

ASK THE EXPERT

WHAT?

One expert addressing a specific topic and leading a roundtable discussion.

WHERE?

The MedTech Forum 2021 digital platform.

WHEN?

April 20 - 21- 22

HOW?

In a Zoom breakout room with one expert and a maximum of 20 participants. Seats are allocated on a first come first served basis, be on time !

TUESDAY 20 APRIL

14:30-15:20 **THE SIX MILLION DOLLAR SALES REP IS BECOMING A REALITY IN MEDTECH - NEXT-GENERATION COMMERCIAL MODEL DESIGN****Sponsored by BOSTON CONSULTING GROUP**

Building on Boston Consulting Group's prior session, this will be an opportunity to interact with BCG's experts. They will share their hands-on experience in designing and deploying next-generation commercial models and related pitfalls to avoid. The focus will be on providing more color on BCG's recommended six-step approach, exploring concrete use cases along the customer journey and sharing insights on how to build the required data management platforms, tech stack, and digital capabilities in parallel.

SPEAKERS:

- Götz GERECKE (Managing Director & Senior Partner, Boston Consulting Group (BCG))
- Basir MUSTAGHNI (Managing Director & Partner, Boston Consulting Group (BCG))

15:30-16:20 **ENGINEERED TO CURE: USING COLLABORATIVE MODELING AND SIMULATION TO DEVELOP SAFE AND EFFECTIVE MEDICAL DEVICES****Sponsored by DASSAULT SYSTEMES**

Learn how medical device designers and engineers can rapidly explore the design space, virtually test promising designs in real world usage scenarios, and validate optimal designs against product requirements and business objectives, while reducing their reliance on expensive and time-consuming physical, animal, and human testing.

SPEAKER:

- Karl D'SOUZA (Director, Life Sciences Industry Solution, Dassault Systemes)

15:30-16:20 **MANAGING INTERACTIONS WITH HEALTHCARE ORGANIZATIONS & INSTITUTIONS IN AN ETHICAL, TRANSPARENT MANNER****Sponsored by IQVIA**

It's been more than three years since MedTech Europe's member companies phased out "direct sponsorship" of healthcare professionals to third-party organized conferences. Since then, the industry must take a closer look at the efficacy and compliance of their relationships with HCOs. Join IQVIA Commercial Compliance for an open forum discussion on:

How to design an effective grants management program

Insights into managing the compliance nuances of product training & education initiatives

New technologies with embedded Fair Market Value and business controls that automate the grants management and HCP engagement lifecycle

And strategies for meeting disclosure requirements that eliminate administrative tasks and free you to focus on the bigger picture

SPEAKER:

- Mario PROHASKY (Principal, IQVIA)
- Mary FAULKNER (Program Manager, IQVIA)

WEDNESDAY 21 APRIL

13:00-13:50 **DIGITALLY ASSISTED SURGERY: HOW 3D IMAGING RECONSTRUCTION CAN HELP SURGEONS CREATE A CLEAR ROADMAP FOR SURGERY?**

Sponsored by JOHNSON&JOHNSON

How is digital transforming surgery? 3D imaging reconstruction helps surgeons create a clear roadmap for surgery with the ability to plan pre-operatively and the flexibility to reference intraoperatively. Ask the Expert, Prof. Luc Soler, all you ever wanted to know about the value of 3D imaging reconstructions in preoperative planning.

SPEAKERS:

- Mirgen JAKU (EMEA Lead Digital Surgery, Ethicon)
- Luc SOLER (Founder and Presiden, Visible Patient)

15:00-15:50 **HEALTHY IP MANAGEMENT**

Sponsored by Deloitte

Patent statistics show the continued relevance of IP protection as incentive for innovation, with MedTech heading the 2020 statistics. Patent landscaping can identify emerging technologies and reveal disruptive new players in a particular field. The insights provide a basis for orienting innovation activities and setting up technology partnerships. However, extra cost pressure due to the pandemic will require IP organizations to join efforts in lowering budgets. Instead of choosing for a reduction of the IP portfolio, it may be worth to consider other options that allow resource savings while safeguarding future value creation from IP.

