



FUTURE of HEALTH

APRIL 2-5, 2019 / BRATISLAVA - VIENNA

***“Where Great Minds meet Today to improve the Health
of the Society Tomorrow.”***

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WHY DID WE CREATE THE FUTURE OF HEALTH?

“The most important thing to me, and millions of others, is our health.”

In November of 2017, while living a carefree life, my world was shaken. An uninvited event happened to me when I suffered a stroke. I never could have imagined such a thing happening to me, as I was living a healthy lifestyle. But never the less here I was, 40 years young, surrounded by wide eyed onlookers, trying to understand what they are telling me, and asking them to explain it again.

In the end, I recovered quickly. They said I was lucky. That this is warning sign to change something in my life. People always say that health is the most important thing, and that everything else can be managed, if you have your health. Perhaps they are right. Perhaps I can do more, not just for my health. But much more than that.

I am a conference entrepreneur. I know how to bring people together, people who are senior lever decision makers from all around the world to discuss their work, their research, and the issues they deal with day to day. I've done this for my entire professional career, over 15 years. I started Fleming in 2003 and since then, with my partners and employees, we've organized and conducted over 2000 conferences across six continents, bringing our conference to over 100 cities including Chicago, Rio, London, Vienna, Dubai, Nairobi, Kuala Lumpur, we've worked with well over 25 000 organizations ranging from top pharma companies, to leading financial organizations,

oil and gas and power generation giants, as well as small startups, tech companies, and one man consultancies.

Out of all of this what really matters? Why do I do what I do? And more importantly, what am I going to do now?

The most important thing to me, and millions of others, is our health.

I cannot discover a new medication. I cannot develop a new technology. I cannot fund a new breakthrough startup. That's not what I do. What I can do, is bring people who can together, to create the best summit for stakeholders in the Health ecosystem to have much needed dialogue. I can Invite investors seeking the next breakthrough solution, startups that are trying to find a strategic corporate partnership, healthcare institutions who want to utilize and leverage the latest technologies and advancements, pharmaceutical companies looking to gain insight and learn best practices. This will be a platform to inspire young researchers, a platform to help leaders to change the world for the better and communicate their message, a platform to create fruitful partnerships.

I would like to invite you to Bratislava, where I am from, to open the discussion about the Future of Health. If we meet, we can change the world.

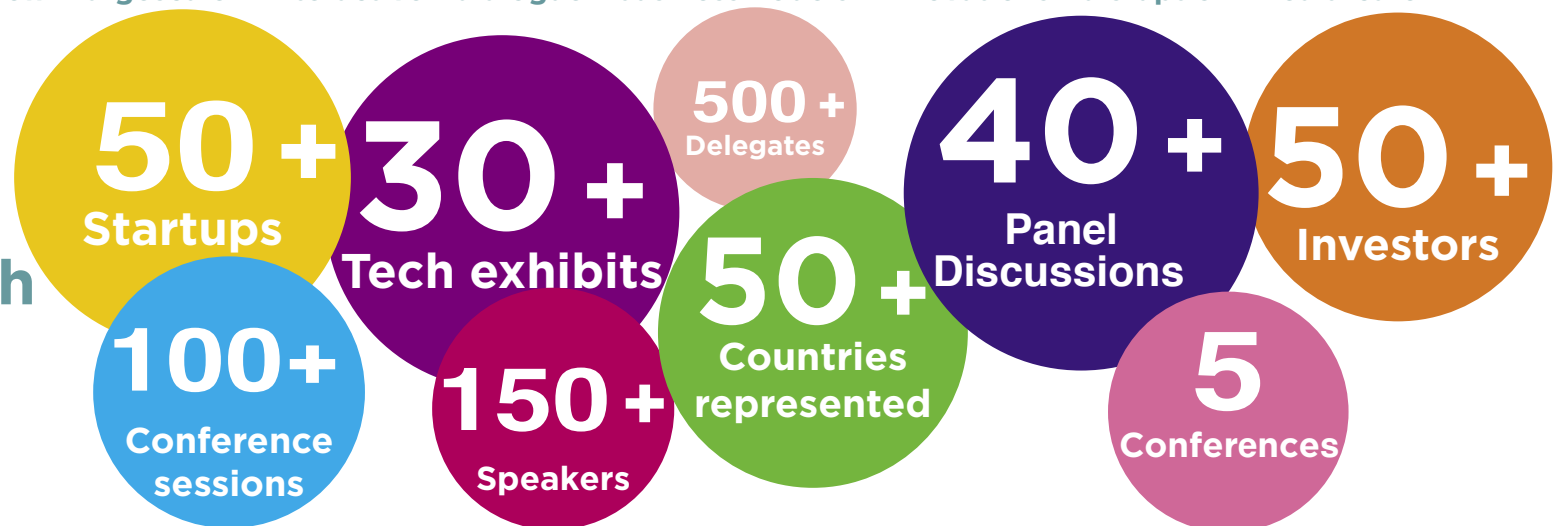
See you
on April 2-5, 2019
Miro Hornak
Future of Health
organizer

