

Programme

as of March 18, 2025

THE MEDTECH FORUM 2025

An event by  MedTech Europe
from diagnosis to cure

13 – 15 May > Lisbon

#MTF2025 | themedtechforum.eu

In cooperation with



WELCOME INTRODUCTION



**Dear participants, Dear speakers,
Dear sponsors,**

Following the great success of The MedTech Forum 2024 in Vienna, which surpassed all previous records, I am delighted to welcome you to the next chapter of our journey - The MedTech Forum 2025, which will be held in Lisbon from 13 to 15 May.

The 2025 programme will feature leading voices in the medical technology community, including industry experts and key stakeholders. Together, we will tackle the ever- evolving opportunities and challenges for our industry, from innovation and digital transformation to regulatory developments and sustainability.

I encourage you to take full advantage of the many networking opportunities throughout the event. Whether it's sharing ideas, forging new partnerships, or reconnecting with colleagues, these moments are where some of the most valuable insights and collaborations are born.

Best regards,

Oliver BISAZZA
Chief Executive Officer
MedTech Europe

PROGRAMME AT A GLANCE

TUESDAY 13 MAY 2025

PÁTIO DA GALÉ

18:30-22:00 Welcome Cocktail Reception

WEDNESDAY 14 MAY 2025

ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5
EXHIBITION AREA 08:30-09:00 WELCOME COFFEE				
09:00-09:25 PLENARY Opening Keynote				
09:25-09:50 PLENARY Keynote Speech				
10:00-10:50 SPONSORED SESSION AI Unleashed: Strengthening MedTech Competitiveness in a New Industrial Age Sponsored by VAMSTAR	10:00-10:50 PARALLEL SESSION MedTech Policy Trends: Navigating a Changing Geopolitical Landscape		10:00-10:50 PARALLEL SESSION Resilient Procurement, Stronger Healthcare: The ProCure Results	
11:00-11:50 PARALLEL SESSION Boosting Europe's Attractiveness for Medtech Innovation	11:00-11:50 PARALLEL SESSION Transforming Healthcare Beyond Hospital Walls		11:00-11:50 PARALLEL SESSION Paving the Way for the European Health Data Space	11:00-11:50 ASK THE EXPERT Status of digital health reimbursement in the US and European Markets AVANIA
EXHIBITION AREA 11:50-12:20 NETWORKING BREAK				
12:20-13:10 PARALLEL SESSION From Evaluation to Action: The Future of MDR and IVDR	12:20-13:10 PARALLEL SESSION Cancer patient journey how MedTech fosters better and safer care	12:20-13:10 SPONSORED SESSION From Hype to Reality: Enabling AI Innovation with Secure Data Governance and Interoperability in MedTech Sponsored by ZUEHLKE	12:20-13:10 SPONSORED SESSION Future-Proofing MedTech Operations: Navigating Today's Geopolitical Landscape Sponsored by FLEX	12:20-13:10 ASK THE EXPERT AI-Driven Translation in MedTech: The power of Quality Estimation and Human Expertise SEPROTEC
EXHIBITION AREA 13:10-14:10 LUNCH BREAK				
14:10-15:00 PARALLEL SESSION Safe AI, Smarter Care: Transforming European Healthcare Systems	14:10-15:00 PARALLEL SESSION Empowering European Innovators With Early Feasibility Studies	14:10-15:00 PARALLEL SESSION UK - EU: ready for a reset?	14:10-15:00 PARALLEL SESSION From Data to Diagnosis: Digital Tools Transforming Diagnostics	14:10-15:00 ASK THE EXPERT Are You Winning or Losing Market Share? The Value of Precise Market Data
15:10-16:00 PARALLEL SESSION Climate meets Economics: Bridging Green Goals and Competitive Edge in Healthcare	15:10-16:00 PARALLEL SESSION HTAR in medical devices - Boosting or Stifling innovation in Europe?	15:10-16:00 PARALLEL SESSION Shaping the Future of Clinical Investigations in Europe	15:10-16:00 PARALLEL SESSION EU and MDSAP - a Dream or a Viable Opportunity?	15:10-16:00 ASK THE EXPERT Navigating U.S. Anti-bribery compliance under the Trump Administration REEDSMITH
EXHIBITION AREA 16:00-16:30 NETWORKING BREAK				
16:30-17:20 PARALLEL SESSION Navigating Sustainable Corporate Governance: Challenges and Opportunities	16:30-17:20 PARALLEL SESSION Let's talk about Women's Health	16:30-17:20 PARALLEL SESSION EUDAMED: The Central Approach for Gathering Data on Medical Devices	16:30-17:20 SPONSORED SESSION Breaking Barriers: Accelerating Equity in Patient Access Sponsored by Edwards	
EXHIBITION AREA 18:10-19:40 NETWORKING RECEPTION SPONSORED BY CRITICAL SOFTWARE				