SPEAKERS:

- Meredith VAN DOOREN (Director in Innovation Incentives and IP, Deloitte)
- Ingrid BAELE (Director IP Advisory, Deloitte)

WEDNESDAY 21 APRIL

16:00-16:50 **THE SIX MILLION DOLLAR SALES REP IS BECOMING A REALITY IN MEDTECH - DATA ANALYTICS TO UNLOCK SALES TEAMS' FULL POTENTIAL****Sponsored by BOSTON CONSULTING GROUP**

Enabling sales teams through user-centric data and insights is a challenge many medtech companies face today. In this interactive and hands-on session, Boston Consulting Group will dive into practical examples and provide an outline into how these insights can be generated.

SPEAKERS:

- Götz GERECKE (Managing Director & Senior Partner, Boston Consulting Group (BCG))
- Axel GRIEWEL (Associate Director, BCG Platinion)

16:00-16:50 **INFO SHARING - WHERE DO I START AND HOW DO I GET THE APPROVAL TO DO THIS?****Sponsored by H-ISAC**

When done properly, information sharing programs produce significant advantages for organizations. But how do you even get started? And how do you maximize the value for your company? This session will cover guidelines and best practices for efficient and effective information sharing. It will address the real and perceived information sharing barriers which are caused by laws, regulations, corporate policies and (lack of) management support. You will learn about the benefits of information sharing and how to work through common obstacles to create an effective information sharing program inside your organization. We will review basic case studies to provide examples of what beginning information sharing looks like. Attendees will also receive a template that can be used to develop a customized Information Sharing Best Practices Guide for your own organization

SPEAKER:

- Errol WEISS (Chief Security Officer, H-Isac)

THURSDAY 22 APRIL

14:00-14:50 **OMNICHANNEL ENGAGEMENT IN MEDTECH: THE TIME HAS COME**

Sponsored by McKinsey&Company

Building on McKinsey's previous plenary, we will have our experts, with real world experience in shaping omnichannel and advanced analytics-led commercial transformations in medtech, join us in this interactive session. The focus will be on sharing examples, lessons learned, pitfalls to avoid and practical first steps to take.

SPEAKER:

- Christian ZERBI (Partner, McKinsey)
- Bjorn ALBRECHT (Partner, McKinsey)

15:00-15:50 **UNLOCKING THE POWER OF BIG DATA RESEARCH IN PRACTICE**

Sponsored by ResMed

SPEAKER:

- Jean-Louis PEPIN (Pulmonologist, Grenoble Alpes University Hospital)

16:00-16:50 **EU MDR ENTRY INTO APPLICATION AND THE INTERNATIONAL PERSPECTIVE**

Sponsored by JOHNSON&JOHNSON

The MDR entry into application heralds a new era of device regulation for the EU and for the countries that recognize CE marks. Ask the Expert, Peter Schroeer, your hot topics on regulatory and international perspectives.

SPEAKER:

- Peter SCHROEER (VP Regulatory Affairs EMEAC, Johnson & Johnson Medical Devices)

16:00-16:50 **HORIZON EUROPE (2021-2027) FUNDING OPPORTUNITIES FOR RESEARCH & INNOVATION, INCLUDING PPP HEALTH INNOVATION**

SPEAKER:

- Patrick BOISSEAU (Director General, Strategic Initiatives, MedTech Europe)

THURSDAY 22 APRIL

16:00-16:50

COMMERCIALIZING SOFTWARE AS A MEDICAL DEVICE: NAVIGATE THROUGH THE REGULATORY AND COMPLIANCE CONSIDERATIONS TO ACCELERATE THE ROUTE TO MARKET**Sponsored by IQVIA**

Software as a Medical Device (SaMD) is one of the most interesting emerging digital health technologies in recent years. SaMDs are accelerating changes in the provision of healthcare, amplifying the ability to provide remote care, and generating high volumes of data that can ultimately be used to improve healthcare. A relatively new class of medical software, developers are facing complexities in gaining market access, from definitions and classifications, to patient safety, to regulatory and compliance considerations. Join IQVIA's experts who will provide insights to accelerate market access of innovative SaMDs.

SPEAKER:

- Pamela WEAGRAFF (Senior Principal IQVIA MedTech Regulatory Solutions)
- Phil JOHNSON (Senior Principal, IQVIA Quality Compliance Solutions)