

WHY?
SUMMITS



2nd Annual

FUTURE OF HEALTH SUMMIT

"Where Great Minds Meet Today
to Improve the Health of the Society Tomorrow"

October 19 – 20, 2020, Bratislava, Slovakia
Crowne Plaza Hotel

Speakers and Panelists:



IBM Watson Health

Bernard Munos

Consultant (InnoThink), Senior Fellow (Milken Institute), Drug Forum (Nat. Acad. of Med) United States

Michel Goldman

Director INSTITUTE FOR INTERDISCIPLINARY INNOVATION IN HEALTHCARE Professor UNIVERSITE LIBRE DE BRUXELLES Belgium

Andres Metspalu

Professor of Biotechnology Head of the Estonian biobank Institute of Genomics UNIVERSITY OF TARTU Estonia

Hans Lehrach

Emeritus Scientific Member MAX PLANCK INSTITUTE FOR MOLECULAR GENETICS Germany

Vanessa Micheli

Distinguished Engineer, Master Inventor IBM Academy of Technology Watson for Genomics Executive WATSON HEALTH United States



Julia Wilson

Associate Director WELLCOME SANGER INSTITUTE United Kingdom

Christine Durinx

Executive Director SWISS INSTITUTE OF BIOINFORMATICS Switzerland

Vladimír Dvorový

CEO PROCARE & SVET ZDRAVIA Slovakia

Dmitry Kaminskiy

Managing Partner DEEP KNOWLEDGE VENTURES United Kingdom

Martin Smatana

Director Institute of Health Policies MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC Slovakia



Priit Tohver

Advisor for digital services innovation MINISTRY OF SOCIAL AFFAIRS Estonia

Vipul Modi

Chief Commercial Officer HealthNavigator United Kingdom

Nick Sireau

Chair and CEO AKU SOCIETY United Kingdom

Micael Gustafsson

CEO LEARNING TO SLEEP Sweden

Joanne Hackett

Chief Commercial Officer GENOMICS ENGLAND United Kingdom



Irene Fialka

CEO INITS Austria

Bodo Lutz

Global Quality, Risk Management and Data Integrity and Quality Assurance NOVARTIS Germany

Ali Ciğer

Commercial Director PFIZER Germany

Konstantinos Deligiannis

General Manager Eastern Europe GE HEALTHCARE Greece

Hannes Rothe

Assistant professor on IT-Entrepreneurship FREIE UNIVERSITÄT BERLIN Germany



Gabor Toth

CEO and Co-Founder
InSimu
Hungary



Darren Atkins

Chief Technology Officer
(Automation & AI)
EAST SUFFOLK AND NORTH
ESSEX NHS FOUNDATION TRUST
United Kingdom



Sean Hickey

Interim CIO
ELYSIUM HEALTHCARE
United Kingdom



**John Lambert
Smith**

Executive Director, Health
Facilities Planning and Design
HAMAD MEDICAL CORPORATION
Qatar



**Chairman
Mark Horn**

Independent consultant
United States



**Chairman
Beny Rubinstein**

Independent consultant
Israel



**Maryam
Atakhorrami**

Chief Operating Officer for
London Partnership- Health Data
Research UK
UNIVERSITY COLLEGE LONDON
United Kingdom



Janet Allen

Director for strategic Innovation
CYSTIC FIBROSIS TRUST
United Kingdom



Ioannis Pandis

Sr. Manager, Business Technology
Leader in Data Science and
Digital Health IT for External
Innovation & Digital Health Lead
for Immunology
JOHNSON & JOHNSON
United Kingdom



Sebastian Ebert

Head of Data Management
UNIVERSITY HOSPITAL ZURICH
Switzerland



**Chairman
Manish Kohli**

Independent Consultant
United States & United Arab
emirates



**Giovanni Di
Sarro**

Global Digital Solutions Business
Partner
Lundbeck
Denmark



**Emmanuel
Fombu**

Physician, The Healthcare Futurist,
Author
The Future of Healthcare
United States



Stefan Korec

Oncologist
Founder Onkoinfo.sk
Slovakia



Salah Al-Hidiq

Co-Founder
HeyDoc!
United Arab Emirates



**Yara Abo El
waffa**

Founding Member
HEALTH 2.0 EGYPT
Egypt



David Smith

Professor of Laboratory Medicine
and Pathology
MAYO CLINIC
United States



Paul Agapow

Health Informatics Director
ASTRAZENECA
United Kingdom



Philip Beer

Clinical Cancer Genomics
SANGER INSTITUTE AND NHS
United Kingdom



**Christine
McNamee**

Network Manager
Wolfson Centre for Personalised
Medicine
UNIVERSITY OF LIVERPOOL
PHARMACOGENETICS &
STRATIFIED MEDICINE NETWORK
United Kingdom



Kathy Farndon

Independent healthcare management consultant, Mentor
NHS DIGITAL ACADEMY
United Kingdom

Roos van Westrhenen

Assistant Professor
DEPARTMENT OF PSYCHIATRY
UNIVERSITY MEDICAL
UNIVERSITY MAASTRICH
Psychiatrist and Clinical pharmacologist
PARNASSIA PSYCHIATRIC
INSTITUTE AMSTERDAM
Netherlands

Leonids Aleksandrov

Senior Manager Analytics
Integration
UCB PHARMA
Belgium

Sandra Smieszek

Head of Genetics
VANDA PHARMACEUTICALS
United States

Antonio La Regina

EXACT SCIENCES
Switzerland



Vibhor Gupta

Director and Founder
PangaeaData.AI
United Kingdom

Tomas Szemes

Chief Scientific Officer
GENETON
Slovakia

Mansoor Baig

Technical specialist / Solution Architect
KING FAISAL SPECIALIST
HOSPITAL & RESEARCH CENTER
Saudi Arabia

Maya Ghossaini

Team Leader, Genetics Core Team
OPEN TARGETS
United Kingdom

Krzysztof Potempa

Founder and CEO
BRAINCURES
United Kingdom



Eduard Maron

Professor of Psychopharmacology
UNIVERSITY OF TARTU
Founder and CEO
DocuMental
Estonia