WHY THE FUTURE OF HEALTH STANDS OUT?

“Future of Health is Europe’s latest, largest and most interactive meeting for industry professionals, creating an unique platform for much needed dialogue focused on business models and innovations that are disrupting the industry.”

#futureofhealth #new #largescale #interactive #dialogue #businessmodels #innovations #disruption #healthcare

Future of Health in numbers:



There is a need to bring together the top business leaders in the Pharmaceutical industry, the MedTech industry, and the Healthcare system with Policy Makers and Regulators, Associations, Startups, and Investors to create a platform of discussion across the entire Health industry ecosystem.

At the Future of Health, the latest innovations in Healthcare will be presented to the industry leaders and investors that can leverage and utilize them for the progress of Health.

This event represents a full scope of opportunities designed to attract key individuals, fundamental to the improvement of Health in this society.

Come to Bratislava, just a 35-minute drive from Vienna International Airport, to meet and catch up with customers, prospects, investors, and partners, and see what is happening today that will shape the future of our society.

WHO IS BEHIND THE SHOW?

“To Make Future of Health happen, two organizers combine their strengths to deliver Europe’s most important meeting for the Health Industry.”

Fleming is a leading conference organizer globally, serving industries including Pharmaceutical, Biotech, and Healthcare since 2003. Fleming brings a strong history of critical business connections and clients along with their industry expertise.

Since 2003 Fleming has organized more than 2 800 conferences across all continents across a range of industries. Events focused on Pharmaceutical, Biotech, Healthcare, Finance, Energy, Technology, Transportation, Mining and Retail just to mention a few. Over 30 000 subject matter experts and top industry thought leaders have spoken on Fleming Conferences, with attendance by 200 000+ high level professionals each selected for their individual areas of expertise. More than 5 000 sponsors and solution providers have also found value in attendance and partnering with Fleming Conferences.

Fleming Statistics: *Operating since 2003*

- Total conferences **2 800+**
- Employees **200+**
- Countries events have been held **115+**
- Conference Cities **150+**
- Delegates **200 000+**
- Speakers **30 000+**
- Exhibitors/sponsors **5 000+**

WHY? is a dynamic conference startup that brings hard work, expertise, and the creativity of the founders into the event.



Stanka Taska: CEO and Founder. Seasoned event manager, Expertise in liaising with industry and secures 5* hospitality.

Miro Hornak: President and Founder. Veteran conference entrepreneur, expertise in conference startups, Fleming Founder. President of Fleming USA, Chicago.

HOW IS THE FUTURE OF HEALTH DIFFERENT?



MOST CONFERENCES:

- 🙄 Attendees of random seniority.
- 😞 Sales presentations and boring content.
- 😞 Fortuitous opportunities to meet someone of interest.
- 😞 Inconsistent participation and attendance of delegates.
- 😞 Lack of after hours programming.
- 😞 Attendance from irrelevant organizations.



FUTURE OF HEALTH:

- 😄 A hand selected group of specific senior level decision makers.
- 😄 Current and Relevant content and interactive sessions.
- 😄 Networking programs designed to match you with people of interest to you.
- 😄 Organization structured to keep delegates engaged and participating.
- 😄 Informal after-hours networking activities organized and structured.
- 😄 Focused on health.



WELCOME TO BRATISLAVA

Fleming & WHY?:

Bratislava is the headquarters location for both Fleming and WHY? and you will be hosted by our employees and directors, as opposed to other events staffed by hourly workers and volunteers. You will be in the best hands.