THURSDAY 15 MAY 2025

ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5
EXHIBITION AREA 08:00-08:30 WELCOME COFFEE				
08:30-09:20 PLENARY CEO #nofilter				
09:30-10:20 PARALLEL SESSION Why Europe Matters: Exploring MedTech Investment Potential	09:30-10:20 PARALLEL SESSION Driving secure health data access via the IDERHA IHI Project	09:30-10:20 PARALLEL SESSION Protecting Privacy in the Age of AI-Powered Healthcare	09:30-10:20 PARALLEL SESSION Secure and Seamless: The Next Generation of Technical Documentation	09:30-10:20 ASK THE EXPERT Key Insights for Innovative Payment Schemes Effectiveness Across Europe
EXHIBITION AREA 10:20-10:50 NETWORKING BREAK				
10:50-11:40 PARALLEL SESSION Re-imagining Cyber Secure Health	10:50-11:40 PARALLEL SESSION Navigating Litigation: Securing MedTech's Future in Europe	10:50-11:40 PARALLEL SESSION Global Market Focus: Brazil	10:50-11:40 SPONSORED SESSION Aligning PLM & QMS Processes for MedTech Excellence Sponsored by VEEVA MedTech	10:50-11:40 ASK THE EXPERT Everything You Wanted To Know About IHI (But Were Afraid To Ask)
11:50-12:40 PARALLEL SESSION Implementing the EU Green Deal in Healthcare	11:50-12:40 SPONSORED SESSION Closing the Loop: Turning Customer Insights Into Product Excellence Sponsored by SMARTEEVA	11:50-12:40 PARALLEL SESSION Advancing the Assessment of Digital Health to Foster Innovation	11:50-12:40 PARALLEL SESSION Shaping the Future of Wound Care	11:50-12:40 ASK THE EXPERT Removing the Guesswork from IVD Market Intelligence
EXHIBITION AREA 12:40-13:40 LUNCH BREAK				
	13:40-14:30 PARALLEL SESSION Cutting Edge: The Future of Robotic Surgery			13:40-14:30 ASK THE EXPERT Unlocking Health Data: The EU Data Act's Impact on Digital Health REEDSMITH
14:40-15:30 PARALLEL SESSION Navigating the New Article 10a: Lessons Learned and Practical Insights	14:40-15:30 PARALLEL SESSION Engaging with Impact: Stories of MedTech and Patient Collaboration	14:40-15:30 PARALLEL SESSION Navigating Interoperability in the EHDS: Roles and Responsibilities for Manufacturers		
	15:40-16:30 PARALLEL SESSION Innovating for Planetary and Human Health: Sustainability Trends at Global Level	15:40-16:30 PARALLEL SESSION Measure Your Readiness with the Self-Assessment Tool	15:40-16:30 PARALLEL SESSION Fast-track health technology assessment for in vitro diagnostics APIFARMA	
16:40-17:00 PLENARY Conclusions				

18:30-22:00

PÁTIO DA GALÉ

WELCOME COCKTAIL RECEPTION



We are very pleased to welcome you to Lisbon and to Pátio da Galé, the chosen venue for the Medtech Forum Welcome Reception.

Located in one of Europe's largest squares, Pátio da Galé was once part of the Royal Palace, blending rich history with modern elegance.

With its grand arcades, open-air courtyards, and views of the Tagus river, Pátio da Galé is truly a unique location for cultural exhibitions or corporate events.

DIRECTION: GALE PATIO, PRAÇA DO COMÉRCIO, 11 00 LISBON, PORTUGAL

By Car /Taxi / Uber (no more than 7€)

By public transportation:

To get from the Lisbon Congress Center to Pátio da Galé using public transport, follow these steps:



Tram: Walk to the «Centro de Congressos» stop and take tram 15E towards «Praça da Figueira».



Stop: Get off at «Praça do Comércio».



Walk: From Praça do Comércio, Pátio da Galé is just a 2-minute walk away.

WEDNESDAY 14 MAY

08:30-09:00

WELCOME COFFEE

09:00-09:25

ROOM 1

OPENING KEYNOTE

More details to follow

SPEAKERS:

- Oliver BISAZZA (CEO, MedTech Europe)
- Ghada FARAH (Terumo Europe)

09:25-09:50

ROOM 1

KEYNOTE SPEECH

SPEAKER:

- Richard I. LESSER (Global Chair, BCG)

10:00-10:50

ROOM 1

AI UNLEASHED: STRENGTHENING MEDTECH COMPETITIVENESS IN A NEW INDUSTRIAL AGE



Explore how AI accelerates MedTech innovation and revenue in Europe's complex healthcare. We'll share real-world strategies to tackle regulatory, sales, market access, and cybersecurity hurdles, while respecting healthcare's human core. Join us to unlock AI's power in the new industrial revolution.

