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CONNECTIVITY IN MEDICAL TECHNOLOGY

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Dates and Venue

22 & 23 June 2016 - Ref: 9459

Day 1

Registration & Refreshments - 09.00

Start - 09.30 - Finish 17.30

Drinks Reception: 17.30 - 18.30

Day 2

Start- 09.15 - Finish 16.30

The Rembrandt Hotel

11 Thurlow Place, London, SW7 2RS

Tel: +44(0)20 7589 8100

Accommodation

We have arranged a preferential rate for accommodation at the venue. To take advantage of this please contact reservations_rembrandt@sarova.co.uk state you are a Management Forum delegate and quote promo code **Manforum**. There are limited rooms available at this rate so please book early to avoid disappointment. For information on alternative accommodation please visit our website: management-forum.co.uk/venue



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Fees and payment

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IN-HOUSE TRAINING

Elements of this course are also available in-house and can be tailored to your specific needs. Our experts come to you, saving you time and money. For more information contact [Erika Cevallos: inhouse@management-forum.co.uk](mailto:inhouse@management-forum.co.uk)

The Small Print

FEE: The fee includes all meals and refreshments for the duration of the course and a complete set of course materials. If you have any particular requirements please advise customer services when booking.

HOW TO REGISTER AND PAY: A VAT invoice and booking confirmation will be sent within 7 days, please contact us if you have not heard anything after that time. Payment can be made by credit/debit card, by bank transfer (for bank account details please see payment details section on our website). VAT no GB 41232109. Any questions please contact Customer Services on +44 (0) 20 7749 4730. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

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Delegate	Up to 28 days before course	27 to 14 days before course	13 to 0 days before course
Cancellation	10% admin fee	100% admin fee	100% admin fee
Transfers	Free	10% admin fee	100% admin fee
Substitution	Free	Free	Free

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. All cancellations must be received in written form.

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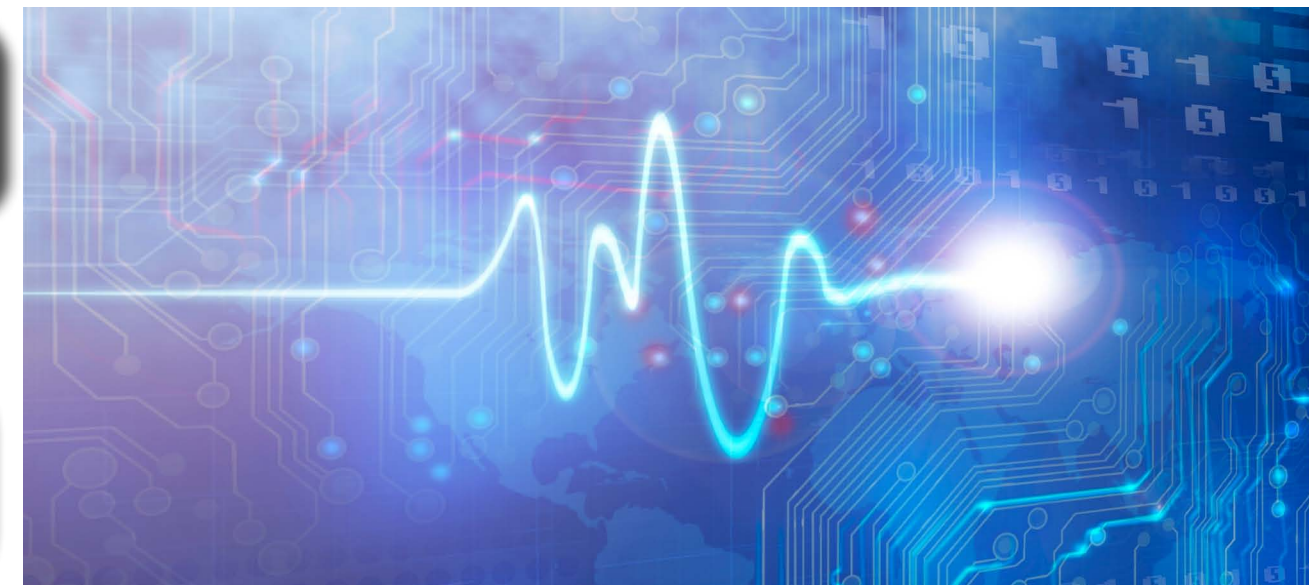
Includes a
Networking
Drinks
Reception

International Conference now in its 2nd Year

Connectivity in Medical Technology

Connected Medical Devices, Medical Mobile Apps and the Medical Device Internet of Things

22 & 23 June 2016, The Rembrandt Hotel, London



Programme highlights:

- Impact of Emerging Technologies on the Healthcare Market
- Connectivity for Pharmaceuticals and Wider Healthcare Delivery
- Review of Injection Devices and Connectivity Opportunities
- Beyond Medical Telemetry
- Medical Device Wearables
- Powering Internet of Medical Things, Enabling Intelligent Care Everywhere
- New FDA Post Market Guidance for Cybersecurity
- Case Studies on New Technology Advances

Chairman: **Dr Gregory Berman**, Head of Medical, Kinneir Dufort, UK

With a panel of international speakers

For Event Cancellation Policy and T&Cs see our website

INCLUDES: Interactive Discussion Sessions

Introduction

We are at the start of an industrial revolution in medical devices. The possibilities for medical devices to wirelessly collect, analyse and disseminate information as well as for controlling the device remotely are being realised. For example, there are already pacemakers which can be remotely monitored and programmed and blood glucose meters which stream data to a smart phone and the internet. There are a myriad of wirelessly connected devices in development such as smart phone control nerve stimulation devices, devices which monitor adherence to a prescribed therapeutic regimen and devices with medical mobile apps.

The consumer health sector has led the way, with small wearable technologies which collect data on activity rates, vital signs and provide the user with information on distance covered, calories burned and other information they may want. The data can be displayed on a mobile phone app and on a PC via the internet.

The smart phone is a great enabler of this revolution, providing a handy tool with advanced and secure communication to vast sections of the population. However, in the medical device context smart phones are fraught with problems. There are numerous platforms and several operating systems. These tend to evolve much more rapidly than medical devices do. Verifying a mobile app across all of the evolving platforms and operating systems, to the satisfaction of regulatory agencies, presents a significant challenge.

- Furthermore, a number of systems require development to:
- Monetize the benefits associated with a connected medical device
 - Handle the data which a connected medical device will generate
 - Help the healthcare professional make use of a connected medical device

This conference will start to explore this exciting new area of medical device technology

Who Should Attend

- Technical, marketing and commercial seniors:**
- Developers of connected medical devices
 - Marketeers promoting connected medical devices
 - Regulatory professionals
 - Those with conventional medical devices who wish to introduce connectivity
 - Business Development Managers

Chairman:

Dr Gregory Berman, Head of Medical, Kinneir Dufort, UK

Speakers:

- Markus Bauss*, Managing Director, SHL Connect, SHL Group, Sweden
Dr Georg Heidenreich, Quality & Technology, Siemens AG, Healthcare, Germany
Diarmuid Quinn, Director, 3rd Pillar Clinical, Ireland
Tom Lawrie-Fussey, Business Development, Cambridge Design Partnership, UK
Mathias Romacker, Senior Director, Device Strategy, Pfizer, USA
Rasmus Renstad, Director Research & Innovation, SHL Group AB, Sweden
Francis White, VP Sales & Business Development, NHS Innovation Fellow, AliveCor, UK
Cecilia Bufton, Group Product Marketing Director, Tunstall Healthcare, UK
Sergio Malorni, Principal – Medical Engineering, PDD Group, UK
Dr David Jefferys, Senior Vice President Global Regulatory, Government Relations and European Product Safety, Eisai Europe Ltd. UK
Lior Shtram, Technology Director, Flextronics Design s.r.l.
Thomas J Olesen, Commerical Director, Qualcomm Life, Europe, Germany
Vahid Gharaei, Business Development Manager, Runtastic, Austria
Tsachi Shaked, Senior Director Marketing and Business Development, Elcam Medical, Israel
Simon Exell, Head Global Programme Manager GBF MD, Merk Serono, Switzerland