Hospitality:

Not only will you be welcomed by the 5 star locations hospitality, but expect to experience the friendly and welcoming city and our citizens. Slovaks are considered some of the friendliest and hospitable people.

No distractions:

When you attend a business meeting spread across multiple days, it is important for you to spend time with your peers, business partners, customers, prospects, or investors. Bratislava is a small, relaxed city that will not distract your counterparts as other European Destinations such as Amsterdam, Paris, or London might. In other locations, delegates may seek out an alternative agenda that can distract the people you may most want to interact with, and they simply won't be there for you. Future of Health will be set in Bratislava, where our organizers have structured an exciting four days and nights of engaging activities to maximize your event experience!

Safety:

We take the responsibility of carefully selecting the location for this large-scale event, Future of Health, very seriously. We look for a destination where safety comes first. Bratislava has one of the lowest crime rates among European Capitals.

Accessibility to Vienna:

Vienna International Airport with direct flights from Chicago, New York, Washington Dc, Miami, Los Angeles, Toronto, Hong Kong, Dubai and 100's of European cities is only a 35-minute drive from Bratislava.

20 GREATEST MINDS ROUNTABLE MEETINGS

“If we meet, we can change the world.”

DRUG SAFETY - INVESTORS IN HEALTH - LEADERS IN HEALTH - DIGITAL HEALTH - PROJECT AND PORTFOLIO MANAGEMENT

A private closed door boardroom meetings of the 20 Greatest Minds representing stakeholders of the industry including European regulators, Pharmaceutical and Biotech executives, Healthcare providers, Patients groups and novel Technology providers. Meeting of the 20 Greatest Minds, who are influencing and driving the industry in its mission to revolutionize the Pharmaceutical and Healthcare industry with better outcomes for Patients will discuss the hottest issues industry is facing,

DRUG SAFETY

- Measuring the impact of pharmacovigilance activities
- Steps to take for coordinated approach between stakeholders
- Establishing collaboration with novel information technology providers
- Active engagement and capacity building with patient communities and healthcare professional bodies to support impact research

INVESTORS IN HEALTH

- Heaviest challenges the Healthcare and Pharma are facing from the perspective of an investor and how investor can influence future of health
- Current state of Digital Health investing and future outlook
- Cooperation among Investors – benefits, challenges, forms and models of cooperation

5 Different 20 Greatest Minds Roundtable meetings will be held in 5 different areas with 5 different groups of 20 leaders and experts in Healthcare and Pharma industry.



DIGITAL HEALTH

- How Artificial Intelligence and Digital Health can revolutionize Healthcare and Pharma
- Challenges of cultural transformation of traditional Healthcare and Pharma
- Cooperation among Stakeholders – benefits, challenges, forms and models of cooperation

PROJECT AND PORTFOLIO MANAGEMENT

- Roles of Stakeholders
- Industry trends that are impacting PPM
- Managing Change

LEADERS IN HEALTH

- Addressing which health problems creates business opportunity for entrepreneurs and what might be the possible solutions?
- Corruption in Healthcare and Pharma, Why does it exist? How women can be drivers of ethical healthcare?
- How Business can tackle NON-COMMUNICABLE DISEASES?
- How technology and data can improve the health?

Outcomes of the 20 Greatest Minds meetings will be communicated to delegates of the Future of Health Summit through series of interactive panels. If we meet, we can change the world.

