

Speakers overview Eucomed MedTech Forum 2010

Healthcare 2020

Organised under the patronage of Mr John Dalli, Member of the European Commission

12 October 2010

10.00 - 13.00 Training session on Public Affairs: How does the EU affect your organisation? An in depth look at EU policy making and ways of credible engaging

- **Moderator:** Wes Himes, Managing Partner, London, Brussels & Washington, Policy Action
- Alejandro Olmos Marcitllach, Policy Advisor, European Parliament
- Bror Salmelin, Advisor, European Commission DG INFSO

10.00 - 14.30 Training session on Clinical Investigation/Evaluation

- Dr Gert Bos, Head Of Regulatory And Clinical Affairs UK, BSI
- Isabelle Demade, Policy Officer - Medical devices: specialist, European Commission DG SANCO
- Sue Hawkins, Postmarket Surveillance Manager, Zimmer
- Dario Pirovano, Consultant Regulatory Affairs, Eucomed

Workshop 1:

- Inez Carels, Head of EURMEA Clinical Site Management, Alcon Research
- Olivier Lantres, Regulatory and Life Sciences Partner, Field Fisher Waterhouse LLP

Workshop 2:

- Dr Birte Petersen Jakobsen, Director Medical Affairs, Coloplast
- Dr Luca Orlandini, Senior Medical & Regulatory Expert, Smith & Nephew

14.30 - 16.30 Round table discussion on Compliance: How to tackle corruption in the healthcare system?

- **Chair:** Des Carney, EU Policy Officer, Transparency International
- Dr Alain Coudray, Vice President Cardiac Rhythm Disease Management Europe, Medtronic (Eucomed Vice-Chairman)
- Frederick Davis, Partner, Debevoise & Plimpton LLP
- Stefan Knolle, Project Manager EU-policies, European Anti-Fraud Office (European Commission)

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14.30 - 16.30 **Round Table Discussion on Health Technology Assessment (HTA)**

- **Chair:** Dr Laura Sampietro-Colom, President HTAi, Deputy Director of Innovation, Hospital Clinic
- Jérôme Boehm, Policy co-ordinator, Team Leader, European Commission DG SANCO
- Prof Marianna Cavazza, Professor, Bocconi University
- Dr Wim Goettsch, Deputy Secretary of the Medicinal Products Reimbursement Committee, CVZ (The Netherlands)
- Iñaki Gutierrez-Ibarluzea, Knowledge Manager and Coordinator, OSTEBA (Spain)

14.30 - 16.30 **Clinical Expert Briefing: What does the future hold?**

Moderated by an expert of the medical technology industry, this briefing aims at stimulating a debate on which clinical developments can be expected in the future. Experts from Ireland and Germany, FDA and the European Commission will share their views on the current situation and what they believe should be the future and trigger discussions amongst participants.

- **Chair:** Dr Philippe Auclair, Senior Director, Regulatory Strategy And Advocacy, Abbott
- Isabelle Demade, Policy Officer - Medical devices: specialist, European Commission DG SANCO
- Dr David Feigal, former FDA, Principal, NDA Partners LLP
- Niall MacAleenan, Clinical Assessment Manager, Human Products Authorisation & Registration, Irish Medicines Board
- Dr Dirk Wetzel, Head of the division Medical Devices, Bundesinstitut für Arzneimittel und Medizinprodukte

17.00 - 18.00 **Eucomed National Associations Network (NAN) meeting**

Open to Eucomed NAN members only.

17.00 - 18.00 **Eucomed Advisory Council (ADV) meeting**

Open to Eucomed ADV members only.

18.00 - 18.30 **Eucomed Board of Directors meeting**

Open to Eucomed Board members only.

18.30 - 19.30 **Welcome reception**

All participants and speakers of the Tuesday trainings, round tables and meetings, and participants of the MedTech Forum who have already arrived are welcome to attend this reception.

