

## Kalina Bozhkova

Kalina Bozhkova is a Director of the European Alliance for Patient Access (EAfPA), the European division of the Global Alliance for Patient Access (GAfPA), where she leads a variety of advocacy programmes across different disease areas. EAfPA is a not-for-profit international platform where disease state stakeholders can convene to identify unmet needs that can be addressed through increased awareness and policy advocacy.

Kalina is an experienced professional in EU Health Public Affairs, strategic healthcare communications and advocacy, healthcare stakeholder engagement and awareness.

Priorly, she led the Digital Health and Medical Technologies practice at the Healthcare policy team of the Edelman Global Advisory in Brussels, where she advised clients on their EU Public Affairs and stakeholder engagement strategies on topics related to pharmaceutical, medtech, digital health and data policy.

Prior to joining Edelman, Kalina worked for MedTech Europe, the European Trade Association representing the medical technology industry, where she led the advocacy and communication strategies on digital health, research & innovation, market access and ethics & compliance.

Before that, Kalina worked at the EU Affairs office of Microsoft in Brussels, where she served the EU Philanthropy team, coordinating the relationships and activities with EU youth organizations around digital skills and entrepreneurship. Later she became part of the EU Digital policy team and worked on issues such as data protection, cybersecurity, AI ethics and healthcare policy issues.