

PROGRAMME

THE 4TH
INDUSTRIAL
REVOLUTION

THE MEDTECH ERA?

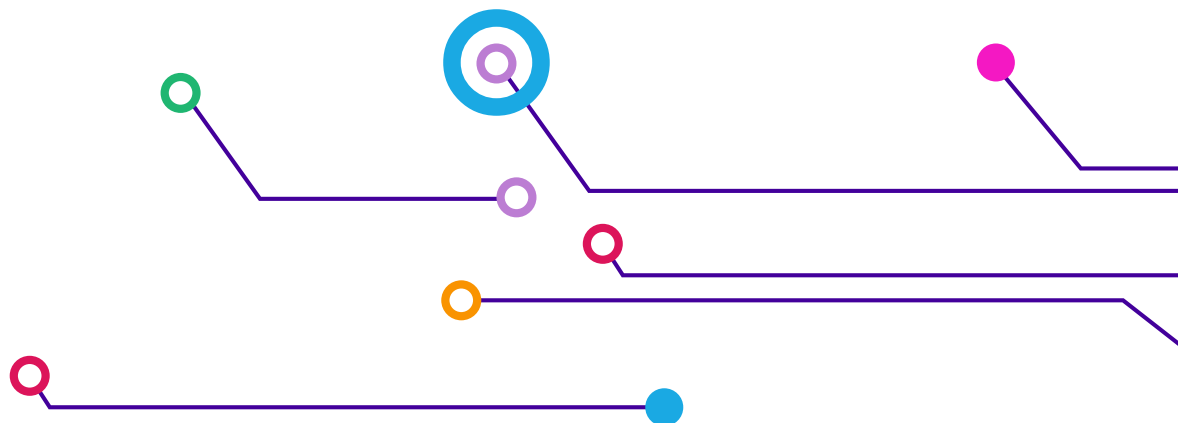
30.11 - 2.12 @ FLAGEY - BRUSSELS

DRAFT PROGRAMME

Last update 14 June 2016

The European MedTech Forum is the largest health and medical technology industry conference in Europe. In 2015, the conference brought together around 500 key leaders active in the EU healthcare scene. MedTech Europe – the European trade association representing the medical device and the in vitro diagnostics industries – will organise the 9th edition on 30 November – 2 December 2016 at Flagey, Brussels.

For more information and to register, visit medtechforum.eu



WEDNESDAY 30 NOVEMBER

9.00 – 16.00

MEDTECH EUROPE, EDMA AND EUCOMED WORKING GROUP MEETINGS
(EDMA and Eucomed members only)

At Thon Bristol Stephanie Hotel

- Public Affairs Group (PAG) (MedTech Europe)
- Global Medical Technology Alliance (GMTA)
- Cardiovascular sector group (Eucomed)
- National Associations Network (NAN) (Eucomed)
- Market Access and Economic Policies (MAEP) Network (Eucomed)
- Surgical Care Sector Group (Eucomed)
- Siemens Integrity Initiative

At Penta Hotel

- Regulatory Affairs Committee (RAC) (Eucomed)

All the AGM's will be held at Thon Bristol Stephanie Hotel

14.00 – 14.30

EDMA ACAM
(EDMA members only)

14.30 – 16.30

EDMA ANNUAL GENERAL ASSEMBLY
(EDMA members only)

16.30 – 18.00

EUCOMED ANNUAL GENERAL ASSEMBLY
(Eucomed members only)

18.00 – 19.00

MEDTECH EUROPE GENERAL MEMBERS MEETING
(EDMA and Eucomed Members only)

19.30 – 22.00

Reception and Welcome dinner* at Flagey
(Transfer will be organised between Thon Bristol Stephanie Hotel and Flagey)

*Dress code: smart casual

THURSDAY 1 DECEMBER

(ALL SESSIONS BELOW ARE TENTATIVE AND SUBJECT TO CHANGE)

Day moderator: Cathy Smith, former BBC presenter & correspondent

9.30 – 10.00

Welcome coffee & Registration

10.00 - 11.30

THE 4TH INDUSTRIAL REVOLUTION – WHAT IT MEANS AND HOW TO RESPOND?

This session will set the scene and elaborate on what the Fourth Industrial Revolution entails and where it is heading. It will be an overview of what to expect from technological innovations and the impact it will have on society at large and the healthcare sector.