Jari Forsstrom

Chief Medical Officer,
ABOMICS Oy
Finland

Carylanna Taylor

Anthropologist & Filmmaker
ANYA (2019, the movie)
United States

Adama Ibrahim

Associate Director, POC, Global
Clinical Operations
BIOGEN
United Kingdom

Mats Sundgren

Director Health Informatics
AstraZeneca
Sweden



Valdo Arnera

General Manager & Scientific
Advisor
ERT
Switzerland

Gareth Powell

Business Development Officer and
Patient Engagement Project Lead
NIHR Clinical Research Network
United Kingdom

Diego Herrera

Head of Global Data Management
and Project Information
ALMIRALL
Spain

Wojciech Smoron

Associate Global Trial Director
NOVARTIS
Switzerland

Derry Heron

Director
BENGUELA HEALTH
South Africa



Catherine Brown

Managing Director
BENGUELA HEALTH
South Africa



Colin Bullen

Founder & Director
CHANGE CRAFT
United Kingdom



Svetlana Pidasheva

Senior Director, Scientific Affairs
AXCELLA HEALTH
United States



Lucien Gazi

Global Trial Program Head
NOVARTIS
Switzerland



Marco Carosi

European Managing Director
snapIoT
Italy



Kaisla Lahdensuo

Chief medical officer
MEHILÄINEN OY
Finland



Andre Heikius

Chief Medical Officer and Founder
MEHILÄINEN NEO WIGHT LOSS
CLINIC, TURKU
Chairman, Medical Director
EDEVENT
Finland



Thomas Maggs

Head of Artificial Intelligence in
Medicine
CLINOVA
United Kingdom



Liz Ashal-Payne

Funding CEO
ORCHA
United Kingdom



Rahel Bailie

Director of Content
BABYLON HEALTH
United Kingdom



Tom Bracewell

Chief Medical Officer
CLINOVA
United Kingdom



Andrew Vallance-Owen

Chief Medical Officer
MEDICOVER GROUP
United Kingdom



John Koivukangas

CEO
ONESYS
Professor Emeritus
UNIVERSITY OF OULU
Finland



Renata Lazarova

Founder and Managing Director
ETERA
Switzerland



Lena Granovsky

Director, Head of Analytics and
Big Data
TEVA PHARMACEUTICALS
Israel



Charles Makin

Global Head, Real World Evidence
Strategy
BIOGEN
United States



Eric Roos

Executive Board Member DCRF
DUTCH CLINICAL RESEARCH
FOUNDATION
Netherlands



Martin Popovic

Researcher
MEDICAL UNIVERSITY OF VIENNA
Austria



Bina Rawal

Portfolio Non-Executive Director
United Kingdom



Roi Shternin

Health entrepreneur
Co-founder of VALERO CLINICAL,
Israel



Gordan Lauc

Director
HUMAN GLYCOME PROJECT,
NATIONAL CENTRE OF
EXCELLENCE IN PERSONALIZED
HEALTHCARE,
Founder
GENOS GLYCOSCIENCE &
GLYCANAGE
Croatia



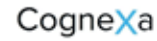
Nicole Baker

Independent Consultant
QPPV
Ireland



Anne Ulvestad

Healthcare Innovation Leader
EX-NOVARTIS
Switzerland



Marek Šebo

CEO
Cognexa
Slovakia



Ján Szöllös

Head of Life Sciences BU
Cognexa
Slovakia



Tomas Szalay

Director
HEALTH POLICY INSTITUTE (HPI)
Slovakia



Francesca Iannacci

RES EXCELSA
Italy



Zuzana Becotte

Head of Pharmacovigilance,
Regulatory, and Medical Affairs
SANACLIS s.r.o.
Slovakia

PARTNERS & MEDIA



Slovakia



Croatia



Slovakia



Croatia



United Arab Emirates



Hungary



United Kingdom



United Kingdom



United States



Eastern Europe



Slovakia



Slovakia

hbreavis

Slovakia

HEALTH TECH COMPANIES & STARTUPS

DocuMental

Estonia

Pangaea
Making Data Findable and Usable

United Kingdom

ABOMICS

Finland

geneton

Slovakia

BRAINCURES

United Kingdom

EXACT SCIENCES

United States

S-Case
HOW WANT TO MAKE THE WORLD HEALTHIER

Slovakia

LEARNING TO SLEEP

Sweden

Ediens

Ukraine

planeat

Slovakia

SOS CHAIN

Spain

conectate
soluciones y aplicaciones
connecting health

Spain

simplinic.

Germany

babylon

United Kingdom

Glycanostics
Sweet Spot for Diagnostics

Slovakia

CogneXa

Slovakia

ORCHA
Organisation for the Review of Care & Health Applications

United Kingdom

HealthMode

Slovakia

Audio Therapy

Switzerland

MultiSport

Slovakia

RES EXCELSA
Advanced Training & Education Services

Italy

Biodata Bank, Inc.

Japan

ThermoFisher SCIENTIFIC

United States

DNA ERA

Slovakia

Academy

Slovakia

PROGRAM OVERVIEW

Day 1

Monday

October 19

8:50 - 11:30

Joint program: Grand Opening Ceremony & Keynote Presentations

11:30 - 18:00

3 Future of Health Parallel Conferences

Track 1: Digital Health Transformation Conference

Track 2 Genomics Research & Personalized Medicine Conference

Track 3 Prevention before Care Conference

18:30 - 20:30

Joint program: Anya - The Movie



20:30 - 22:00

Evening Networking Program

Day 2

Tuesday

October 20

8:50 - 18:00

3 Future of Health Parallel Conferences

Track 1 Digital healthcare – transformation

Track 2 Genomic research and personalized medicine

Track 3 Academia Day Conference

18:00 - 20:00

Evening Networking Program



JOINT PROGRAM - Monday, October 19, 2020



8:50 OPENING REMARKS OF CHAIRMAN

9:00 GRAND OPENING ADDRESS (Ministry of Health, British Embassy Slovakia)

