



Plenary 1: HTA as a Shaper of Tomorrow's Health Systems



[Rabia Sucu](#) | [Group Vice President for Science and Chief Scientific Officer](#) | [Turkish Red Crescent Investment](#)

Biography

Dr. Rabia Sucu is a global leader in health technology assessment (HTA), pharmaceutical policy, and evidence-based health system reform. Currently, as Chief Scientific Officer at Turkish Red Crescent Investment, she leads research and development, capacity development, and business development initiatives focused on the localization of critical blood product manufacturing.

Previously, she served as Senior Principal Technical Advisor for Health Policy and Financing at Management Sciences for Health (MSH), where she led international initiatives on HTA and market access.

With over 25 years of experience, she has advanced HTA institutionalization, reimbursement and pricing reforms, and value-based health policies across Türkiye, Ukraine, and other low- and middle-income countries.

Dr. Sucu is the Past President and Board Member of Health Technology Assessment International (HTAi), former President of the Turkish Evidence-Based Medicine Society, Chair of Eurasian HTA Initiative and a member of the World Health Organization's Technical Advisory Group on Pharmaceutical Pricing.

A medical doctor specializing in family medicine, she has authored 150+ publications, 10 books, and delivered 400+ presentations worldwide, shaping global dialogue on HTA, universal health coverage, and value-based innovation.