

Session

Boosting Digital Health Innovation

Barcelona, 17 February 2020

The digital transformation in the healthcare arena is a fact, and it aims to improve research, treatment and prevention of diseases, quite clearly. Now, for many companies in the sector the challenge lies in the huge amount of knowledge being generated and the transversality this requires (administration, regulatory bodies, innovative medical technology and biotechnology start-ups, the pharmaceutical industry, healthcare professionals, patients, etc.).

In this regard, CataloniaBio & HealthTech plays a key role as the association that represents the life sciences and healthcare business world in Catalonia to identify opportunities and promote synergies and alliances that allow companies to adapt to emerging business models. This session, in the framework of the Barcelona Tech Spirit initiative, will help understand what is and isn't digital health and discover the main global trends, the resurgence of specific areas like Digital Therapeutics, new business models and the investor's viewpoint when committing to these projects.

Venue: Barcelona Science Park (Sala Dolors Aleu) – Baldiri Reixac, 4-8

For: Digital health entrepreneurs, executives, Chief Innovation Officers and Chief Digital Officers at pharmaceutical, MedTech and biotech companies.

Language: English / Spanish / Catalan

Capacity: we've added spots to 80

Registration:

- **CataloniaBioHT members:** free (two from each company)
- **Non-members:** €50 (VAT not included). You will be invoiced €50/person.

On our website cataloniabioht.org

Questions: CataloniaBioHT (Ismael Àvila, Project Manager) – ismael.avila@cataloniabioht.org

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PROGRAMME

9:30 am

Registration

9:45 am

Welcome

Isabel Amat — Global Head of Innovation and Pipeline Management at Reig Jofre and CataloniaBio & HealthTech board member

@isaamat

Melqui Calzado — General Secretary of CataloniaBioHT

@melqui_calzado @CataloniaBioHT

CataloniaBioHT explains its strategic commitment in the field of digital health and activity plan for 2020 coordinated by the Innovation Workgroup.

10:00 am

Shelling out the digital health world. What is (and isn't)

Jaime del Barrio — President of the Digital Health Association (ASD)

@jaime_delbarrio @ASaludDigital

The digital health world is bringing about a revolution in health. But it is necessary to agree on what is and what is not digital health. The level of research and technological advancement is high, but we have to look at the usefulness of innovations.

10:30 am

Global trends in digital transformation

Carles Gómara — Deputy Director of Mobile Innovation and International Programme of ACCIÓ

@cgomara @accio_cat

What are the global trends in the digitalisation of health? What geographical areas stand out for their innovation in this field?

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11:00 am

Networking & Coffee Break

11:30 pm

The emerging world of DTx and the investor's vision

Josep Lluís Sanfeliu — Managing partner of Asabys Partners

@jsanfeliu @AsabysPartners

Digital therapeutics (DTx) is becoming a subgroup of outstanding innovations in the world of digital health. But what is DTx? How to monetise these digital solutions? Entrepreneurs often focus on the technological aspects of their innovations when the key is in the business model.

12:00 am

Is my innovation a medical device or not?

Dominique Monferrer — Scientific & Regulatory Affairs Associate Director of Asphalion

@Asphalion

Regulatory affairs is key for entrepreneurs starting a project in digital health. It is very important to determine whether the innovation is a medical device, with all the consequences, or not. We must also take into account the new European regulation.

12:30 pm

New business models for the pharmaceutical industry

Francesca Wuttke — Chief Digital Officer at Almirall

@FrancescaWuttke

It is a fact that the biopharmaceutical industry is being redefined, trying to adapt to new technologies. And it is precisely here that digital health begins to play a role. How should pharma companies face this challenge? What opportunities may arise for collaboration?

1:00 pm

Conclusions & Closing

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SPEAKERS



salud-digital.es



Jaime del Barrio - President of the Digital Health Association (ASD)

He holds a degree in Medicine and Surgery from the University of Cantabria and has extensive experience in healthcare after **several positions of responsibility in the public administration and private sector**. Currently, he is president of the ASD in Spain and a senior advisor at EY, where he contributes his expertise in consulting, project management, market access, pharmacoeconomics, **personalised medicine and digital health**. He has always had close ties to health organisation, team management, coaching and new technologies as a professor at several universities and schools.



accio.gencat.cat



Carles Gómara - Deputy Director of Mobile Innovation and International Programme of ACCIÓ

He holds a degree in Computer Science from the Polytechnic University of Catalonia and an MBA from ESADE and the Kenan-Flagler Business School of the University of North Carolina (US). In 1994, he joined Getronics, where he was charged with tasks related with information and communication technology. In 2001, he joined ACCIÓ, focusing on innovation and the digital transformation, **helping SMEs incorporate innovation management** into their organisation and use the **digital transformation as a strategic process**.

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asphalion.com



Dominique Monferrer – Scientific & Regulatory Affairs Associate Director of Asphalion

She holds a PhD in Structural Biology from the University of Barcelona. She is a **regulatory affairs expert for medical devices, in vitro diagnostics and CMC** aspects of medicinal products and drug-device combinations, and specifically in the European Commission's new MDR and IVDR legal frameworks. Also, she provides scientific and strategic advice for EU-US parallel developments of complex, borderline and innovative MDs/IVDs for CE marking and FDA clearance.



asabys.com



Josep Lluís Sanfeliu - Managing partner of Asabys Partners

He has a degree in Law from Pompeu Fabra University, a master in Law from the University of Michigan Law School (US) and an MBA from IESE Business School. He is a co-founder and the managing partner at venture-capital firm Asabys Partners in Barcelona. He has worked at Cuatrecasas, KPMG, Eurohold and Almirall and co-founded Ysios Capital in 2008. As a **VC entrepreneur focusing on healthcare and innovation**, he is a passionate about helping other entrepreneurs achieve success by bringing in financial resources, board experience, networks and industry expertise.



almirall.com



Francesca Wuttke - Chief Digital Officer at Almirall

She holds a PhD in Pharmacology from Weill Cornell Graduate School of Medical Sciences (US). Since 2019, she has been Chief Digital Officer at Almirall, where **she is carrying out an end-to-end companywide digital transformation** (finding use cases across R&D, commercial, manufacturing, finance, legal and HR to apply digital solutions to bring efficiencies in terms of time and cost and to open up new business channels). She has over 20 years of experience in drug development and healthcare in US and Europe (MSD Health Innovation Fund, Novartis, etc.).

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