MODERATOR:

- Richard CHARTER (Senior Advisor, VAMSTAR)

SPEAKER:

- Praful MEHTA (CEO, Vamstar)

ROOM 2

MEDTECH POLICY TRENDS: NAVIGATING A CHANGING GEOPOLITICAL LANDSCAPE

An insightful session exploring how the evolving geopolitical landscape – the 2024-2029 EU mandate, as well as looking West (the US) and East (Russia and China) – is shaping the future of the medtech sector. Dive into the opportunities and risks emerging in this dynamic environment and discover how our industry can adapt and thrive.

MODERATOR:

- Christian CLARUS (Director Global Government Affairs, B. Braun Group)

SPEAKERS:

- Trevor GUNN (Vice-President International Relations, Medtronic)
- Mathew SHEARMAN (APCO)

10:00-10:50

ROOM 4

RESILIENT PROCUREMENT, STRONGER HEALTHCARE: THE PROCURE RESULTS

This session will present the final results of the ambitious EU ProCure project aiming to make current public procurement practices on medtech more resilient and efficient all over the EU, and to ensure that public health systems are ready for whatever crises the future brings.

SPEAKERS:

- Raquel ARES (Director, Science and Innovation Link Office (SILO))
- Hans BAX (Senior Advisor Value & Innovation-based Access, MedTech Europe)
- Bérénice CLEUET (European Projects Manager, Réseau des Acheteurs Hospitaliers (RESAH))
- Camille SERRES (European Projects Manager, Réseau des Acheteurs Hospitaliers (RESAH))

11:00-11:50

ROOM 1

BOOSTING EUROPE'S ATTRACTIVENESS FOR MEDTECH INNOVATION

Empowering patients, inspiring innovation! Europe is attractive for its innovative research ecosystem, accessible healthcare system and growing efforts towards value-based healthcare. However, action is needed to retain its historic place as global 'epicenter' of medtech innovation. Let's discuss!

ROOM 2

TRANSFORMING HEALTHCARE BEYOND HOSPITAL WALLS

Outside-of-hospital and hybrid care models have proved their ability to improve patient outcomes, increase access, and reduce the burden on hospitals and healthcare systems. The session will address the healthcare providers' point of view and practical industry initiatives to scale up these models.

SPEAKERS:

- Nadine JAMOUS (Director, EMEA Market Access, Health Economics & Reimbursement, Zimmer Biomet)
- Frederic NOEL (Vice President W. Europe Enterprise Accounts & EurAsia, Medtronic)

ROOM 4

PAVING THE WAY FOR THE EUROPEAN HEALTH DATA SPACE

We are at a critical juncture, transitioning from policy development to the active implementation of the European Health Data Space (EHDS). This session will bring together key stakeholders to address the challenges and opportunities presented by the EHDS implementation. Panellists will discuss strategies for achieving interoperability, ensuring data security, and fostering collaboration among all stakeholders while sharing best practices from ongoing initiatives in the Member States and at EU level. The discussion will explore how industry, governments, and healthcare providers can accelerate the adoption and fully realise the transformative potential of the EHDS.

11:00-11:50

ROOM 5

ASK THE EXPERT: STATUS OF DIGITAL HEALTH REIMBURSEMENT IN THE US AND EUROPEAN MARKETS



Join market access experts Meike Bomhof and Stephen Hull to explore digital health reimbursement in the USA, UK, France, Germany, and the Netherlands. Get updates on policies, coding, and payer evidence needs for AI, remote monitoring, and robotic tech across hospitals, data centers, and homes.

SPEAKER:

- Stephen HULL (Senior Vice President, Avania Market Access)

11:50-12:20

NETWORKING BREAK

12:20-13:10

ROOM 1

FROM EVALUATION TO ACTION: THE FUTURE OF MDR AND IVDR

As we approach the 8th birthday of the MDR and IVDR and take stock of their targeted evaluation, this timely discussion will examine the consensus between actors and stakeholders for short-term solutions, including implementing acts, and the long-term vision for sustainable regulatory improvements.

MODERATOR:

- Bassil AKRA (Chief Executive Officer, AKRA TEAM GmbH)

SPEAKERS:

- Kelvin OKUNDAYE (Accredited assistant to Dr. Peter Liese - Member of the European Parliament, Coordinator for the EPP Group in the Committee on the Environment, Public Health and Food Safety, Group of the European People's Party (Christian Democrats))
- Flora GIORGIO (Head of Unit, European Commission)

ROOM 2

CANCER PATIENT JOURNEY HOW MEDTECH FOSTERS BETTER AND SAFER CARE

Medical technologies directly affect patient life and are essential for health care professionals in working side by side for cancer prevention, early detection, diagnosis and efficient and safe patient care. In this panel, stakeholders discuss and suggest on how optimizing medtech solutions enables better patient care, accelerates precision oncology and ensures patient safety.

