



Serbia

Branch established (year): 2003

Name of director: **Aleksandar Ljubić**

Title: Professor

Affiliation: MediGroup, Serbia

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11070 Beograd, Republic of Serbia

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Director's photo



Short CV:

1. Education and training

- 1983 MD, Medical School University of Belgrade, Serbia
- 1990 MSc, Medical School University of Belgrade, Serbia
- 1991 Specialist in Obstetrics and Gynecology, Medical School University of Belgrade, Serbia
- 1994 PhD, Medical School University of Belgrade, Serbia
- Was educated in Japan, USA and Greece

2. Work Experience

- For more than 25 years he worked at the Medical School, University of Belgrade, Department of Obstetrics and Gynecology and Clinical Center of Serbia as a professor and a Head of the Department
- Co-founder and the first Chief Marketing Officer of the first Serbian private health platform, MediGroup, Belgrade, Serbia
- Full professor at the Dubrovnik International University, Croatia
- Visiting professor at Weill Cornell Medical School, USA

3. Publications and Research

- Professor Ljubić was editor and co-editor in several scientific magazines, was President of the World Congress of Perinatal Medicine in 2017. He was the principal investigator in 11 scientific projects, published almost 500 publications. In peer-reviewed journals - 62, with Citation index 400.

- He is the pioneer in invasive ultrasound guided fetal procedures, direct maturation of fetal lungs, inventor of method of prenatal hearing screening, non-surgical fibroids treatment, and advanced NOTES laparoscopic procedures.
- His main research areas are biotechnology in reproductive and perinatal medicine, assisted reproduction and minimally invasive reproductive surgery.
- He has authored autologous in vitro genetic ovarian activation and is the author of the SEGOVA ovarian rejuvenation method

4. Professional Membership

- Founder and a director of Serbian Ian Donald Interuniversity School of Ultrasound in Obstetrics and Gynecology
- Founder and the president of Serbian Society of ultrasound in obstetrics and gynecology
- Deputy Secretary-General of World Association of Perinatal Medicine
- Board member of the Fetus as a patient society
- Associate Fellow of International Academy of Perinatal Medicine

Awards

He was awarded a number of national and international recognitions and awards: First investigator Award (USA), Belgrade Science Award (Serbia), Sir William Lilley Award (WAPM).

Activities of the branch up to now

29 September-2 October 2004 Belgrade
 20-22 October 2006 Belgrade
 1-4 October 2008 Belgrade
 25-26 March 2011 Belgrade (141)
 30-31 October 2014 Belgrade (112)
 20-22 October 2016 Belgrade (400)
 26 October 2017 Belgrade (600)

Plans of the branch for the future

2020 - Ian Donald school for medical ultrasound together with Belgrade days for reproduction

Photographs of the branch office and city where the branch is situated



