - Primeri dobrih praks programov, ki učinkovito vpeljujejo storitve s podporo lokalnih skupnosti v okviru evropskih programov*, v Zbornik Mednarodna konferenca o demenci, ASK 2018, "Demenca - izziv naše družbe", Medicinska fakulteta, Ljubljana.
18. Samar-Brencic N., 2015, *System elements integration and field trial report for AAL project NITICS Slovenia*. [in] Information Society IS 2015, Proceedings of the 18th International Multiconference. IJS: Ljubljana.
19. Samar-Brencic N., 2014, *Service requirements for supporting daily activities of elderly people living at home - multi-national survey within AAL project NITICS*. [in] Information Society IS 2014, Proceedings of the 17th International Multiconference. IJS: Ljubljana.
20. Samar-Brencic N., 2013 *New ICT-based services in long-term home-care for elderly persons*. [in] The future of Slovenia as a long-living society: Proceedings of the expert program of the 12th Festival of the Third Age. Proevent: Ljubljana.
21. Samar-Brencic N., 2013. *Networked infrastructure for innovative home care solutions*. [in] Information Society IS 2013, Proceedings of the 16th International Multiconference. IJS: Ljubljana.
22. Samar-Brencic N., 2013, *Social exclusion and suicide in the elderly population* [in] Facing genocide and suicide: international conference, Celje. TEOF: Ljubljana.
23. Samar-Brencic N., 2012, *Demographic change, aging population and an increase of fear and anxiety in the population of elderly due to inequalities in health*. [in] Proceedings of the International conference Celje. TEOF: Ljubljana.
24. Samar-Brencic N., 2012, *Demographic change, aging population and a decrease of inequalities in health at the elderly population through the implementation of the ICT services*. [in] Proceedings of the 15th International Multiconference. IJS: Ljubljana.
25. Samar-Brencic N., 2011, *Elderly persons in Slovenia - their use of ICT in communication with each other and prevention of their social exclusion*. [in] Information Society IS 2011, Proceedings of the 14th International Multiconference. IJS: Ljubljana.
26. Samar-Brencic N., 2011, *Efforts for the social inclusion of elderly as part of the answer for reconciliation between generations and intergenerational solidarity – a contribution to sustainable development*. [in] Proceedings of the International conference Celje. TEOF: Ljubljana.