SPEAKER:

- Antonella CARDONE (CEO, Cancer Patients Europe)

12:20-13:10

ROOM 3

FROM HYPE TO REALITY: ENABLING AI INNOVATION WITH SECURE DATA GOVERNANCE AND INTEROPERABILITY IN MEDTECH



Integrating Artificial Intelligence (AI) and Real-World Data (RWD) offer major opportunities for MedTech, from better diagnostics to personalized care. However, data silos, privacy issues, and lack of interoperability limit progress. This session covers key challenges, governance solutions, and how AI and RWD can drive innovation within secure, interoperable systems.

SPEAKER:

- David ELLIMAN (Chief of Software Engineering, Zuehlke)

ROOM 4

FUTURE-PROOFING MEDTECH OPERATIONS: NAVIGATING TODAY'S GEOPOLITICAL LANDSCAPE



In today's uncertain geopolitical global landscape, healthcare organizations are facing a unique set of challenges, including tariffs, evolving trade policies, and supply chain disruptions, coupled with technology advancements and calls for sustainability. During this session, a panel of industry leaders will discuss strategies and actionable insights for designing MedTech operations that address these challenges, while prioritizing the goal to ensure seamless and enhanced patient care globally.

ROOM 5

ASK THE EXPERT: AI-DRIVEN TRANSLATION IN MEDTECH: THE POWER OF QUALITY ESTIMATION AND HUMAN EXPERTISE



Discover how AI-driven translation technology is transforming the Medical Devices industry by ensuring compliance and efficiency. This session explores AI-powered machine translation, automatic quality estimation (AQE), and expert post-editing. Learn how glossaries, quality frameworks, and AI optimize workflows with real-world case studies.

SPEAKER:

- María ILLESCAS (Director of Innovation and AI Solutions, SEPROTEC)

13:10-14:10

NETWORKING LUNCH

14:10-15:00

ROOM 1

SAFE AI, SMARTER CARE: TRANSFORMING EUROPEAN HEALTHCARE SYSTEMS

The panel seeks to bring together stakeholders from across the healthcare ecosystem to discuss how the safe uptake of AI can revolutionise healthcare delivery in Europe.

The panel will gather experts from hospitals, healthcare professionals, industry and academia to provide for a multi-perspective discussion.

SPEAKERS:

- Mariana MADUREIRA (Coordinator Medical Device Sector, INFARMED)
- Eric SUTHERLAND (OECD)
- Véronique TORDOFF (Image-Guided Therapy Leader Europe, Philips)

ROOM 2

EMPOWERING EUROPEAN INNOVATORS WITH EARLY FEASIBILITY STUDIES

EFS are critical to inform the development of cutting-edge medtech innovations but so far the EU has lagged in attracting such investments. The session will explore opportunities to enhance EFS uptake in the EU and the key role that the Innovative Health Initiative Public-Private Partnership plays.

MODERATOR:

- Niklas BLOMBERG (Executive Director, Innovative Health Initiative (IHI))

ROOM 3

UK - EU: READY FOR A RESET?

A reset in the relationship between the UK and the EU is underway, with agreement that leaders will meet in an EU-UK Summit. What can realistically be expected from the reset and what it could imply for market access for medical technologies? This session will explore the current market access environment in the UK and what opportunities the reset of the bilateral relations could bring for the medtech industry.

ROOM 4

FROM DATA TO DIAGNOSIS: DIGITAL TOOLS TRANSFORMING DIAGNOSTICS

Join us to explore the transformative potential of digital solutions in the IVD sector for clinical evidence generation. These technologies enable efficient data collection, analysis, and validation, improving diagnostic accuracy and supporting personalized medicine. Let's discuss how MedTech Europe members can shape these trends.

SPEAKER:

- Chaohui GUO (Head of Clinical Validation, Roche)

14:10-15:00

ROOM 5

ASK THE EXPERT: ARE YOU WINNING OR LOSING MARKET SHARE? THE VALUE OF PRECISE MARKET DATA

Ask the expert session on MTE's flagship publication and golden standard data trackers. The place to ask direct questions comming from all type of data users and stakeholders. Explore the value of precise, actionable market data in shaping business strategies. Learn how MedTech Europe's data services provide companies with the tool to uncover trends, benchmark performance, and identify growth opportunities.

SPEAKERS:

- Teodora ANGELOVA (Senior Manager Market Data, MedTech Europe)
- Georgiy BOGDANOV (Manager Market Data, MedTech Europe)

15:10-16:00

ROOM 1

CLIMATE MEETS ECONOMICS: BRIDGING GREEN GOALS AND COMPETITIVE EDGE IN HEALTHCARE

Are decarbonisation and competitiveness friends or foe? Do the Draghi Report and EU Clean Industrial Deal deliver for MedTech? How to leverage the power of medtech for healthcare system transformation and competitiveness?