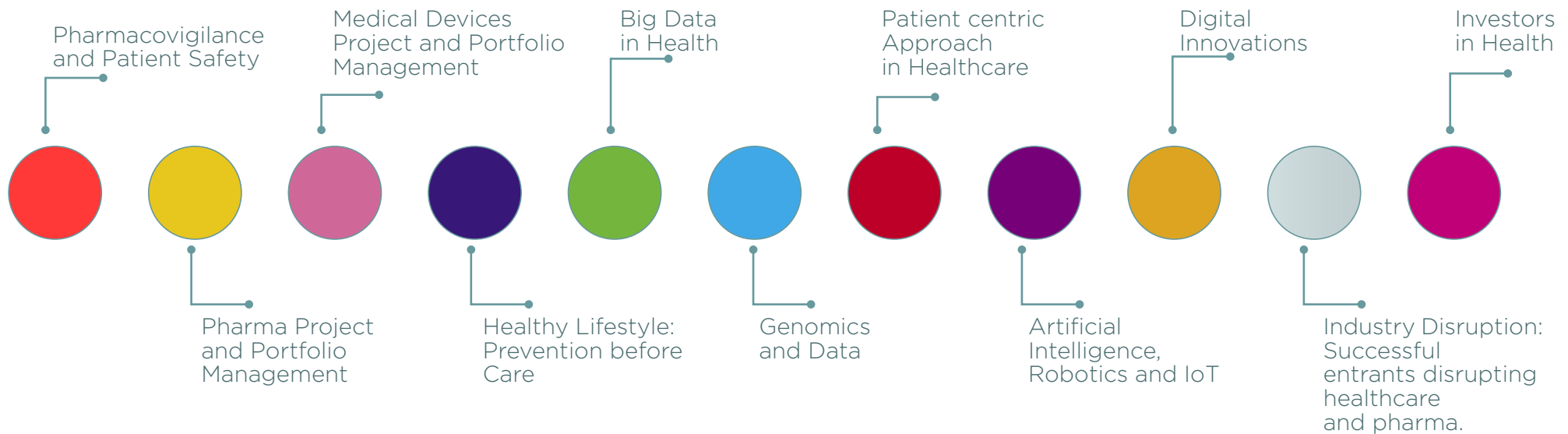
Please contact
stanka@whysummits.com

ARE YOU READY TO CHANGE THE WORLD?



We will explore and debate the following strategic and critical topics:

With over **100** sessions across **5 conferences**, including case studies, moderated panel discussions, interviews, keynote speeches, research presentations, roundtable discussions, workshops and groundbreaking talks, Future of Health will tackle the toughest topics the Health ecosystem is facing today, to help its industry thought leaders to move health to the next level. We will review the key challenges in the industry, business models, and transformation strategies that will be needed to thrive and survive in this new era of unprecedented disruption and uncertainty. We will examine the latest trends and technologies that are transforming the industry.



HEALTHCARE NEEDS A HERO

*“Initiative to promote individual heroism in healthcare industry
to inspire peers and broader public.”*

Why we need a Hero?

We need heroes not only because heroes save or improve lives, we also need heroes because Heroes will inspire others. To reach our Healthcare Goals, we need lots of inspired people. Heroes turn us into heroes ourselves.