9:30 **KEYNOTE 1: PRESCRIPTION TO A REVOLUTION OR HOW TO CREATE A PATIENT-LED HEALTHCARE**
Roi Shternin, Health entrepreneur, Co-founder of Valero Clinical, **Israel**

10:00 **KEYNOTE 2: GE HEALTHCARE**

10:30 **KEYNOTE 3: BIOPHILIA: NATURE EXPOSURE AS EVERYDAY PREVENTION AND HOW TO IMPLEMENT IT IN OUR SPACES**

Growing evidence from all over the world is slowly painting a picture of nature as a potent beneficial element in our everyday lives. Studies hinting at benefits for our mental and physical health, cognitive performance and general well-being show us the importance of increasing our exposure to nature. While the most beneficial way to do this is to immerse oneself in real natural environments, biophilia also shows us many other ways in which we can use natural elements and design principles to achieve these benefits. Michal Matloň, a psychologist specializing in architecture and environments, will talk about the what, why and how of implementing biophilia in spaces we live and work.

Michal Matlon, Architecture Psychology & User Experience, HB Reavis, **Slovakia**

11:00 NETWORKING BREAK AND EXPO VISIT, COFFEE, REFRESHMENTS & SNACKS



Monday

October 19, 2020

Track 1 DIGITAL HEALTHCARE – TRANSFORMATION

9:00 **KEYNOTE: UNDERSTANDING OBJECTIVES OF DIFFERENT PLAYERS IN THE HEALTHCARE ECOSYSTEM AND WHAT STRATEGIES THEY HAVE**

In their mission to address unmet medical need and deliver differentiated products, pharma companies and other players in the sector are adapting their business models to deliver increased value. Three forces are converging to drive this change:

- Personalised Healthcare - the personalisation of healthcare either to a specific individual or a group of patients
- Precision medicine - a medicine designed to be of optimised efficiency or therapeutic benefit for a specific individual or a group of patients
- Smart Healthcare - use of technology to improve healthcare delivery or quality of life

This session will answer what health system innovation will be needed, and how can clinical adoption by physicians and healthcare systems be encouraged? What are the challenges in bringing precision medicine to patients? What patient engagement strategies will be needed? What are the innovative payment models to enable more Personalised Healthcare? How will pharma adjust its commercial and operating model to account for the expected growth of these personal treatments in the years ahead, and is the level of personalization they entail a sustainable business model for pharma? How pharma and other players will address pricing challenges of precision medicine?

Spotlight: Manufacturing Innovation in Pharma

A series of breakthroughs (3-D printing of small molecules; table-top manufacturing of biologicals) promises to slash manufacturing costs, and has made it a hot area for innovation.

Bernard Munos, Consultant (**InnoThink**), Senior Fellow (**Milken INstitute**), Drug Forum Member (**Nat. Academy of Medicine**), **United States**

Track 2 GENOMIC RESEARCH AND PERSONALIZED MEDICINE

11:30 **KEYNOTE: GENOMICS ENGLAND: CHANGING THE WORLD ONE GENOME AT A TIME**

Genomics England has transformed the way genomic medicine is being delivered in the UK; The world's largest clinico-genomic database is being used by academic and industry globally to advance the genomics revolution; an ambition for federated analytics is one that is pivotal for genomic healthcare

Joanne Hackett, Chief Commercial Officer **GENOMICS ENGLAND**, **United Kingdom**



12:00 **PANEL DISCUSSION: GENOMICS RESEARCH ADVANCEMENTS IN UK**

- Overview of market, major players, opportunities and challenges
- Current State of technology used
- Who does what, where, what kind of therapeutical research, what are the outcomes
- (Academia research, Labs, Research Institutions, Pharma)
- Role of governments
- Financing of research
- What are the main challenges for Genomics research utilization in the National HealthService?
- What strategy is the Governments using to overcome these challenges?
- Breakthrough Project in Genomics (100.000 Genomes project, Highlights of ongoing human immune cell atlas effort, etc)

Kathy Farndon, Independent healthcare management consultant, **Mentor**

NHS DIGITAL ACADEMY, **United Kingdom**

Julia Wilson, Associate Director **WELLCOME SANGER INSTITUTE**, **United Kingdom**

Philip Beer, Clinical Cancer Genomics **SANGER INSTITUTE AND NHS**, **United Kingdom**

Joanne Hackett, Chief Commercial Officer **GENOMICS ENGLAND**, **United Kingdom**

Moderated by:

Bina Rawal, Portfolio Non-Executive Director, **United Kingdom**



Monday

October 19, 2020

12:15

HEALTHCARE LEADERS PANEL

DISCUSSION: HEALTHCARE CHALLENGES AND STEPS TO ADDRESS THEM

- Tackling the fundamental problems of healthcare – Shortage of skilled workforce and quality of care. The needed transformation in the structure of healthcare fails to catch up with the rapid progress of the medical technology.
- What infrastructure is necessary to transform healthcare?
- How can technology help to tackle those challenges?
- How can authorities and healthcare providers better understand Tech and how it should be used and deployed, and How Tech can understand better needs of Healthcare providers and Authorities?

