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Markéta Foldyna Hellová is Director General of the Health Technologies Section at the Czech Ministry of Health. She leads national policy on the regulation of medicines, including pricing and reimbursement, as well as medical devices, health technology assessment (HTA), eHealth and telemedicine, and artificial intelligence in healthcare. A central part of her work is making sure that new and innovative treatments reach patients quickly, safely, and fairly – an area closely linked to access to care for people with rare diseases.

Artificial intelligence is one of her key priorities. She works to bring AI into Czech healthcare in a safe and practical way, using automation to reduce routine tasks and free up capacity for innovation and development.

Her goal is to create a transparent, data-driven system that connects regulation, reimbursement, and innovation for the benefit of both patients and healthcare providers.