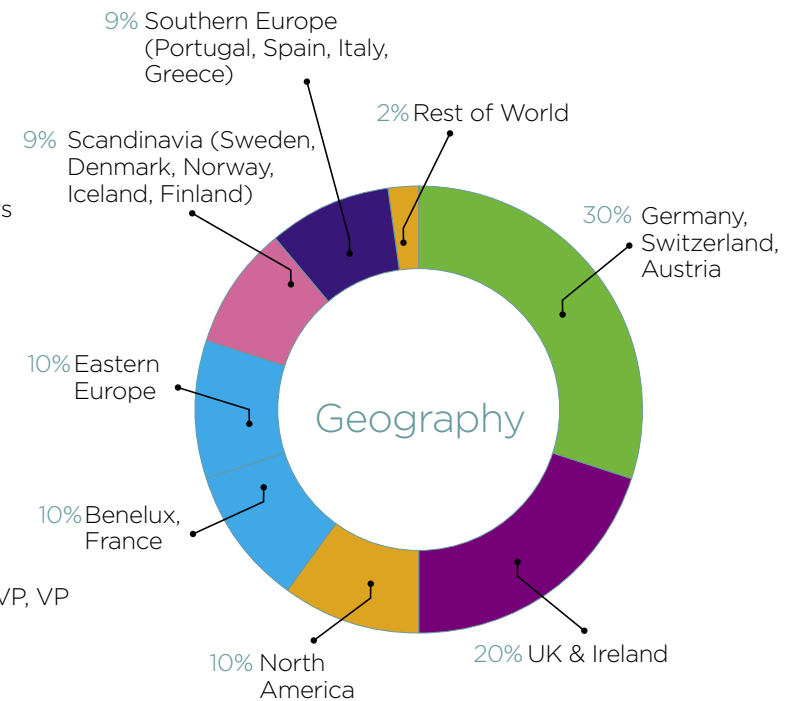
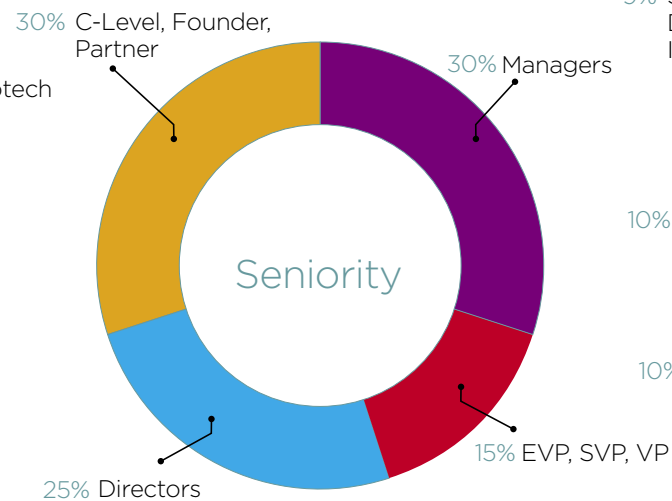
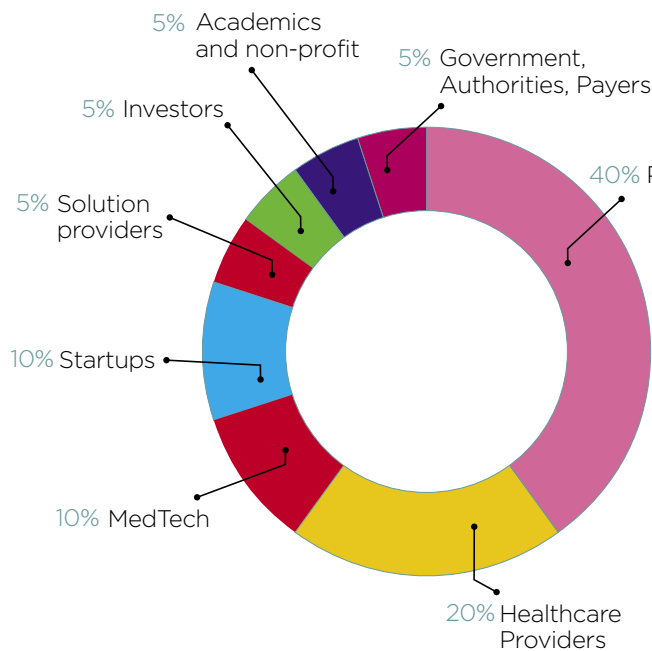
Our industry is full of heroes. People dedicated to developing new therapies and medicines helping people feel better and live longer, Heroes in our industry also are focused on safety, dedicated to meeting regulatory and compliance requirements, Doctors and nurses working directly with patients in hospitals and clinical centers, People working for Patients Groups to protect their rights or Regulators implementing policies for safer medicines leading to significant drop in deaths from ADRs.

Nominate a Hero, that inspires you, someone going above and beyond for patients no matter what role they play in their organization. Let them share their story at the Future of Health conference to inspire more people.

Thank you.

Log in to nominate
www.whysummits.com/hero

WHO WILL ATTEND THE FUTURE OF HEALTH?





STRONG FOCUS ON NETWORKING

Hosted Buyer Program:

Our hosted buyer program provides complimentary access passes to qualifying individuals from established Pharma, Biotech, MedTech, and Healthcare organizations who agree to eight fifteen minute curated meetings with our exhibitors.

Startup Fundraising:

This entails a series of 10 minute meetings designed to match startup founders with top investors. The format of mutually selected rapid connect sessions maximizes the number of high quality meetings for both investors and startups, and it will take place in two 1 hour morning sessions on Wednesday April 3rd and Thursday April 4th.

Roundtables:

Join one of our 40+ interactive round table sessions to share your thoughts with your peers and see how they tackle the same issues you are addressing in your organization. Roundtables will also feature Q & A with selected speakers.

20 Greatest Minds meetings and dinners:

These are invitation only meetings with thoughtfully selected groupings of senior decision makers and industry thought leaders followed by a networking reception and formal dinner.

By creating the 20 greatest minds discussion forum, we bring together 20 industry veterans who are actively shaping their field of expertise. We will get down to the fundamentals of our problems and evaluate our solutions by never giving up on asking WHY? to discuss the biggest challenges the industry is facing and how best to tackle them to achieve a better outcome. Meet like-minded peers, seek common ground, and explore how to cooperate, what measures to take, and how to influence the professional public, as well as how to promote common goals among the broader industry.