Tomas Szalay, Director, **HEALTH POLICY INSTITUTE (HPI), Slovakia**

Martin Smatana, Director
Institute of Health Policies, MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC, Slovakia

Vipul Modi, Chief Commercial Officer, **HealthNavigator, United Kingdom**

Priit Tohver, Advisor for digital services innovation
MINISTRY OF SOCIAL AFFAIRS, Estonia

Moderator:

Manish Kohli, Independent Consultant
United States & United Arab Emirates



13:00

DIGITAL HEALTH PIONEERS PRESENTATIONS

Application of AI Methods to Medical Image and Video Analysis Automation

- Outlining the importance of fast, consistent and reliable medical image/video analysis.
- Utilizing neural networks to enable medical image/video analysis automation.
- Case study: applying A.I. methods to an automated system for embryo evaluation

Marek Sebo & Jan Szollos, CEO & Business Development Manager, **COGNEXA, Slovakia**



13:30

SUMMIT LUNCHEON AND NETWORKING

14:30

STARTUP PITCH COMPETITION

15:30

BEST PRACTISE INTERVIEWS: HEALTHCARE SYSTEM DIGITALIZATION SUCCESS STORIES

UNITED KINGDOM

Kathy Farndon, Independent healthcare management consultant, Mentor, **NHS DIGITAL ACADEMY, United Kingdom**

ESTONIA

Priit Tohver, Advisor for digital services innovation
MINISTRY OF SOCIAL AFFAIRS, Estonia

SAUDI ARABIA

Mansoor Baig, Technical specialist / Solution Architect
KING FAISAL SPECIALIST HOSPITAL & RESEARCH CENTER, Saudi Arabia

Moderator:

Manish Kohli, Independent Consultant
United States & United Arab Emirates



12:30

SUMMIT LUNCHEON AND NETWORKING



GENOMIC RESEARCH IN CENTRAL AND EASTERN EUROPE CASE STUDIES: ESTONIA & SLOVAKIA

13:30

SLOVAKIAN POPULATION CANCER SCREENING - HOW BIOMEDICAL STARTUP CAN ACCELERATE ADOPTION OF GENOMICS RESEARCH IN HEALTHCARE

Tomas Szemes, Chief Scientific Officer
GENETON, Slovakia

14:00

ESTONIAN GENOME PROJECT: FROM BIOBANKING TO PERSONALISED MEDICINE

Andres Metspalu, Professor of Biotechnology
Head of the Estonian biobank, **Institute of Genomics, UNIVERSITY OF TARTU, Estonia**



14:30

PANEL DISCUSSION: GENOMIC RESEARCH IN CENTRAL AND EASTERN EUROPE

- Overview of market, major players, opportunities and challenges
- Current State of technology used
- Who does what, where, what kind of therapeutical research, what are the outcomes
- (Academia research, Labs, Research Institutions, Pharma)
- Role of EU, Role of governments
- Financing of research
- Current state of international collaboration

Andres Metspalu, Professor of Biotechnology
Head of the Estonian biobank

Institute of Genomics, UNIVERSITY OF TARTU, Estonia

Tomas Szemes, Chief Scientific Officer
GENETON, Slovakia

15:00

A PERSONAL 'DIGITAL TWIN' FOR EVERY EUROPEAN CITIZEN

DigiTwins is a large research initiative that aims at establishing a personal Digital Twin for every European citizen. The community consists of more than 200 partners from industry, academic and clinical research institutions in 32 different countries.

DigiTwins combines a transdisciplinary team of visionary scientists, clinicians, public health experts, policy makers, medical informatics experts, experts in Artificial Intelligence, experienced science management professionals, serial entrepreneurs, industry researchers and patient group representatives as well as experts from cross-cutting fields, such as economics, regulation, ethics, health insurance, data security and privacy.

Hans Lehrach, Emeritus Scientific Member

**MAX PLANCK INSTITUTE FOR MOLECULAR GENETICS
Germany**



15:30

NETWORKING BREAK AND EXPO VISIT COFFEE, REFRESHMENTS & SNACKS

Monday

October 19, 2020

16:00 **NETWORKING BREAK AND EXPO VISIT, COFFEE, REFRESHMENTS & SNACKS**



16:30 **PATIENT CENTRICITY PANEL DISCUSSION**

- CONCEPT OF PATIENT CENTRICITY ACROSS HEALTHCARE ECOSYSTEM
- In this panel session we discuss how the old paradigm of the paternalistic model of medicine is transforming into an equal level partnership between patients and professionals and how it is aided and augmented by disruptive technologies.
- Medical professionals and policy makers have a huge responsibility in involving patients as partners in designing care and decision making and guiding them in using the myriad of digital health technologies.
- We will show different examples of successful projects through Pharma, Healthcare providers and Tech companies that involved empowered patients and we will give advice to healthcare stakeholders how to successfully involve patients as partners.

Andrew Vallance-Owen, Chief Medical Officer
MEDICOVER GROUP, United Kingdom

Janet Allen, Director for strategic Innovation
CYSTIC FIBROSIS TRUST, United Kingdom

Renata Lazarova, Founder and Managing Director
ETERA, Switzerland

17:00 **CASE STUDIES: IMPROVING PATIENT ENGAGEMENT ACROSS ALL PHASES OF ONCOLOGY MEDICINE DEVELOPMENT TO TREATMENT**

- Health stakeholders agree on the importance of improving patient engagement across all phases of medicines development to treatment. What can we learn from the experience and perspectives of different stakeholders? How can we use these insights to address challenges and barriers and forge a more collaborative, connected Healthcare ecosystem engaging patients? What tools are available or in co-creation and how can we measure the impact of our Patient engagement efforts?

Stefan Korec, Oncologist, **Founder Onkoinfo.sk, Slovakia**
Nick Sireau, Chair and CEO, **AKU Society, United Kingdom**

17:45 **PANEL DISCUSSION: INVESTING IN THE FUTURE OF HEALTH**



- As the pharma and healthcare landscape evolves, investors face both risk and opportunity.
- How do investors pick winners in today's uncertain environment?
- Where do they see risks and opportunities emerging?
- Will investors support the industry's gradual orientation towards prevention and health management?
- To what extent are investment decisions being driven by considerations of reimbursement models?
- Is digital health in a bubble?
- Which health-tech and digital products are showing the best ROI?
- What is the Future outlook for Investments in Digital Health?

