

REGIONAL CONFERENCE on eHealth

How will digital services drive value-based healthcare and improve patient outcomes?

MAY 27, 2021, 10:00-12:30 (CET)

AGENDA

10:00-10:05 | OPENING OF THE CONFERENCE

- *Welcome & Introduction* – **Brian O'Connor** – Master of Ceremonies & Chair of the European Connected Health Alliance (ECHAlliance)

10:05-10:25 | KEYNOTE ADDRESSES

- *The EU Digital Health Agenda: An impetus to pave the road towards data-driven healthcare?* – **Ioana-Maria Gligor** – Head of Unit, Digital Health & European Reference Networks, DG SANTE, European Commission
- *A National Digital Health Agenda: the case of Romania* – **State Secretary Andrei Baciú, M.D.** – Ministry of Health, Romania

10:25-11:10 | PANEL I – Data-driven Decision Making Shaping Next-Gen Health Systems

- *Accelerated Data & AI Transformation in Healthcare* – **Ruthy Kaidar** – Director, Health Industry Sector, Central & Eastern Europe, Microsoft
- *Creating Value by Artificial Intelligence in Healthcare* – **Milan Petković** – Head of Research AI Data Science and Digital Twin & AI Lead for Connected Care Philips
- *Role of New Technologies and Personalized Medicine as Critical Tool for Effective Care Pathways* – **Vladimir Micieta** – Health Policy & Market Access Manager Czech Republic-Slovakia-Hungary, Medtronic & Country Manager Slovakia
- *Securing Public Trust in Health Data Reuse* – **Prof. Dipak Kalra, PhD** – President, The European Institute for Innovation through Health Data & Professor of Health Informatics, University College London (UCL)

11:10-12:10 | PANEL II – Strategy in Action: Best Practices & Low-Hanging Fruits in Health Digitalization

- *Digital Solutions and Multi-Stakeholder Cooperation to Improve Patients' Outcomes & Support Healthcare Systems* – **Aleksandra Krygiel-Nael** – EMEA Government Affairs & Policy Director, Johnson & Johnson, Pharma
- *Improving Access to Healthcare through Communications Technology* – **Jon Lee-Davey** – Global IoT Healthcare Vertical Lead, Vodafone Business
- *Unlocking the Potential of Digital Tools in the Oncology Patient Journey* – **Nora Esther Galli** – Country Manager, Roche Romania

- *Intelligent Home-based Virtual Coaching Solutions for Supporting Remote Cardiac Rehabilitation* – **Stefan Busnatu**, M.D. Cardiology - Head of the Innovation & eHealth Center and Vice-Dean, University of Medicine and Pharmacy Carol Davila (UMFCD) Romania
- *Using Digital Tools to Improve Hospitals' Performance* – **Charbel Rizkallah** – Global Offering Management Director, Honeywell Intelligent Life Care

12:10-12:30 | FINAL REMARKS

- **Sevan Kaloustian, PhD** – Managing Director, Janssen, Johnson & Johnson Romania
- **Brian O'Connor** – Master of Ceremonies & Chair of the European Connected Health Alliance (ECHAlliance)