ROOM 2

HTAR IN MEDICAL DEVICES - BOOSTING OR STIFLING INNOVATION IN EUROPE

Boosting or stifling innovation in Europe? This session will provide timely insights on the status of implementation of the Health Technology Assessment Regulation (HTAR) four months after its date of application with a focus on its impact on the availability of innovation in Europe.

MODERATOR:

- Andrea RAPPAGLIOSI (Senior Vice President Public Affairs EMECLA, Edwards Lifesciences)

SPEAKERS:

- Aydin BURÇAK (Senior Manager, Deloitte Consulting)
- Marco MARCHETTI (HTA Coordination Group, Agenas)
- Leslie PIBOULEAU (Directorate-General for Health and Food Safety, European Commission)

ROOM 3

SHAPING THE FUTURE OF CLINICAL INVESTIGATIONS IN EUROPE

In light of the pilot coordinated assessment for clinical investigations of medical devices (MDR Art.78) which has been launched in early February by the Member States and the European Commission, this session will take stock of the process so far, clarify the possibilities offered to sponsors by this pilot and answer any remaining questions. The session will also look to the future at next steps.

MODERATOR:

- Carine COCHEREAU (Integra)

SPEAKERS:

- Benedicte NUYTENS (Head of Clinical Investigation Entity, Federal Agency for Medicines and Health Products)
- Nebojsa SERAFIMOVIC (Austrian Agency for Health and Food Safety (AGES))

15:10-16:00

ROOM 4

EU AND MDSAP - A DREAM OR A VIABLE OPPORTUNITY?

The Medical Device Single Audit Program (MDSAP) is arguably the landmark example of international regulatory cooperation. Learn why it is so timely for the EU to join it as a full member, accelerating European patients' access to medical technologies and fostering EU's competitiveness and innovation.

MODERATOR:

- Olga VAN GROL-LAWLOR (Senior Global Regulatory Intelligence & Advocacy Manager, Boston Scientific)

SPEAKERS:

- Oliver BOHLE (Consultant Regulatory Affairs, Spectaris)
- Flora GIORGIO (Head of Unit, European Commission)

ROOM 5

ASK THE EXPERT: NAVIGATING U.S. ANTI-BRIBERY COMPLIANCE UNDER THE TRUMP ADMINISTRATION



This session focuses on how multinational companies can manage risk related to the U.S. Anti-Kickback Statute, False Claims Act, and Foreign Corrupt Practices Act in light of the changing priorities under the Trump Administration, and how understanding U.S. enforcement activity can help companies prepare for how similar trends may play out in Europe.

SPEAKERS:

- Ali ISHAQ (Partner, ReedSmith)
- Rosanne KAY (Partner, ReedSmith)
- Jeff LAYNE (Partner, ReedSmith)

16:00-16:30

NETWORKING BREAK

16:30-17:20

ROOM 1

NAVIGATING SUSTAINABLE CORPORATE GOVERNANCE: CHALLENGES AND OPPORTUNITIES

Join us for a session on implementing the CSRD and CSDDD in MedTech. Explore challenges, opportunities, and potential changes amid economic and global competition. Gain insights on staying ahead in sustainability while remaining competitive. Engage with experts on the future of sustainable corporate governance.

SPEAKER:

- Greta KOCH (European Parliament)

WEDNESDAY 14 MAY

16:30-17:20

ROOM 2

LET'S TALK ABOUT WOMEN'S HEALTH

The session will gather thought leaders to discuss the needs and opportunities when it comes to women's health. What is the role of medical technologies in addressing woman's health? Hear about advanced diagnostics, personalized care, reproductive health, and closing gender gaps, with a focus on collaboration to drive impactful solutions.

ROOM 3

EUDAMED: THE CENTRAL APPROACH FOR GATHERING DATA ON MEDICAL DEVICES

The European Medical Device Database EUDAMED will become the mandatory IT system to use for the MDR and IVDR in only 6 months' time after this session. What changes and new considerations will this central approach bring to manufacturers and other users in data submission and data access?

ROOM 4

BREAKING BARRIERS: ACCELERATING EQUITY IN PATIENT ACCESS



Edwards

Breaking Barriers: This panel explores Europe's next steps to accelerate patient access to breakthrough innovations through early evidence, streamlined regulations, adaptive HTA, and innovative procurement using Real-World Evidence.


18:10-19:40

NETWORKING RECEPTION



THE MEDTECH FORUM 2025 APP

The official MedTech Forum App will be available end of April and only for registered participants.



Download the app to maximise your time and experience during the event!

CONNECT WITH THE COMMUNITY

Start a conversation using direct messages and use this opportunity to network with your peers. Meet them in the exhibition hall at the booth of your choice.

EXHIBITORS DIRECTORY

Discover all the exhibitors and locate them on the map.

CREATE YOUR PERSONALISED AGENDA

Add your sessions of interest to My Programme and receive notifications before they begin.

INTERACT DURING SESSIONS

Interact and vote during the sessions with other on-site.

