

Więckowska, Barbara

Ministry of Health Poland



Assoc.Prof. Barbara Więckowska, D.Sc. is the Head of the Department of Healthcare Innovation at the Warsaw School of Economics and Director of the Department of Analyses and Strategy at the Polish Ministry of Health. Additionally, she serves as Chief Economist at the Ministry, contributing to strategic decision-making and systemic reforms.

A leading expert in health economics, she co-authored key reforms, including the Oncology Package and Health Needs Maps—both essential instruments supporting strategic healthcare planning and resource allocation. Professor Więckowska is actively engaged in developing innovative financial and organizational solutions in healthcare.

She has co-developed new financial product concepts for hospitals, including diagnostic and therapeutic service models, as well as solutions for outpatient specialist care, such as diagnostic packages and annual treatment plans. Her professional experience spans public administration, academia, and the private sector, including serving as Vice President of PZU Zdrowie.

As an expert, she has also participated in an international mission supporting the development of a pharmaceutical reimbursement system as part of healthcare financing reform in Uzbekistan. Professor Więckowska specializes in healthcare financing, insurance systems, and innovative care models, and actively contributes to the development of international health policy.