Moderator:

Manish Kohli, Independent Consultant
United States & United Arab Emirates

Ali Cigir, Commercial Director, **PFIZER, Germany**
Beny Rubenstein, Independent Consultant, **Israel**

18:15 **CLOSING REMARKS OF CHAIRMAN**



16:00 **KEYNOTE: COMBINING AI & GENOMICS TO ADVANCE TREATMENT AND DIAGNOSIS**

How can we scale and democratize precision oncology? Five years ago, there were about 600 target therapies in development with 70 approvals by the FDA...now there is over 1,200 drugs including immunotherapies, more than 230 FDA approvals and 5,000 trials registered in clinicaltrials.gov. Last year alone, over 200,000 articles were published about cancer. It's impossible for a human being to keep up with this fast paced & growing field. And that's how technology can help.

In this session we will show how artificial intelligence is being applied to Watson for Genomics to enable molecular labs and providers to scale precision oncology and help more patients globally.

Vanessa Michellini, Distinguished Engineer, Master Inventor
IBM Academy of Technology, Watson for Genomics Executive, WATSON HEALTH, United States



16:30 **PANEL DISCUSSION: DATA IN GENOMICS**

- Access to data, privacy, governance, storage, integration
- data democratisation,
 - How technology for genome data and associated data analysis is transforming to meet the changing needs of healthcare.
 - Processing and analysing raw genomics data to support the clinical environment.
 - The importance of building a collaborative community of common interests.
 - Genomic Big Data Analytics - how to navigate siloed genomic data on multiple platforms and apply the data in a clinical context

Vanessa Michellini, Distinguished Engineer, Master Inventor
IBM Academy of Technology, Watson for Genomics Executive

WATSON HEALTH, United States

Leonids Aleksandrovs, Senior Manager Analytics
Integration, UCB PHARMA, Belgium

Julia Wilson, Associate Director, **WELLCOME SANGER INSTITUTE, United Kingdom**

17:00 **STARTUP PITCH COMPETITION**



18:00 **CLOSING REMARKS OF CHAIRMAN**

18:30 **ANYA – THE MOVIE**

ANYA is a contemporary sci-fi love story about a newlywed couple who turn to a scientist for help having a baby and find themselves at the center of a genetic puzzle with far reaching implications and an ethically ambiguous solution



Monday

October 19, 2020

Track 3 PREVENTION BEFORE CARE

11:30 **KEYNOTE: EXPANDING THE LIMITS OF HEALTHY LONGEVITY**

This session will focus on innovations on the individual and population level in aging, including using AI, lifestyle and public health measures. Would we live to 150? Is it even possible in this daily hectic life? How to take control of your health and aging rate? We asked a well known expert.

Dmitry Kaminskiy, *Managing Partner*
DEEP KNOWLEDGE VENTURES, United Kingdom



12:00 **PANEL DISCUSSION: PREVENTION BEFORE CARE: DISRUPTING THE PHARMA BUSINESS MODEL**

- Is population health management (PHM) a threat or an opportunity for pharma, and how can pharma play in this space? Can pharma make a business out of prevention?
- Will we see players in the currently fragmented PHM ('emerging platform of care') space coalesce into major health brands?
- With the growing firepower of big tech invested in health, will we see tech-pharma mergers in the future?
- As incursions of new players shatter the pharma status quo, what are the growth strategies pharma companies can employ to preserve to protect market profitability and maintain industry competitiveness?
- What does the disintermediation of the physician mean for pharma?
- What is the next big area of pharma business ripe for disruption?

Dmitry Kaminskiy, *Managing Partner*
DEEP KNOWLEDGE VENTURES, United Kingdom

Andre Heikius, *Chief Medical Officer and Founder*
MEHILAINEN NEO WIGHT LOSS CLINIC, TURKU
Chairman, Medical Director, EDEVENT, Finland

Thomas Maggs, *Head of Artificial Intelligence in Medicine*
CLINOVA, United Kingdom

Andrew Vallance-Owen, *Chief Medical Officer*
MEDICOVER GROUP, United Kingdom

Moderated by

Mark Horn, *Independent Consultant, United States*

12:30 **SUMMIT LUNCHEON AND NETWORKING**



13:30 **DIGITAL HEALTH PIONEERS PRESENTATIONS**

14:30 **KEYNOTE: HOW BETTER SLEEP CAN GIVE PEOPLE A BETTER LIFE AND SAVE BILLIONS OF EUROS FOR SOCIETY**

Bad sleep is on the WHO list of the top 10 health issues in the world, but most people suffering from sleeping disorder can be cured efficiently and drug free through online CBT in combination with live sleep coaching. Learn more about how bad sleep affects us in our daily life, the best 5 ways to sleep well and how better sleep will save costs for the traditional health care system. Micael will also talk about how they have managed to get 94 percent success rate with their patients and what to think about when you implement new digital solutions.

Micael Gustafsson, *CEO, LEARNING TO SLEEP, Sweden*

15:00 **CASE STUDY: PREVENTIVE MEDICINE IN TACKLING OBESITY – NOVEL APPROACHES TO A PUBLIC HEALTH FAILURE**

- How healthcare provider (Mehiläinen NEO Weight loss clinic) is tackling obesity
- We will address why the obesity is a problem, what it will cause, what are the reasons for obesity, what are the challenges for fighting obesity
- What is the role of Technology and Digital Health solutions
- What other factors are important to tackle obesity (education, building networks of stakeholders, etc..) and how to achieve that
- Why the sport and nutrition are playing the important role in our health?.

Andre Heikius, *Chief Medical Officer and Founder*
MEHILAINEN NEO WIGHT LOSS CLINIC, TURKU
Chairman, Medical Director, EDEVENT, Finland

15:30 **NETWORKING BREAK AND EXPO VISIT, COFFEE, REFRESHMENTS & SNACKS**

16:00 **STARTUP PITCH COMPETITION**

17:00 **PREVENTION & WELLNESS - CAN WEARABLE TECHNOLOGIES HAVE AN IMPACT WITHOUT UNDERSTANDING HABIT CREATION?**

We This session will explore some of the misconceptions of self-measurement and financial incentives to drive wellness behavior, where we have seen it fail and what it takes to truly create new habits, all against the backdrop of wellness and prevention as it pertains to the workplace and health insurers.

