EUROPEAN
HEALTH FORUM
GASTEIN

Šundić Vardić, Snežana
Serbian Allergy and Airways Diseases Patients Association - Allergy and Me

Snežana Šundić - Vardić is the President and Founder of the Serbian Allergy and Airways Diseases Patients Association - Allergy and Me, one of the leading patient organisations in Eastern Europe dedicated to improving the lives of people living with allergic and respiratory diseases.
With a background in communications, she has more than 20 years of experience in strategic communications, public relations, patient advocacy, and health awareness campaigns. Since founding the organisation in 2018, she has led numerous national and international initiatives focused on patient education, disease prevention, equitable access to healthcare, and strengthening patient involvement in health policy and research.
Snežana collaborates with European and global organisations, healthcare professionals, researchers, policymakers, and industry partners to promote meaningful patient engagement and person-centred care. She is a EUPATI Fellow and an active advocate for ensuring that the patient voice is integrated into healthcare decision-making and public health initiatives across Europe.