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13 October 2010

09.00 - 10.30 **Conference Opening** - Europe 2020: Driving the innovation agenda

Maria João Rodrigues will give a keynote address on how Europe with its new Europe 2020 Strategy can increase its competitiveness through investments in research & development. Maria João Rodrigues is a Special Advisor to the EU Presidencies and to the European Commission and has been involved in the development of the Lisbon Agenda since the beginning. Her keynote will be followed by a panel discussion with experts.

- **Keynote and Chair:** Prof Maria Joao Rodrigues, Special Advisor on European policies, European Union institutions; Professor of European Economic Policies at the Institute for European Studies
- Maria Ginnity, Head of Enterprise and Communications Department, Forfás (Ireland)
- Dr Arnd Hoeveler, Head Of Unit "Health Biotechnology", European Commission DG Research
- Guy Lebeau, M.D., Company Group Chairman, Johnson & Johnson (Eucomed Chairman)

10.30 - 11.00 **Coffee break**

11.00 - 12.30 **Policy debate I: Valuing innovation: Patient perspectives from across Europe**

This high-level policy debate will explore how to increase the uptake of innovation through policy. How effective are these policies in reducing health inequalities and how do they benefit patients? A panel of distinguished speakers will highlight the roles of reimbursement and Health Technology Assessment (HTA), and identify best practices.

- **Chair:** Prof Rosanna Tarricone, Executive Director, EHTI - Associate Professor, Università Bocconi
- Prof Bruce Campbell, Chair Committees On Procedures And Technologies, NICE (UK)
- Prof Dr Zoltan Kalo, Director of Health Economics Research Centre, Eötvös Loránd University - President, Hungarian Health Economics Association (META)
- Ros Meek, Director, Arthritis and Musculoskeletal Alliance (ARMA)
- Klara Zalatnai, President, Hungarian Osteoporosis Patient Association (HOPA)

12.30 - 14.00 **Networking Lunch**

12.30 - 14.00 **National Associations Chairman's Lunch** (By invitation)

Speaker: Daniel Guéguen, Chief Executive Officer, Clan Public Affairs

14.00 - 15.30 **Policy debate II: Safe, Smart and Sustainable: Are we aiming at a modern 'patient centred' device regulation that also balances health budget**

The European Union is about to change the rules for marketing medical devices (CE marking). The debate will explore whether, in a global context, these new rules put the EU far ahead in both patient-centred thinking and smart use of tax payers money? A panel of distinguished speakers will present their ideas on how to square this circle and open the discussion with participants.

- **Chair:** Dr David Jefferys, Senior Vice President Global Regulatory, Government Relations and Public Affairs Department, Eisai
- Nicola Bedlington, Director, European Patients' Forum
- Dr David Feigal, former FDA, Principal, NDA Partners LLP
- Jacqueline Minor, Director Consumer Affairs, DG SANCO
- Dr Matthias Neumann, German Regulatory Expert

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16.00 - 18.00 **CEO Summit**

The CEO Summit will welcome three global and four European industry leaders. In the first panel, global CEOs will describe what the world will look like in 5 years and what it means for industry and for its customers in terms of change.

- Alex Gorsky, Worldwide Chairman, Medical Devices and Diagnostics Group, Johnson & Johnson
- Pierre Guyot, CEO, Mölnlycke
- Srin Seshadri, President, Smiths Medical

In the second panel, European CEOs will help define which parts of the external environment we need to influence and the changes that companies need to make to stay competitive in times of economic recession and demographic challenges.

- Jose "Pepe" Calle Gordo, Divisional Vice President, Abbott
- Alexandre Conroy, President, Becton Dickinson
- Bill Doherty, Managing Director of Cook Ireland Ltd and Executive Vice President of Cook Group Europe
- Roland Pflieger, VP & GM, Respiratory & Monitoring Solutions EMEA, Covidien (Eucomed Board Member)

Each panel will be organised as a discussion amongst the various panelists and will allow interaction with the audience.

Chair: Mari Scheiffele, Principal, McKinsey & Company

19.30 - 01.00 **Gala dinner at Area42**

The gala dinner is an opportunity for attendees to enjoy dining in a modern venue and discuss with other experts in health in a formal but relaxed atmosphere. The event will be punctuated by speaking appearances.