Derry Heron, *Director, BENGUELA HEALTH, South Africa*

Catherine Brown, *Managing Director, BENGUELA HEALTH*
South Africa

Colin Bullen, *Founder & Director, CHANGE CRAFT*
United Kingdom

17:45 **CLOSING REMARKS OF CHAIRMAN**



Tuesday

October 20, 2020

Track 1 DIGITAL HEALTHCARE – INNOVATION

8:50 OPENING REMARKS OF CHAIRMAN



9:00 **PANEL DISCUSSION: INNOVATION**

- Overview of Technology Advancements transforming Healthcare
- What digitalization means
- mHealth, AI, Blockchain, IoT...
- Concept of Open Innovation

Irene Fialka, CEO, **INiTS, Austria**

Giovanni Di Sarro, Global Digital Solutions Business Partner
Lundbeck, Denmark

Yara Abo El waffa, Founding Member
HEALTH 2.0 EGYPT, Egypt

Moderator:

Beny Rubenstein, Independent Consultant, **Israel**

9:30 **MAKING TIME MATTER WITH INTELLIGENT
AUTOMATION IN HEALTHCARE**

- In this session, Darren Atkins, Chief Technology Officer for Automation and AI at East Suffolk and North Essex NHS Foundation Trust (ESNEFT) will demonstrate how Intelligent Automation is saving thousands of hours and improving patient outcomes within the UK's National Health Service. He will share his learning, offer helpful advice and inspire his audience to do the same.

Darren Atkins, Chief Technology Officer (Automation & AI)
**EAST SUFFOLK AND NORTH ESSEX NHS FOUNDATION
TRUST, United Kingdom**

10:00 **DIGITAL HEALTH PIONEERS PRESENTATIONS**

11:00 NETWORKING BREAK AND EXPO VISIT
COFFEE, REFRESHMENTS & SNACKS



11:30 **CASE STUDY: BUILDING ROBUST IT STRATEGY
TO FULLY AND EFFECTIVELY UTILIZE DIGITAL
INNOVATION**

Sean Hickey, Interim CIO

ELYSIUM HEALTHCARE, United Kingdom

14:00 **DESIGNING AND BUILDING A PATIENT CENTRIC
HOSPITAL FOR THE FUTURE**

John Lambert Smith, Executive Director, Health Facilities
Planning and Design

HAMAD MEDICAL CORPORATION, Qatar

Track 2 GENOMIC RESEARCH AND PERSONALIZED MEDICINE

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: SEQUENCING OVERVIEW**

- opportunities, impact of human genome sequencing on the industry,
- impact on the healthcare system
- challenges
- steps to take to sequence whole nation
- Overview of sequencing market - who are the main organizations doing human genome sequencing – for what kind of research – what are the outcomes
- Technology – what it can do
- Who sponsors the research – big pharma, government, clinics..

David Smith, Professor of Laboratory Medicine and
Pathology, **MAYO CLINIC, United States**

9:30 **PANEL DISCUSSION: NGS' IMPACT ON
DRUG DEVELOPMENT**



- how NGS technologies facilitate drug development, and will present several cases where NGS workflows have had a meaningful impact.
- Understanding the application of NGS to clinical studies
- Discover the impact an NGS analytics platform can have on drug development
- Discussion of the role of whole genome sequencing in clinical practice and how that could be accomplished

Leonids Aleksandrovs, Senior Manager Analytics
Integration, **UCB PHARMA, Belgium**

Sandra Smieszek, Head of Genetics
VANDA PHARMACEUTICALS, United States

Philip Beer, Clinical Cancer Genomics, **SANGER
INSTITUTE AND NHS, United Kingdom**

10:00 **PANEL DISCUSSION: EXPLORING
EMERGING TRENDS IN NGS DATA ANALYSIS
AND NGS APPLICATION STRATEGIES**



Paul Agapow, Health Informatics Director
ASTRAZENECA, United Kingdom

10:30 NETWORKING BREAK AND EXPO VISIT
COFFEE, REFRESHMENTS & SNACKS



11:00 **KEYNOTE: MAINSTREAMING OF COMPLEX
GENOMIC PROFILING INTO ROUTINE CANCER
CARE**

- Bridging the gap between research and clinical practice is critical to unlock the full potential of genomics
- Cancer genomics holds the key to accelerating drug discovery and development
- Transitioning of current state-of-the-art knowledge and technologies in routine clinical practice facilities genomic profiling of all cancer patients at a price that is within reach of public healthcare systems

Philip Beer, Clinical Cancer Genomics, **SANGER
INSTITUTE AND NHS, United Kingdom**

Tuesday

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12:30 PANEL DISCUSSION: HOSPITAL OF THE FUTURE

- Key aspect from designing to operations
- (patient centricity, tech deployment ..)

Sebastian Ebert, Head of Data Management
UNIVERSITY HOSPITAL ZURICH, Switzerland

John Lambert Smith, Executive Director, Health Facilities
Planning and Design,
HAMAD MEDICAL CORPORATION, Qatar

Kaisla Lahdensuo, Chief medical officer
MEHILÄINEN OY, Finland

Vladimír Dvorový, CEO, **PROCARE & SVET ZDRAVIA**
Slovakia

Moderator:

Beny Rubenstein, Independent Consultant, **Israel**



13:00 SUMMIT LUNCHEON AND NETWORKING

14:00 PANEL DISCUSSION: FUTURE OF HEALTHCARE DATA

Martin Smatana, Director, Institute of Health Policies
MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC
Slovakia

Tomas Szalay, Director, **HEALTH POLICY INSTITUTE (HPI)**,
Slovakia

John Koivukangas, CEO, **ONESYS**,
Professor Emeritus, **UNIVERSITY OF OULU, Finland**

Anne Ulvestad, Healthcare Innovation Leader, **EX-NOVARTIS, Switzerland**

Moderator:

Beny Rubenstein, Independent Consultant, **Israel**

14:30 CASE STUDY: HeyDoc!