Street Summit:

Some of the best networking continues in the evening, when everyone is invited to join us on an excursion to informally network in pubs across Bratislava and Vienna. We're taking Future of Health attendees on tour, accompanied by some of our local staff to ensure you experience all the cities have to offer. Not all networking will happen on the conference floor. Some of the most valuable connections you will build will be on our pub-crawls. Keep in mind, these are not random talks amongst others on the tour, it is all well organized

and pre-arranged. As corporate matchmakers, we will divide our delegates into groups of 20-30 people, based on profile and preferences, to tour the cities best night attractions.

Danube River Boat reception:

On Thursday, April 4th we will take a one-hour trip down the historic Danube River from Bratislava to Vienna. Prepare to take in the beautiful countryside along the way as we pass the Bratislava and Devin castles.

Relaxation Summit:

Networking in relaxing environment will be organized at an onsite beauty salon, spa, and yoga class on Wednesday, April 3rd



SPONSORSHIP



Exhibiting

With a large and senior audience and Hosted buyer program with thoroughly selected buyers, exhibiting at Future of Health is a popular sponsorship option with great value for solution providers.

Sponsorship includes:

- Three Future of Health Access Passes
- Exhibition space in Exhibition hall, April 3-5
- Hosted buyer Program with eight or more prearranged face to face meetings (Meeting Attendees Include CEO/CIO/CTO/EVP/SVP/VP/Senior Decisions Makers)



Dinner Sponsorship

Future of Health will host a series of dinners on Monday, April 1st, Tuesday, April 2nd and Wednesday April 3rd from 7:30 pm to 9:00 pm. These dinners bring together thoughtfully selected groups of 15-20 peers from established pharma, biotech, healthcare, and medtech companies.

The dinners are informal follow up sessions of industry thought leaders, discussing the relevant issues in healthcare today.

The dinners start with a 30 minute networking reception followed by a 60 minute seated dinner, with the option for participants to remain afterward to continue networking.

Sponsorship includes:

- Three Future of Health Access Passes
- One pass for the 20 Greatest Minds discussion forum
- 30-minute reception, and 60 minute seated dinner



Speaking

Limited speaking opportunities are available for our sponsoring partners to demonstrate the expertise of their organization. Be sure to ask about these early so we can ensure your presentation flows seamlessly with the overall content. Speaking sponsorships has several options – keynote presentations, case study presentations, expert presentations, panel discussions, workshops or roundtable leadership. Speaking opportunities are available for experts in the field of Project and Portfolio Management, Pharmacovigilance, Data Management and Intelligence, Artificial Intelligence, Robotics, IoT, Digital Innovations and Genomics.

Please contact sales@whysummits.com for more information

Additional sponsorship opportunities are available for those who wish to further customize their involvement.

STARTUPS

“Startups are playing an important role in the Future of Health.”

#meetinvestors #meetcorporates #see100healthstartups #winprizes #dobusiness #havefun

Future of Health features 100 innovative early-stage companies with pioneering products, technologies, and business solutions.

Future of Health has made available startup packages for qualifying companies. These include a **startup pitch contest, exhibiting space, and face-to-face meetings with investors.** Apply if you are a startup with focus on health solutions utilizing big data management, analytics, digital health, the Internet of Things, or Artificial Intelligence, solutions for healthy lifestyle, health education, nutrition or personalized health products and services.

STARTUP PITCH

Startups will present at selected featured conference to senior corporate delegates, investors and to a panel of informed judges made up of thought leaders from the investment community and Healthcare and Pharma corporates. Each company will be allowed three minutes to pitch, and additional 3 minutes for follow up Q&A with the panel. Six winners will be chosen from six solution categories. Compete not only for the interest of Investors and Corporates, compete for the prizes totaling EUR 20 000 sponsored by the Organizers.

TWO FUTURE OF HEALTH ACCESS PASSES

Two passes to attend featured conferences, visit exhibit floor and attend networking events.

MENTOR HOURS

These are a series of three pre-scheduled, 20-minute meetings between our high-level attendees and startups. Gain access to top speakers, leading investors and industry through leaders for one on one advice on starting, growing, and scaling a successful business. Mentor hours are ONLY included in VIP Startup Packages.

