

# Agenda: Tuesday 26 February 2019

09:30 **Welcome & Introductions: Bleddyn REES**, Deputy Chair, ECHalliance

09:45 **Panel Session: Building Trust** (Ethical AI, Data Governance, Blockchain)

Moderator: **Bleddyn REES**, Deputy Chair, ECHalliance

- **Emotional, Empathic, and Ethical AI: How AI is radically changing physical and mental health interventions, Tarek R. BESOLD**, AI Lead & Senior Research Scientist, Alpha Health -Telefónica Innovation Alpha (Spain)
- **Citizen-controlled Data Governance, Angela BRAND**, Professor at Maastricht University, Task Force Leader of the Digital Health Society (Netherlands)
- **Blockchain and the new economics of health data, Jason POTTS**, Director of Blockchain Innovation Hub, RMIT (Australia)
- **Practical blockchain as trust-promoter to build the healthcare of your dreams, Ain AAVIKSOO**, Chief Medical Officer, Guardtime Health General Manager (Estonia)

10:25 **Coffee break & networking**

11:00 **Panel Session: Digital Health Innovation in Maternal and Child Care**

- **International Patient Summary Standards in Child Care: Home-based Records, Catherine E. CHRONAKI**, Secretary General, HL7 Foundation Europe, VP, European Federation for Medical Informatics (EFMI), (Brussels)
- **Health System Perspective: Fostering quality and nurturing innovation in mobile health, Javier Ferrero ÁLVAREZ-REMENTERÍA**, CIO, Andalusian Agency for Healthcare Quality, Health Department of Andalusia (Spain)
- **My eHealth Life: a new perspective from an award-winning platform, Adamis THEODOROS**, Director, 1st Dpt ObGyn IASO Maternity & Gynecology Clinic Athens (Greece)

11:45 **Keynote Series:**

- **The real digital patient: women are digital, men are analogical, Frederic LLORDACHS I MARQUES**, Co-founder and Global Business Development Manager, Doctoralia (Spain)
- **Adolescents with behavioral disorder: a comprehensive assistance intervention in a specialized residential environment, Marc GUILLÓ**, Principal of academic area, Amalgama 7 (Spain)

12:15 **Lunch & networking**

13:15 **Keynote Series: Data Driven Innovation** (Genetics, precision/personalized medicine, Behaviors, Lifestyle)

- **Breaking Down Silos: Achieving Personalized Diabetes Care, Stephen RANJAN**, Vice President, New Product Development, Roche DiabeteCare (USA)
- **The challenge of delivering quality healthcare at lower cost, Darren RANSLEY**, VP Business Development & Product, Infocare (UK)
- **New models of health & care enabled by emerging technologies, Martin JEFFRIES**, Chief Marketing Officer, Tunstall Healthcare Group (UK)
- **Real-world evidence, big data & value-based care, Francisco LUPIÁÑEZ-VILLANUEVA**, Co-Founder, Open Evidence (Spain)

14:25 **Panel Session: Urban Health and Wellbeing:** (Precision/personalized medicine, Behaviors, Lifestyle)

Moderator: **Bleddyn REES**, Deputy Chair, ECHalliance

- **Big data for Public Health: new opportunities for Smart Cities, Maria Fernanda CABRERA**, Innovation Director, Life Supporting Technologies, Technical University of Madrid (PULSE H2020 project Coordinator) (Spain)
- **Sharecare Movement: Engaging and empowering people & communities to meet their healthier self, Julien VENNE**, Partnerships & Development, Sharecare Europe (France)
- **Health and Wellbeing in cities: a model for health and environment in urban settings, Jesús BERDÚN**, Project Manager, la Fundació TIC SalutSocial (Spain)
- **Innovative partnerships for digital health: how an urban multi sectoral approach can help tackle NCDs, Marco FRANZOSI**, Strategy Officer, Novartis Foundation (Switzerland)

**Coffee break & networking**

15:45 **Panel session: AI Opportunities for Health:** Moderator: **Bleddyn REES**, Deputy Chair, ECHalliance

- **It's all about person centricity, Hector UPEGUI**, Worldwide Market Development Executive, Associate Chief Health Officer, IBM Watson Health (Germany)
- **Chatbots for Global Health: A Trigger for Integration, Jordi SERRANO PONS**, Founder, UniversalDoctor (Spain)

16:20 **Innovators Pitching Session: Five innovators pitching in front of digital health experts**

- Opening Keynote: **Irene SÁNCHEZ**, Business Creation Manager, EIT Health (Spain)
- Moderator: **Mike SHORT**, Chief Scientific Adviser at the Department for International Trade (UK)

17:15 **Conclusion Day 1: Bleddyn REES**, Deputy Chair, ECHalliance