Salah Al-Hidiq, Co-Founder
HeyDoc!, United Arab Emirates

15:00 STARTUP PITCH COMPETITION

“UBERIZATION” OF HEALTHCARE

mHEALTH HEALTHCARE REVOLUTION

11:30 PRESENTATION: PERSONALIZED MEDICINE IN COMMUNITY HEALTH SETTINGS: Delivering Innovation to Empower Clinicians and Pathologists will Improve Access and Availability

Next-generation sequencing can reveal precise data about a tumor's genetic profile allowing clinicians to match patients with targeted treatments which is often critical for patients with late-stage disease. In-house diagnostic testing expedites effective patient care and medical intervention while also facilitating clinical trial participation, increasing institutional knowledge informing future cases, while creating intrinsic added value for clinicians. The presentation will focus on how direct access to innovation improve patient diagnosis and treatment strategies due to bringing better treatments to patients faster and improving the patient/clinician experience.

Alain Raico, Senior Manager, Precision Medicine & Reproductive Health, **Thermo Fisher Scientific**



11:50 DIGITAL HEALTH PIONEER PRESENTATIONS

12:30 SUMMIT LUNCHEON AND NETWORKING

13:30 PANEL DISCUSSION: GENOMICS In Brain Diseases Treatment:

Krzysztof Potempa, Founder and CEO
BRAINCURES, United Kingdom

Eduard Maron, Professor of Psychopharmacology
UNIVERSITY OF TARTU, Founder and CEO
DocuMental, Estonia

14:00 STARTUP PITCH COMPETITION

15:00 SPONSORED PRESENTATION

15:30 NETWORKING BREAK AND EXPO VISIT COFFEE, REFRESHMENTS & SNACK



PHARMACOGENOMICS

16:00 UK CASE STUDY: BUILDING MULTISTAKEHOLDERS NETWORKS FOR ADOPTION OF PHARMACOGENOMICS IN THE HEALTHCARE

Christine McNamee, Network Manager
Wolfson Centre for Personalised Medicine
UNIVERSITY OF LIVERPOOL
PHARMACOGENETICS & STRATIFIED MEDICINE
NETWORK



Tuesday

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16:00 NETWORKING BREAK AND EXPO VISIT, COFFEE, REFRESHMENTS & SNACKS



16:30 **CASE STUDY: BABYLON HEALTH**

Rahel Bailie, Director of Content
BABYLON HEALTH, United Kingdom

17:00 **KEYNOTE: : AMBIGUOUS ADVICE, QUESTIONABLE QUALITY: DETERMINING & EVALUATING THE QUALITY OF HEALTH APPS**

If you can think of an ailment, concern, or any aspect of health and wellbeing which you wish to monitor or improve, you can be certain that there already exists an app for it. There may be ten, one hundred, or even upwards of a thousand. What is uncertain is whether such apps will work as advertised, and, most significantly, whether they will 'first, do no harm'. In the wake of unprecedented Health Service efficiency savings, increasing waiting lists, and a looming shortage of trained medical professionals, patients are increasingly turning to mHealth. With an estimated 385,000 health apps available for download as of 2019, this novel therapeutic medium is rapidly gaining momentum. The convenience and widespread availability of mobile-health presents an accessible, affordable and alluring opportunity to those looking to proactively manage their health and wellbeing. Without substantial regulatory processes, however, patients risk becoming vulnerable to unregulated and largely un-validated apps. To ameliorate this expanding divide between the number of app users, and the number of evidence-based health-apps, it is likely that large-scale evaluative frameworks are required. Hear how ORCHA, along with other key organisations, is working to overcome this challenge by identifying and actively promoting the most clinically effective, safe, and beneficial apps to patients, professionals and systems.

Liz Ashal-Payne, Founding CEO, **ORCHA, United Kingdom**

17:30 **PANEL DISCUSSION: CURRENT STATE OF mHEALTH APPLICATION DEPLOYMENT IN HEALTHCARE**

Emmanuel Fombu, Healthcare Futurist, **United States**
Liz Ashal-Payne, Founding CEO, **ORCHA, United Kingdom**
Rahel Bailie, Director of Content
BABYLON HEALTH, United Kingdom
Tom Bracewell, Chief Medical Officer
CLINOVA, United Kingdom
Moderator:
Beny Rubenstein, Independent Consultant, **Israel**



18:00 CLOSING REMARKS OF CHAIRMAN

16:30 **NETHERLANDS CASE STUDY: PHARMACOGENOMICS (PGx-PSY) IN PSYCHIATRY: THE DUTCH PERSPECTIVE**

In this lecture Clinical Guidelines/dosing guidelines concerning pharmacogenomics in psychiatry will be introduced as well as experiences from an outpatient clinic on pharmacogenetics. Also reimbursement from insurance companies, digitization of outpatient care and international initiatives on pharmacogenomics in psychiatry will be discussed.

Roos van Westrhenen, Assistant Professor
DEPARTMENT OF PSYCHIATRY UNIVERSITY MEDICAL UNIVERSITY MAASTRICH, Psychiatrist and Clinical pharmacologist, PARNASSIA PSYCHIATRIC INSTITUTE AMSTERDAM, Netherlands

17:00 **HOW TO ANALYZE AND INTERPRET GENETIC DATA TO PREDICT A PATIENT'S RESPONSE TO DRUGS**

It is widely known that a lot of a patient's response to drugs vary due to individual genetic differences. Liver enzymes control the metabolism of many frequently used pharmaceuticals. The variations in metabolic rate can often be tested using pharmacogenetics. Patients with a rapid metabolic rate may metabolize a drug many times faster than those with a slow rate. Often fast metabolism is related to poor effect of the drug and slow metabolism can cause unnecessary adverse drug reactions. With genetic tests you can avoid adverse drug reactions, complications and unnecessary costs. In the presentation clinical indications and benefits will be presented.