SHARE YOUR FEEDBACK

Use the app to leave your comments about the sessions.



08:00-08:30

WELCOME COFFEE

08:30-09:20

ROOM 1

CEO #NOFILTER

SPEAKERS:

- Annette BRÜLS (Corporate Vice-President, EMEACLA, Edwards Lifesciences)
- Roland GOETTE (Executive Vice President EMEA, BD)
- Urmi Prasad RICHARDSON (President EMEA, Thermo Fisher Scientific)
- Gavin WOOD (Company Group Chairman, Johnson & Johnson MedTech EMEA)

09:30-10:20

ROOM 1

WHY EUROPE MATTERS: EXPLORING MEDTECH INVESTMENT POTENTIAL

How can Europe remain an attractive destination for MedTech investments? Hear from top investors as they explore the sector's potential and what it needs to thrive in a competitive global market.

MODERATOR:

- Stephen LEVIN (Editor in chief, MedTech Strategist)

SPEAKERS:

- Craig COOPER (Partner, Serpentine ventures)
- Giovanni MONTI (Founder, Option 5 Health Ltd)

ROOM 2

DRIVING SECURE HEALTH DATA ACCESS VIA THE IDERHA IHI PROJECT

The IDERHA (<http://www.iderha.org/>) consortium will create a federated data space for secure health data access and develop policy recommendations for RWE acceptance in regulatory decision making. The panel will explore the importance and opportunities of health data access to enable innovative healthcare solutions.

MODERATOR:

- Niklas BLOMBERG (Executive Director, Innovative Health Initiative (IHI))

SPEAKERS:

- Philip GRIBBON (Fraunhofer ITMP)
- Christian MUEHLENDYCK (Scientific Partnerships Lead Europe, Middle East and Africa (EMEA) J&J MedTech, Johnson&Johnson MedTech EMEA, Germany)
- Gözde SUSUZLU (Senior Programme Manager, The European Patient Forum)

09:30-10:20

ROOM 3

PROTECTING PRIVACY IN THE AGE OF AI-POWERED HEALTHCARE

Delve into the critical role of privacy in the rapidly evolving landscape of AI-driven healthcare. This session will explore the intersection of cutting-edge digital health innovations and robust privacy frameworks, including the EU AI Act and GDPR. Learn how to implement ethical AI practices and privacy-preserving technologies to build trust and drive compliant innovation.

MODERATOR:

- Peter BLENKINSOP (Partner Faegre Drinker)

SPEAKERS:

- Noemi ALONSO CALVO (Exact Sciences)
- Chantal VETS (Medtronic)

ROOM 4

SECURE AND SEAMLESS: THE NEXT GENERATION OF TECHNICAL DOCUMENTATION

This panel will delve into modernising Technical Documentation through a harmonised, item-level approach, enabling secure, system-agnostic data exchange with standardised formats and nomenclature. The discussion will highlight the importance of supporting SMEs by removing financial barriers, while preserving flexibility for manufacturers, paving the way for sustainable and forward-thinking regulatory practices.

MODERATOR:

- James SHEARN (Director Regulatory & Quality Compliance, STERIS)

SPEAKERS:

- Tanja KNAUER (Vice President, Regulatory Affairs & Standards and Digital Operations and Strategy, Siemens Healthineers)
- Daniel PRELL (Director Digital Program Management - Quality & Regulations, Siemens Healthineers)

ROOM 5

ASK THE EXPERT: KEY INSIGHTS FOR INNOVATIVE PAYMENT SCHEMES EFFECTIVENESS ACROSS EUROPE

MedTech Europe's Reimbursement and Funding Working Group has carefully developed twenty 'Key Success factors' and relevant metrics to operationalise and allow the qualitative assessment of the suitability and effectiveness of IPS across Europe. During the session, the speakers will present the key findings.

SPEAKER:

- Oriana CIANI (Associate Professor of Practice, SDA Bocconi School of Management)

10:20-10:50

NETWORKING BREAK

10:50-11:40

ROOM 1

RE-IMAGINING CYBER SECURE HEALTH

Multistakeholder panel discussion: representatives from hospitals, industry and regulators will debate cybersecurity in healthcare, aiming to share best practices and insights on how to re-imagine the health ecosystem to make sure it is cybersecure.

MODERATOR:

- Miroslav PALAT (President, CzechMed)

SPEAKER:

- Manan HATHI (Senior Manager, Digital Health Regulatory Policy and Intelligence, Stryker)

ROOM 2

NAVIGATING LITIGATION: SECURING MEDTECH'S FUTURE IN EUROPE

Explore Europe's evolving litigation landscape, from class actions under the Representative Actions Directive to the impact of Third Party Litigation Funding. Learn proactive strategies to navigate these challenges and ensure resilience in a rapidly changing legal environment.

