



#UnConference



DEBATES AND DISCUSSIONS ON THE FUTURE OF SOLUTIONS FOR HEALTHCARE

27 OCTOBER

La Salle Campus. Barcelona

With the collaboration of



Digital transformation. For better management of the healthcare ecosystem

The UnConference is the annual event to debate the future of healthcare solutions, with the aim of raising awareness, perspectives and insight on the sector's needs and opportunities, and the best way to tackle them. This year the topic of debate is the **digital transformation of healthcare systems**.

Digital transformation

The digital transformation implies a cultural evolution in the way of operating and being able to utilize the diverse sources of information available inside and outside the healthcare organizations (clinical, social, and economic) using the state-of-the-art technologies in information and communication. This approach will allow us to **choose the best solutions and success cases in healthcare management** and policy, therapies for patients, and promote citizenry empowerment and self-care.

This new health value chain implies a **cultural and organizational change**, an endeavour that must be undertaken altogether by public and private entities, to avoid inequalities in the health level of our population. Leverages to drive the previous aim should be a strengthening of the public health system, promoting digital technologies to patients and health professionals, and the promotion of an industrial sector in step with the current challenges that the healthcare sector needs.

Programme

08.30 h **Registration**

09.00 h **Welcome**

Nuria Pastor, Vice-president of CataloniaBio & HealthTech

09.15 h **Institutional opening. Joan Puig**, President of CataloniaBio & HealthTech

09.30 h **Round Table. Digital Transformation: the international experience**

Moderator: Albert Barberà, Director of Advanced Therapies Hub and Technological Platforms, Vall d'Hebron Research Institute (VHIR)

- **Marco Wendel**. CEO, Medical Valley Digital Health Application Center
- **Anna Karasek**. Director Commercial Solution Consulting Director, Veeva Systems
- **Francesca Wuttke**. Founder & CEO, Nen
- **Anaïs Le Corvec**. Managing Director, Council of European BioRegions (CEBR)

10.30 h **Coffee break**

11.00h **Split parallel sessions: leverages for change**

LEVERAGE I Digital research & innovation	LEVERAGE II Digital market access	LEVERAGE III Digital adoption and integration on healthcare providers	LEVERAGE IV Patient self-management and adapting
Moderator Josep Miquel Piqué Head of Economic Zones Barcelona Activa	Moderator Victor Escobar CEO Renishaw Iberica	Moderator Jordi Piera Digital Health Strategy Director CatSalut	Moderator Jordi Cruz Board of Trustees Federación Española de Enfermedades Raras

12.00 h **Parallel sessions conclusions**

12.45 h **Talent and digital training in health professionals**

Josep Miquel Piqué, Technova Barcelona

13.15 h **Wrap-up**

Javier Selva, CEO of CataloniaBio & HealthTech

13.30 h **Networking cocktail**