Jari Forsstrom, Chief Medical Officer
ABOMICS Oy, Finland



17:30 **PANEL DISCUSSION: PHARMACOGENOMICS**

Roos van Westrhenen, Assistant Professor
DEPARTMENT OF PSYCHIATRY UNIVERSITY MEDICAL UNIVERSITY MAASTRICH, Psychiatrist and Clinical pharmacologist, PARNASSIA PSYCHIATRIC INSTITUTE AMSTERDAM, Netherlands
Jari Forsstrom, Chief Medical Officer, **ABOMICS Oy, Finland**
Christine McNamee, Network Manager
Wolfson Centre for Personalised Medicine UNIVERSITY OF LIVERPOOL
PHARMACOGENETICS & STRATIFIED MEDICINE



18:00 CLOSING REMARKS OF CHAIRMAN



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Track 3 ACADEMIA DAY

- 8:50 **OPENING REMARKS OF CHAIRMAN**
- 9:00 **HEALTHY RELATIONSHIPS BETWEEN ACADEMIA AND HEALTHCARE SYSTEMS FOR THE SUCCESSFUL ADOPTION OF NEW INNOVATIVE SERVICES**
Vipul Modi, Chief Commercial Officer, **HealthNavigator**, **United Kingdom**
- 9:30 **THE ROLE OF UNIVERSITIES IN START-UP ECOSYSTEMS**
Case study of forming a new entrepreneurship alliance between three of the top 5 most entrepreneurial universities in Berlin
Hannes Rothe, Assistant professor on IT-Entrepreneurship **FREIE UNIVERSITÄT BERLIN, Germany**
- 10:00 **PANEL DISCUSSION: ACADEMIA COOPERATION WITH DIFFERENT HEALTHCARE**

 - Academia and FUNDS/ Investors/Startup Hubs
 - Academia and Hospitals
 - Academia and Pharma
 - Academia and Tech companies**Vipul Modi**, Chief Commercial Officer, **HealthNavigator**, **United Kingdom**
Christine Durinx, Executive Director **SWISS INSTITUTE OF BIOINFORMATICS**, **Switzerland**
Irene Fialka, CEO, **INiTS**, **Austria**
John Koivukangas CEO, **ONESYS** Professor Emeritus, **UNIVERSITY OF OULU**, **Finland**
Maryam Atakhorami Chief Operating Officer for London Partnership- Health Data Research UK, **UNIVERSITY COLLEGE LONDON** **United Kingdom**
- 10:30 **NETWORKING BREAK AND EXPO VISIT COFFEE, REFRESHMENTS & SNACKS**

- 11:00 **UNIVERSITY RESEARCH PRESENTATIONS**
- 12:00 **SUMMIT LUNCHEON AND NETWORKING**

- 13:00 **STARTUP PITCH COMPETITION**
- 14:00 **THE MOLECULAR BIG DATA REVOLUTION – RESHAPING THE LANDSCAPE OF ESSENTIAL RESEARCH INFRASTRUCTURES**
Be it genomic, proteomic, genetic or clinical, with the advent of new technologies ever-larger amounts of biological data are continuously generated and collected. Interpreting such a wealth of information is becoming increasingly difficult, and very little research can be performed today without the help of bioinformatics tools, infrastructure and specialized expertise...

... An academic, non-profit organization, the SIB Swiss Institute for Bioinformatics guides researchers in the life sciences through a growing mass of information. More than 7 million scientists and clinicians around the world use its resources. Its network includes more than 800 researchers, biologists, biocurators, statisticians, developers and bioinformaticians: those of the SIB itself and those of some 20 partners including the main research institutes and universities in Switzerland.

Through the example of SIB, you will learn how the molecular big data revolution is reshaping the landscape of essential research infrastructures and how to benefit from this expertise to empower your advances in life sciences and health.

Christine Durinx, Executive Director, **SWISS INSTITUTE OF BIOINFORMATICS**, **Switzerland**

14:30 **PRESENTATION: PROTEIN GLYCOSYLATION AS A BIOMARKER AND FUNCTIONAL EFFECTOR OF AGEING AND AGE-RELATED DISEASES**

Glycans are directly involved in every major disease, but the knowledge about the importance of glycans is lagging behind the knowledge about genes and proteins. After over 100,000 people has been analysed through the Human Glycome Project, it is becoming clear that glycans have significant potential as biomarkers for patient stratification that transcends genomics. Furthermore, since glycans are also functional effectors that mediate disease risk, they are also potential targets for disease prevention through lifestyle alterations and drugs or food supplements

Gordan Lauc, Director / Founder, **HUMAN GLYCOME PROJECT, NATIONAL CENTRE OF EXCELLENCE IN PERSONALIZED HEALTHCARE/GENOS GLYCOSCIENCE & GLYCANAGE**, **Croatia**

10:30 **NETWORKING BREAK AND EXPO VISIT COFFEE, REFRESHMENTS & SNACKS**


15:30 **KEYNOTE: ROLE OF ACADEMIA IN THE HEALTHCARE TRANSFORMATION**

- Impact of education on the economy of the country
- Importance of education of healthcare professionals – enabling transformation of healthcare, mastering digital skills, pursuing patient centricity and quality of care
- Importance of research coming out of universities – university hospitals connected to real world problems opposed to many startups coming out of “garage”
- University research as driver of innovation, foundation of startups that will not only help to improve healthcare outcomes but also fuel the economy of the country in the future as successful competitors in the Global economy.

Michel Goldman, Director, **INSTITUTE FOR INTERDISCIPLINARY INNOVATION IN HEALTHCARE** Professor, **UNIVERSITE LIBRE DE BRUXELLES**, **Belgium**

16:00 **MEDICAL EDUCATION INNOVATION CASE STUDY**

Gabor Toth, CEO and Co-Founder, **InSimu**, **Hungary**

16:30 **Q&A ROUNDTABLE SESSIONS WITH SELECTED SPEAKERS FROM THE DAY**

17:00 **CLOSING REMARKS OF CHAIRMAN**




FUTURE OF HEALTH

"Where Great Minds meet Today to improve the Health of the society Tomorrow."

CONTACT US

(feel free, we are human)



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