- Michael Cogswell, Paralympic Sailor
- Jacqueline Minor, Director Consumer Affairs, European Commission DG SANCO

14 October 2010

08.00 - 09.00 **EHTI Breakfast Session: The critical role of economic research in health policy decision-making**

After only three years EHTI has become a recognised and reputable source of evidence for many stakeholders in Europe today as well as for many Member States. EHTI findings are helping policy-makers to better understand the impact of health policies onto healthcare systems' behaviour and the implications on sectors other than healthcare. Technological innovation promotes health but EHTI's work also demonstrates it promotes wealth. The session will discuss the value of research for the medical technology industry as well as for the external stakeholders, especially health professionals and those who take the decisions on market access of devices in Europe.

- **Chair:** Baba Awopetu, Marketing Director, MedSurg, Stryker
- Steven Dyson, Partner, Apax Partners
- Dr Giada Li Calzi, Manager in Assessor's staff - Technical Secretariat, Regional Department for Health Sicily (Italy)
- Dr Panos Vardas, President, EHRA

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09.00 - 10.00 **Keynote Session:** Key trends impacting the economic and innovation model of MedTech companies

Prof. dr. Sweder van Wijnbergen will give his frank assessment of the challenges and opportunities which the medical technology industry in Europe will face over the next five to ten years. The keynote will outline economic, regulatory, demographic, ICT and healthcare policy trends, and how they impact the business and innovation model of medical technology companies, followed by a Q&A session.

Professor van Wijnbergen received his PhD in Economics from the Massachusetts Institute of Technology (MIT). He worked at the World Bank in Washington DC, where his last position was Chief Economist for Central and Eastern Europe (1989-1993). He was professor at the London School of Economics until 1997 and Secretary General of the Ministry of Economic Affairs in the Netherlands from 1997 until 2000. He is founder and former CEO of Infomedics NV, an internet intermediary in the Dutch healthcare sector, and professor of Economics at the University of Amsterdam.

10.00- 10.30 **Coffee break**

10.30 - 11.45 **Emerging from the crisis:** Which way forward for MedTech companies?

With the help of recent industry data, this high-level session will respond to the question of how the current economic recession is impacting MedTech companies and how they are reacting to this situation. It will also analyse whether Mergers & Acquisitions (M&A) activities are on the rise in such an economic climate. Experts in the medical technology industry and senior leaders of this sector will discuss where and how CEOs should invest to stay ahead of the game.

- **Chair:** Heinrich Christen, Leader, Medical Devices Practice, Ernst & Young
- Dr Alain Coudray, Vice President Cardiac Rhythm Disease Management Europe, Medtronic (Eucomed Vice-Chairman)
- Eric Fourcault, Division President EMEA, Integra Lifesciences
- Jason Hillenbach, Associate Director, Ernst & Young
- Dr André Kobelt, CEO, Heraeus
- Diogo Moreira-Rato, President, DePuy (Johnson & Johnson)

11.45 - 12.00 **Registration Eucomed General Assembly**

12.00 - 13.30 **Eucomed General Assembly**

Open to Eucomed members only.

12.30 - 14.30 **Networking lunch**

13.30 - 14.30 **VIP Lunch** (By invitation)

14.30 - 16.00 **Policy debate III:** Tackling health inequalities through information and choice

This session will investigate solutions for combating health inequalities by advancing treatment and delivery of health. Eucomed has invited experts from EU institutions, member states and civil society to discuss possible solutions and best practices to reverse the tendency of an increasing health gap in

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Europe and the role the medical device sector could play in this context.

- **Chair:** Fabian Zuleeg, Chief Economist, EPC
- Prof Gerd Auffarth, Acting Chairman, Department of Ophthalmology, University of Heidelberg
- Nessa Childers, MEP, Member of the Committee on Environment, Public Health and Food Safety S&D
- Charles Price, Policy Officer Health Determinants, European Commission DG SANCO

16.00 - 19.00 Global Medical Technology Alliance (GMTA) meeting

Open to GMTA members only.

Latest programme update (04 October 2010) - Subject to change

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