Speakers:

- Eleni Antoniadou, President, European Health Parliament & Co-founder, Transplants Without Donors
- Arnaud Bernaert, Head of Global Health & Healthcare Industries, Member of the Executive Committee, World Economic Forum (WEF)
- Rob ten Hoedt, Chairman, Eucomed, Executive Vice-President & President, EMEA-Medtronic
- Jürgen Schulze, President, EDMA & Chairman, MTE, CEO & President EMEA- Sysmex

11.30 – 12.00

Networking break

12.00 – 13.15

PARALLEL SESSIONS

Parallel session topics are to be confirmed. They will revolve around three tracks: Digital health, Market access & Regulatory, Innovation & New business models.

13.15 – 14.15

Networking lunch

14.15 – 15.15

DIGITAL DOCTORS – A NEW PARADIGM FOR HEALTHCARE PROFESSIONALS

This session will focus on the implications of technological innovations on the role of healthcare professionals (HCPs). The impact of innovations in e.g. robotic surgery and artificial intelligence will be discussed in detail.

Speakers:

- Shafi Ahmed, Virtual Surgeon, Director, Medical Realities & Specialist Advisor, Care Quality Commission (CQC)
- Daniel Susskind, Economist, Lecturer in Economics at Balliol College, University of Oxford
- Dave Rosa, Senior Executive Vice President and Chief Commercial Officer, Intuitive Surgical

15.15-16.00

MOVING TARGETS – REGULATORS OPERATING IN AN ENVIRONMENT OF UNCERTAINTY

New models are necessary to cope with the overwhelming waves of new products. This session will revolve around the fast pace of technological advancements and how regulators approach this. While 100% safety can never be guaranteed, new models are necessary to cope with the overwhelming waves of new products such as healthcare apps, smart phones as diagnostic tools, and artificial intelligence determining medical treatment.

Speakers:

- Robert Geertsma, Senior Scientist, Project Leader, Netherlands Institute for Public Health and the Environment (RIVM)
- Christopher Hodges, Professor of Justice Systems, University of Oxford
- Bertin Nahum, CEO & Founder, MedTech

16.00-16.30

Networking break

16.30-17.45

PARALLEL SESSIONS

Parallel session topics are to be confirmed. They will revolve around three tracks: Digital health, Market access & Regulatory, Innovation & New business models.

17.45-18.30

PATIENTS TALKS

Over the last decade patients have become more informed and are articulating their needs, views and concerns in a variety of ways. In this session we'll introduce you to patients (organisation) that are viewed as pioneers in patient advocacy.

Speakers:

- Fabian Bolin, Actor, Screenwriter & Founder, War On Cancer
- Sarah Reinertsen, Triathlete & Paralympian

19.00 - 23.00

Reception and Gala Dinner at L'Arsenal*

(Transfer will be organised from Flagey to L'Arsenal)

Guest Speaker:

- Robert Gonzalez, Founder & CEO, LIMBS International

**Dress code: Business attire*

FRIDAY 2 DECEMBER

(ALL SESSIONS BELOW ARE TENTATIVE AND SUBJECT TO CHANGE)

Day moderator: Cathy Smith, former BBC presenter & correspondent

8.00 – 8.30

Welcome coffee & registration

08.30 - 09.30

EMBRACING DESIGN THINKING IN MEDTECH R&D

Major shifts on the demand side are occurring as growing transparency, consumer engagement and new patterns of consumer behavior (increasingly built upon access to mobile networks and data) force companies to adapt the way they design, market, and deliver products and services. This session will showcase opinion leading thinkers who have integrated design thinking in the R&D process of medtech companies with great success.

Speakers:

- Marlies Schijven, Professor of Surgery, Chair of Simulation, Serious Gaming and Applied Mobile Healthcare, University of Amsterdam
- Porvaldur Ingvarsson, Executive Vice President of Research and Development, Össur

09.30 – 10.00

EUROPE' S PERSPECTIVE ON THE FUTURE OF THE MEDTECH INDUSTRY

10.00 – 10.30

Networking break

10.30 – 11.45

PARALLEL SESSIONS

Parallel session topics are to be confirmed. They will revolve around three tracks: Digital business, Market Access & Regulatory, innovation & New business models.

11.45 – 12.30

Networking lunch

12.30 – 13.15

SHARED VALUES – PAYERS AND HOSPITALS ALIGNING EXPECTATIONS

This session will discuss on how to accommodate each other's needs in a continuous changing environment with limited budgets and fast innovation cycles.

Speakers:

- Mirella Marlow, Programme Director, British National Institute for Health and Clinical Excellence (NICE)

13.15 – 14.00

THE FUTURE OF THE 4TH INDUSTRIAL REVOLUTION IN OUR DAILY LIVES

Speaker:

- Kevin Warwick, Professor of Cybernetics, University of Reading

14.00 – 14.15

CONCLUSIONS BY MEDTECH EUROPE LEADERSHIP