STARTUP FUNDRAISING

This is a series of ten-minute meetings that match startup founders with investors. The format of mutually selected rapid connect sessions maximizes the number of high quality meetings for both investors and startups, and will take place in two 1 hour sessions on Wednesday April 3 and Thursday April 4 from 8:00 am to 9:00am.

STARTUP EXHIBIT

All startup packages include a space on Startup Exhibit. This allows you to benefit from significant onsite exposure, and so that Future of Health attendees can engage with you to learn more about your organization.

Please contact sales@whysummits.com for more information

INVESTORS PROGRAM

#investorsconference #20greatestminds #healthonlystartups #commercialevidence #shapethefuture



The leading investment firms in Healthcare will be in attendance. There is no better place for your investment that to find the latest innovations, meet the greatest influencers, and hear perspectives from established healthcare and pharmaceutical leaders. For investors, it gives you the ability to see mere startups in one day than you would normally see in a full year, all of them relevant for the health ecosystem and directed by experienced founders. Each startup will be backed up by current products on the marketplace, and commercial evidence.

By Creating the 20 Greatest Minds discussion forum, we bring together 20 veteran investors with significant interest in actively supporting the Health industry ecosystem for better outcomes, as well as those who are helping to shape the future into a healthy one. We will discuss the heaviest challenges the industry is facing, from the perspective of an investor, as well as discuss how an investor can influence the future of healthcare. You will meet fellow, like-minded investors, and seek common ground. You will explore how to

cooperate, what measures to take and how to influence the professional public while promoting common goals across the broader industry. The outcomes of these discussions will be disseminated through panel discussions during the following conference, with the broader industry delegates.

Attend the Future of Health conference if you are an investor on the lookout for start-ups in data, analytics, digital health, the Internet of Things, Artificial Intelligence, healthy lifestyle, or breakthrough personalized medicine in both biotech and medtech.

Future of Health will also feature one-day Investors in Health Conference, to provide investors with information on the specifics of investing in healthcare ventures.

Please contact sales@whysummits.com for more information

TIMELINES

Monday, April 1st

Tuesday, April 2nd

Wednesday, April 3rd

Thursday, April 4th

Friday, April 5th

16:00-19:00
20 Greatest Minds roundtables
(invitation only)

18:00-1:00
Street Summit Bratislava
(general access)

19:30-21:00
Receptions and Dinners
(invitation only)

8:00-9:00
Startup fundraising meetings
(prearranged meetings)

9:00-17:30
Conference Program
(general access)

9:00-17:30
Workshops and Roundtables
(general access)

9:00-17:30
Startup Pitch Competition
(general access)

9:00-17:30
Startup Expo (general access)

9:00-17:30
Future of Health Expo
(general access)

12:30-13:30
Lunch

13:30-14:30
Hosted buyers meetings
(prearranged meetings)

16:00-19:00
20 Greatest Minds roundtables
(invitation only)

17:00 - 20:00
Relaxation Summit
(general access)

18:00 - 1:00
Street Summit Bratislava
(general access)

19:30-21:00
Receptions and Dinners
(invitation only)

8:00-9:00
Startup fundraising meetings
(prearranged meetings)

9:00-17:30
Conference Program
(general access)

9:00-17:30
Workshops and Roundtables
(general access)

9:00-17:30
Startup Pitch Competition
(general access)

9:00-17:30
Startup Expo (general access)

9:00-17:30
Future of Health Expo
(general access)

12:30-13:30
Lunch

13:30-14:30
Hosted buyers meetings
(prearranged meetings)

18.30
Danube Boat Trip and Reception
to Vienna (general access)

19:30
Street Summit Vienna
(general access)

21.00-2:00
Buses to Bratislava every hour

9:00-17:30
Conference Program
(general access)

9:00-17:30
Workshops and Roundtables
(general access)

9:00-12:30
Startup Pitch Competition
(general access)

9:00-17:30
Startup Expo (general access)

9:00-17:30
Future of Health Expo
(general access)

12:30-13:30
Lunch

13:30-14:30
Hosted buyer meetings
(prearranged meetings)

17:30
Conference Closing Remarks

CONNECT WITH US (feel free, we are humans)



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