

PROGRAMME

THE 4TH
INDUSTRIAL
REVOLUTION

THE MEDTECH ERA?

30.11 - 2.12 @ FLAGEY - BRUSSELS

DRAFT PROGRAMME

Last update 18 August 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



REGISTER
NOW

WEDNESDAY 30 NOVEMBER

9.00 – 16.00

MEDTECH EUROPE, EDMA AND EUCOMED WORKING GROUP MEETINGS

(EDMA and Eucomed members only)

At Penta Hotel

- Regulatory Affairs Committee (RAC) (Eucomed)

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

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

OPENING SESSION

Welcome from the Leadership of MedTech Europe

Speakers:

- Rob ten Hoedt, Chairman, Eucomed, Executive Vice-President & President, EMEA-Medtronic
- Jürgen Schulze, President, EDMA & Chairman, MTE, CEO & President EMEA- Sysmex

10.00 – 11.00

THE 4TH INDUSTRIAL REVOLUTION AND THE ROLE OF MEDTECH

According to the World Economic Forum we are now entering the fourth industrial revolution. In this first plenary session the speakers will explain the benefits of this revolution and how to address the challenges it presents. The future role of medical technology will be discussed by a researcher recently named one of Forbes magazine's 30 under 30 in healthcare.

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)

11.00 – 11.30

NATIONAL HEALTH POLICY AND THE 4TH INDUSTRIAL REVOLUTION

The Belgian Minister of Health will discuss the implications of the 4th industrial revolution on national health policy. Topics will include the ability of regulations to remain relevant in the face of rapid innovation, and the survivability of universal access to new technologies.

Speakers:

- Maggie de Block, Minister of Health, Belgium

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:

Innovation & New Business Models

Iran - The new medtech industry business opportunity in the Middle East

Digital Health **Deloitte**

Digital dilemmas and cyber risks in the world of medtech

Market Access & Regulatory

The new Medical Device Regulation – How to hit the 2020 deadline

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)
- Dave Rosa, Senior Executive Vice President and Chief Commercial Officer, Intuitive Surgical
- Daniel Susskind, Economist, Lecturer in Economics at Balliol College, University of Oxford

15.15-16.00

FUTURE REGULATION: SOCIAL RESPONSIBILITY, PROFIT, RULES AND ETHICS

While 100% safety can never be guaranteed, new regulatory models are necessary to cope with the overwhelming waves of technological innovations such as healthcare apps, smart phones as diagnostic tools, and artificial intelligence determining medical treatment. The focus of this session will be on what should and shouldn't be regulated, why and how.

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:

Innovation & New Business Models

Precision medicine through biomedical engineering and 3D printing

Digital Health

McKinsey&Company

Implications of artificial intelligence and advanced analytics on clinical care, surgery and the medtech business model

Market Access & Regulatory

A new regulation – a new vision for IVDs in Europe

Market Access & Regulatory

The economic Value of Medtech: is this the new era for a partnership between Industry and Payers?

17.45-18.30

THE 4TH INDUSTRIAL REVOLUTION AND THE HEALTHCARE USER

Paralympian Sarah Reinertsen will speak about her experiences with medical technology and discuss the implications of how technology is changing humanity. Fabian Bolin will elaborate on his reasoning for developing a free global storytelling platform for people who are currently fighting cancer or have fought it in the past.

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:

- Roger 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

MEDTECH AND THE EMBRACE OF DESIGN THINKING

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
- Thorvaldur Ingvarsson, Executive Vice President of Research and Development, Össur

09.30 – 10.00

EUROPE'S PERSPECTIVE ON THE FUTURE OF THE MEDTECH INDUSTRY

Speakers:

- Robert Madelin, Hors Classe Adviser, Senior Adviser for Innovation, European Political Strategy Centre (EPSC)

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:

Innovation & New Business Models

Addressing the needs of the patient community through patient engagement and peer-to-peer support

Digital Health



Upcoming generation of mobile and e-health tools

Market Access & Regulatory



The future buyers: does value-based procurement have a place?

11.45 – 12.30

Networking lunch

12.30 – 13.15

EVALUATION BODIES, 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)
- Pascal Verdonck, Chairman of the Board of Directors, Hospital AZ Maria Middelaers, Ghent (BE) & Professor of Medical Technology, Ghent University & CEO, MedTech Flanders

13.15 – 14.00

ARTIFICIAL INTELLIGENCE AND CYBORGS – WHERE DO WE STAND?

Speaker:

- Kevin Warwick, Professor of Cybernetics, University of Reading

14.00 – 14.15

CONCLUSIONS BY MEDTECH EUROPE LEADERSHIP