Day One - 23 June 2016

- 09.30 ▶ Welcome and Introduction**
Dr Greg Berman, Head of Medical, Kinneir Dufort, UK
- Key Note Presentation**
- 09.40 ▶ Connectivity - Releasing the True Potential of Medical Technologies**
- Market drivers & trends for connecting health
 - From single point to point connection to “smart” connected solutions
 - A vision of a Connected Health future
- Cecilia Bufton*, Group Product Marketing Director, Tunstall Healthcare
- 10.20 ▶ Connectivity for Pharmaceuticals and Wider Healthcare Delivery**
- Use in clinical development
 - Improving compliance and clinical effectiveness
 - Delivering the human factors agenda for safety initiatives
 - Delivering wider health care benefits for patients and carers
- Dr David Jefferys*, Senior Vice President Global Regulatory, Government Relations and European Product Safety, Eisai Europe Ltd. UK
- 10.50 ▶ Discussion**
- 11.00 ▶ Refreshments**
- 11.30 ▶ Global Market Trends for Advanced Injection Devices and the Connectivity Opportunity**
- Market Overview
 - Latest Industry News and its Ramifications
 - Who are the Stakeholders for Connectivity?
 - How can Connectivity improve the User Experience
- Mathias Romacker*, Senior Director, Device Strategy, Pfizer, USA
- 12.10 ▶ Connected Auto Injector Platform**
- New training technology
 - The use of connectivity for applications in the supply chain
- Markus Bauss*, Managing Director, SHL Connect, and *Rasmus Renstad*, Director Research & Innovation, SHL Group AB, Sweden
- 12.50 ▶ Discussion**
- 13.00 ▶ Lunch**
- 14.10 ▶ ‘Cutting Through the Jungle’- AliveCor, What we have Learnt**
- Seriously, a self-pay business model?
 - Empower patient and risk upsetting Doctors
 - The minefield of data privacy
 - Clinical evidence, FDA, CE and NICE
- Francis White*, VP Sales & Business Development, NHS Innovation Fellow, AliveCor, UK
- 14.50 ▶ Enabling a Healthy Lifestyle with the Help of Wearable Technology**
- Vahid Gharaei*, Business Development Manager, Runtastic, Austria
- 15.30 ▶ Discussion**
- 15.40 ▶ Refreshments**
- 16.00 ▶ RebiSmart & MSdialog, EasyPod and EasyPod Connect: Patient and HCP Engagement**
- Simon Exell*, Head Global Programme Manager GBF MD, Merk Serono, Switzerland
- 16.40 ▶ The Best Connectivity Could be No Connectivity!**
- What is connectivity information and how is is used
 - Brief definition and history of Connected Health
 - The meaning of Orchestrated Interventions
 - A Key Stakeholder Perspective: The Clinician
 - Addressing ‘Real’ scenarios
- Diarmuid Quinn*, Director, 3rd Pillar Clinical, Ireland
- 17.20 ▶ Discussion**
- 17.30 ▶ End of Day One**
- 17.30 - 18.30 ▶ Networking Drinks Reception for Speakers and Delegates**

A Certificate of Attendance for Professional Development will be given to each participant who completes the seminar

Day Two - 24 June 2016

- 09.15 ▶ Review of Day One**
Dr Greg Berman, Head of Medical, Kinneir Dufort, UK
- 09.30 ▶ Medical Device Wearables**
- What they can do
 - Advances
 - Challenges
- Dr Greg Berman*, Head of Medical, Kinneir Dufort, UK
- 10.10 ▶ Beyond Medical Telemetry**
- History of telemetry
 - Trajectory of “connected health world”
 - Telemetry-based service models in non-medical world
 - How there models can work for connected health
 - Telemetry-enabled user studies
 - How to determine if telemetry is right for your medical product
- Sergio Malorni*, Principal - Medical Engineering, PDD Group, UK
- 10.50 ▶ Discussion**
- 11.00 ▶ Refreshments**
- 11.30 ▶ Wireless Technologies**
- Wireless standards - a technical overview
 - Bluetooth, NFC, Wifi, GSM.... which one to choose
 - Design considerations for wireless devices
 - Trends and forecasts
- Lior Shtram*, Technology Director, Flextronics Design s.r.l.
- 12.10 ▶ Qualcomm Life: Powering Internet of Medical Things, Enabling Intelligent Care Everywhere**
- Seamless care continuum from hospital to home and all points in between. By combining Qualcomm Life’s wireless expertise and ecosystem of connected medical devices outside of the hospital with Capsule’s leadership for connecting medical devices, EMR’s and IT systems across the hospital enterprise, Qualcomm Life is creating one of the world’s largest open connected health ecosystems to deliver intelligent care everywhere enabling healthcare apps and connected devices globally
- Thomas J Olesen*, Commerical Director, Qualcomm Life, Europe, Germany
- 12.50 ▶ Discussion**
- 13.00 ▶ Lunch**
- 14.10 ▶ User Interface Considerations for Electronic - Connected Drug Delivery Devices**
- User interface design considerations for electronic auto injectors
 - Opportunities and challenges with injectable drug delivery devices
 - New horizons for healthcare products
- Tsachi Shaked*, Senior Director of Marketing and Business Development, Elcam Medical, Israel
- 14.50 ▶ A Little Knowledge is a Dangerous Thing - Careful Design Considerations During the Development of Connected Devices**
- Are all stakeholder requirements fulfilled? If you can only list the potential business benefits, don’t do it!
 - Make sure the user experience is enhanced; you want your customers to have a Wow moment, not a Why moment.
- Tom Lawrie-Fussey*, Business Development, The Cambridge Design Partnership, UK
- 15.30 ▶ A Manufacturer’s Perspective on the New FDA Post Market Guidance for Cybersecurity**
- What does the FDA guidance say
 - What is the background of this guidance?
 - What are its hidden assumptions?
 - What issues may show up in practice
- Dr Georg Heidenreich*, Quality & Technology, Siemens AG, Healthcare, Germany
- 16.10 ▶ Discussion**
- 16.20 ▶ Chairman’s Concluding Remarks**
- 16.30 ▶ Close of Conference and Refreshments**

