SUMMER SUMMIT

DIGITAL TRANSFORMATION IN PHARMA

SEPTEMBER 15–18, 2020

PROCESS DIGITIZATION
ALGORITHMS
DIGITAL THERAPEUTICS
DIGITAL FUTURE
TRANSFORMING BUSINESS MODELS
E-HEALTH
CHANGE
PERFORMANCE MANAGEMENT

ARTIFICIAL INTELLIGENCE
TRANSFORMING BUSINESS
BIG DATA
PAY-FOR-PERFORMANCE
BLOCKCHAIN

ONLINE
SEPTEMBER 15, 2020

13 – 14 P.M.  DIGITALIZATION OF CLINICAL RESEARCH: PLATFORM TECHNOLOGIES FOR DATA CAPTURE AND THE USE OF ARTIFICIAL INTELLIGENCE FOR DATA PROCESSING IN CLINICAL STUDIES
Hanno Härtlein, Alcedis GmbH
Jascha Adams, Alcedis GmbH

SEPTEMBER 16, 2020

13 – 14 P.M.  OPPORTUNITIES OF BIG DATA & DIGITIZATION FOR INNOVATIVE DRUGS & MEDICAL DEVICES
Prof. Dr. Karl Broich, Federal Institute for Drugs and Medical Devices

SEPTEMBER 17, 2020

13 – 14 P.M.  HOW DO WE UNLOCK TREASURES ACROSS THE DIGITAL MATRIX FOR TANGIBLE PATIENT IMPACTS?
Prof. Michelangelo Canzoneri, PhD, Merck Healthcare KGaA

SEPTEMBER 18, 2020

13 – 14 P.M.  2020 – THE BOOST YEAR FOR THE DIGITAL HEALTH BUSINESS
Joss Hertle, ratyonal GmbH - Digital Strategy Consulting
SPEAKER

HANNO HÄRTLEIN
Hanno Härtlein studied molecular biology and human genetics at Goethe University Frankfurt. He has more than 10 years of experience within the clinical trial environment. In 2018 Hanno Härtlein has been appointed as CEO at Alcedis GmbH, a clinical research organization headquartered in Gießen. In addition, he is CEO of TheraOp, a sponsor of non-commercial studies in oncology.

PROF. DR. MED. KARL BROICH
Since 2014, Prof. Dr. Broich is President of the Federal Institute for Drugs and Medical Devices in Bonn. Within the European network of regulatory authorities, he is currently involved as member of the European Medicines Agency’s Management Board (EMA MB), Chair of the EU Telematics Management Board (EU TMB) and the CNS Working Party at the EMA. In addition, he is member of the Heads of Medicines Agencies (HMA) Management Group.

PROF. MICHELANGELO CANZONERI, PHD
Michelangelo Canzoneri obtained his PhD in Bioprocess Engineering at the University of Bielefeld, Germany and before joining Merck, he held positions at Kourion Therapeutics AG in quality control and Sanofi, where he worked transversally in R&D, Industrial Affairs, Technology and Innovation, and Digital Transformation. Michelangelo is a strong supporter of educating and training students, and bridging academics and industry. He is a professor at Frankfurt University of Applied Sciences, Germany and a guest lecturer at Massachusetts Institute of Technology, USA. Michelangelo holds several patents, including a micro bioreactor developed together with MIT.

JOSCHA ADAMS
Jascha Adams studied business mathematics and applied mathematics with a focus on information technology at the University of Trier. Since 2017 he works as a mathematician for Alcedis GmbH and is responsible for the planning and implementation of data analyses, as well as for the advancement of topics such as method optimization or AI development.

JOSS HERTLE
Joss Hertle is working for the digital industry since almost 20 years at different companies and in different roles. In 2011 he started to drive the digitalization process of the healthcare world while building the Google Healthcare team in DACH and accompanied top pharmaceutical manufacturers and online pharmacies on their transformation journey. Afterwards he was re-shaping the digitization at Sanofi CHC as Head of Digital Business Transformation and in April 2020 Joss co-founded the digital strategy consultancy „ratyonal“ with the purpose of changing patient and user centric focus of healthcare companies radically by creating new digital brand experiences based on data and numbers.

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