SPEAKERS:

- Carolyn BLAKE (U.S. Chamber of Commerce, Institute for Legal Reform)
- Brian KRUID (Stryker)
- Patrick REILLY (Faegre Drinker Biddle & Reath LLP)
- Sofia VAZ SAMPAIO (Morais Leitão)

ROOM 3

GLOBAL MARKET FOCUS: BRAZIL

Brazil is projected a solid growth of medical technology market over the next five years. Its evolving healthcare market, particularly for innovative technologies presents a wealth of opportunities for medtech manufacturers. In this session, experts will explore the trends and policies driving the growth of the medtech market, discuss the challenges and opportunities and what it takes to succeed in Brazil.

SPEAKER:

- Kristin CIRIELLO POTHIER (Life Sciences Sector Leader, Global Deal Advisory and Strategy Leader, Healthcare and Life Sciences, KPMG LLP)

MODERATOR:

- Carlos GOUVEA (Executive President, Câmara Brasileira de Diagnóstico (CBDL))

ROOM 4

ALIGNING PLM & QMS PROCESSES FOR MEDTECH EXCELLENCE

Veeva MedTech

Unlocking product lifecycle excellence starts with aligning PLM and QMS. Learn how MedTech companies streamline operations, enhance product integrity, and accelerate time-to-market with a process-first approach balancing innovation, safety, and efficiency.

SPEAKER:

- Arielle FAKHRAEE (Director, Quality Strategy, Veeva Systems)

10:50-11:40

ROOM 5

ASK THE EXPERT: EVERYTHING YOU WANTED TO KNOW ABOUT IHI (BUT WERE AFRAID TO ASK)

IKOP, IKAA, Financial Contribution, 3A? If it does not ring a bell, join this session! IHI projects offer many benefits such as funding and networking, to name a few. People participating in the first projects will highlight why they have joined this public-private partnership on health innovation.

SPEAKER:

- Hugh LAVERTY (Head of Scientific Operations, Innovative Health Initiative (IHI))
- Peter ZANDBERGEN (Director Public-Private Partnerships, Innovation Partnerships Europe Innovation & Strategy, Philips)

11:50-12:40

ROOM 1

IMPLEMENTING THE EU GREEN DEAL IN HEALTHCARE

Tackling Challenges, Seizing Opportunities - How is the medical technology sector navigating the Green Deal maze? How to connect sustainability dots for better health and patient outcome? What's coming next?

ROOM 2

CLOSING THE LOOP: TURNING CUSTOMER INSIGHTS INTO PRODUCT EXCELLENCE



Join us to explore the transformative potential of digital solutions and AI for enhanced product performance, customer experience, safety, and post-market surveillance. Discover impactful projects and discuss how the MedTech Industry can shape these trends.

SPEAKERS:

- Michael SCHAETZLE (Head of Data Insights and Process Excellence Post-Market Quality, Roche Diagnostics)
- Raffel ZUBER (Data Scientist, Roche Diagnostics)

ROOM 3

ADVANCING THE ASSESSMENT OF DIGITAL HEALTH TO FOSTER INNOVATION

The focus of this session will be to shine a spotlight on EU-level initiatives currently supporting the development of inclusive and fit-for-purpose European assessment frameworks for digital health technologies. Understanding the interplay between different initiatives and their potential to be effectively applied in practice is expected to advance the assessment of digital health to foster timely access to innovation for European patients.

MODERATOR:

- Katarzyna MARKIEWICZ-BARREAU (AI Strategic Intelligence Lead, Philips)

SPEAKERS:

- Rubén CASADO ARROYO (Healthcare Professional, Université Libre de Bruxelles- Erasme Hospital)
- Emmanouil TSIASIOTIS (Academia representative, Graduate school of health economics and management (ALTEMS), Università Cattolica del Sacro Cuore)
- Juan Carlos REJON PARRILLA (Researcher, Andalusian HTA Agency (AETSA))

11:50-12:40

ROOM 4

SHAPING THE FUTURE OF WOUND CARE

The session will examine the burden of wounds on the healthcare systems and policy trends impacting wound management. How better wound care policy can address inequalities in healthcare and drive sustainable healthcare.

ROOM 5

ASK THE EXPERT: REMOVING THE GUESSWORK FROM IVD MARKET INTELLIGENCE

Ask the expert on the best in-class report and data collection for the IVD industry. Participants can discover the transformative value of precise, actionable market data in driving business success. Gain insights into how MedTech Europe's data services empower companies to uncover emerging trends, benchmark performance against peers, and identify untapped growth opportunities—all while shaping effective, forward-thinking strategies. Don't miss this opportunity to learn from the leaders in market data excellence!

SPEAKER:

- Teodora ANGELOVA (Senior Manager Market Data, MedTech Europe)

12:40-13:40

NETWORKING LUNCH

13:40-14:30

ROOM 2

CUTTING EDGE: THE FUTURE OF ROBOTIC SURGERY

The value of Robotic-assisted surgery (RAS) will be the centre of the discussions among experts and stakeholder organisations. Speakers will evaluate the unmet healthcare needs of European citizens and discuss strategic policy initiatives to address them.

MODERATOR:

- Laura HAMPUNEN (Stryker)

SPEAKERS:

- Dirk BARTEN (Senior Vice President and General Manager, Intuitive Europe)
- James PORTER (Chief Medical Officer Robotic Surgery and Digital Technology, Medtronic)

ROOM 5

ASK THE EXPERT: UNLOCKING HEALTH DATA: THE EU DATA ACT'S IMPACT ON DIGITAL HEALTH



The EU Data Act aims to foster fair and secure data sharing across the EU. It will affect any connected medical device or health wearable that generates or collects data from its users and where those services are supported by the cloud, could implicate cloud portability requirements under the Act. In this presentation, we will explore the main features and implications of the Data Act for the digital health sector, as well as the key issues and challenges that need to be addressed, such as deadlines, obligations towards patients/users, compliance requirements.

SPEAKERS:

- Friederike WILDE-DETMERING (Counsel, ReedSmith)
- Cynthia O'DONOGHUE (Partner, Reed Smith LLP)

14:40-15:30

ROOM 1

NAVIGATING THE NEW ARTICLE 10A: LESSONS LEARNED AND PRACTICAL INSIGHTS

As of 10 January 2025, manufacturers had to start to notify interruptions in supply of devices whose absence could lead to serious patient or public health harm. This session will discuss the aims and impact of this new requirement, share key learnings & practical approaches to compliance.

SPEAKER:

- Frank MATZEK (Vice President, Biotronik)

ROOM 2

ENGAGING WITH IMPACT: STORIES OF MEDTECH AND PATIENT COLLABORATION

This plenary session highlights powerful examples of how medtech companies are engaging with patients and patient associations to drive innovation and improve outcomes. Hear firsthand from company representatives and patient advocates as they share their stories, challenges, and the power of working together to shape a patient-centered future.

SPEAKERS:

- Kalina BOZHKOVA (Director, European Alliance for Patient Access)
- Hugh LAVERTY (Head of Scientific Operations, Innovative Health Initiative (IHI))
- Sandra SA (Patient Experience and Partnership Lead, Roche)
- Roi SHTERNIN (Founder & Chief Patient Officer, Chronically)

ROOM 3

NAVIGATING INTEROPERABILITY IN THE EHDS: ROLES AND RESPONSIBILITIES FOR MANUFACTURERS

This session will focus on the evolving regulatory landscape under the EHDS, particularly the expanded definition of «EHR systems». The broad scope of this definition impacts a wide range of digital health products, including those not traditionally considered as EHR systems by care providers or manufacturers. Panelists will discuss the implications of these regulatory changes for manufacturers, the strategies required to ensure compliance, and the importance of collaboration with standard developing organisations such as Integrating the Healthcare Enterprise (IHE) to achieve interoperability.

SPEAKERS:

- Alexander BERLER (Strategic Business Development Director at IHE Catalyst AISBL, HL7 Hellas)
- Sabine DÖRHÖFER (Standard Domain Lead, Roche)
- Janos VINCZE (Vendor Co-Chair, IHE Europe)

15:40-16:30

ROOM 2

INNOVATING FOR PLANETARY AND HUMAN HEALTH: SUSTAINABILITY TRENDS AT GLOBAL LEVEL

Environmental challenges do not halt at national or regional level while supply chains in the medical technology sector are globally intertwined. As many governments are looking to advance sustainability in the healthcare sector, this session aims at providing a snapshot of common trends.

15:40-16:30

ROOM 3

MEASURE YOUR READINESS WITH THE SELF-ASSESSMENT TOOL

This session will introduce a self-assessment measurement tool for medical technology suppliers to assess their internal readiness, co-developed by prof. Laing (Swansea University) and a MedTech Europe ad hoc working group.

MODERATOR:

- Klaus ANDERSEN (Managing Partner, Aquilo Consulting)

SPEAKERS:

- Stephanie FRIDD (Director Value Based Care, Philips)
- Dominique GILSOUL (Global Market Access Leader, Solventum)
- Hamish LAING (Director, Swansea University - Value-Based Health and Care Academy)

ROOM 4

FAST-TRACK HEALTH TECHNOLOGY ASSESSMENT FOR IN VITRO DIAGNOSTICS



The evolution of in vitro diagnostics (IVDs) underscores the need for an optimized health technology assessment (HTA) framework. A BMJ Innovations study used design thinking to engage stakeholders, proposing a fast-track HTA system to enhance IVD evaluation, adoption, and healthcare efficiency.

16:40-17:00

ROOM 1

CONCLUSIONS

SPEAKERS:

- Oliver BISAZZA (CEO, MedTech Europe)

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