

# PROGRAMME AT A GLANCE

22 MAY 2024

VIENNA CITY HALL

18:30-22:00 Welcome Cocktail Reception at the Vienna City Hall sponsored by LISAvienna and AUSTROMED

23 MAY 2024

STRAUSS	LEHAR 1	LEHAR 2	LEHAR 3 & 4	SCHUBERT 1
EXHIBITION AREA 08:30-09:15 WELCOME COFFEE				
09:15-09:40 OPENING Opening Key Note				
09:45-10:30 PLENARY CEO #nofilter				
10:40-11:30 PARALLEL SESSION MDR Sprint: Turbocharge Companies for a Smooth Transition	10:40-11:30 PARALLEL SESSION Cyber resilience of European healthcare: readiness of the sector Co-organised by ReedSmith	10:40-11:30 PARALLEL SESSION Successfully Navigating Exits and Financings in Tough Times	10:40-11:30 SPONSORED SESSION Europe is the most innovative continent when it comes to enhancing women's healthcare": really? Sponsored by Hologic	10:40-11:30 ASK THE EXPERT Clearing the Compliance Hurdles: Preparing for FDA Inspections HOGAN LOVELLS
EXHIBITION AREA 11:30-12:00 NETWORKING BREAK				
12:00-12:50 PARALLEL SESSION Localisation trend in the medtech industry	12:00-12:50 PARALLEL SESSION A Compass for Collaboration: Navigating Stakeholders' Roles in Transitioning To Value-Based Healthcare	12:00-12:50 PARALLEL SESSION Towards an EU Cardiovascular Health Plan - The Role of MedTech Industry	12:00-12:50 SPONSORED SESSION Rethinking Innovation: Driving Organizational Value from the Inside Out Sponsored by Veeva MedTech	12:00-12:50 ASK THE EXPERT Promotion of medical devices in the EU and interactions with healthcare professionals HOGAN LOVELLS
EXHIBITION AREA 12:50-14:00 LUNCH BREAK				
14:00-14:50 PARALLEL SESSION Regulation on HTA - A new reality for Access to innovation in Europe	14:00-14:50 PARALLEL SESSION On the power of regional medtech innovation ecosystems: Austria at a glance Co-organised by AUSTROMED/LISAvienna	14:00-14:50 PARALLEL SESSION Uncovering Europe's Innovation Allure Co-organised by Deloitte	14:00-14:50 SPONSORED SESSION IEEE 11073: How the SDC Interoperability Standard will transform MedTech Products Sponsored by ZEISS	14:00-14:50 ASK THE EXPERT The Power of the Digital Thread: Weaving quality into product engineering DELOITTE / PTC
15:00-15:50 PARALLEL SESSION The Climate Crisis: our next Health Crisis?	15:00-15:50 PARALLEL SESSION Transforming the medtech procurement of innovations culture	15:00-15:50 PARALLEL SESSION IVDR state of transition - pulse check and outlook	15:00-15:50 PARALLEL SESSION Case Study Analysis: Navigating the Impact of New Product Liability rules for medtech Business and Regulatory Strategies	15:00-15:50 ASK THE EXPERT Market Data Surveys: unique insights for the medical device field
EXHIBITION AREA 15:50-16:20 NETWORKING BREAK				
16:20-17:10 SPONSORED SESSION Unlocking the transformative potential of GenAI Sponsored by McKinsey	16:20-17:10 PARALLEL SESSION Global market focus: CHINA	16:20-17:10 PARALLEL SESSION Alignment of device data driven by EUDAMED – what are the possibilities?	16:20-17:10 PARALLEL SESSION Learn from the best: some IH winners sharing their experiences	16:20-17:10 ASK THE EXPERT Understanding the IVDR QTEC Group
17:20-18:00 PLENARY CEO #nofilter				
EXHIBITION AREA 18:00-19:30 NETWORKING RECEPTION SPONSORED BY SIEMENS				

24 MAY 2024

STRAUSS	LEHAR 1	LEHAR 2	LEHAR 3 & 4	SCHUBERT 1
EXHIBITION AREA 08:00-08:30 WELCOME COFFEE				
08:30-09:20 PARALLEL SESSION Digital Healthcare Transformation: Breaking Barriers, Shifting Mindsets Co-organised by Ernst & Young	08:30-09:20 PARALLEL SESSION Designing and implementing value-based agreements	08:30-09:20 PARALLEL SESSION Recognizing the value of medical technology in cancer care	08:30-09:20 PARALLEL SESSION Digital label for medtech and beyond – how could this work? Co-organised by Johnson&Johnson Medtech	08:30-09:20 ASK THE EXPERT IHI: 50 min to quit being a dummy
09:30-10:20 PARALLEL SESSION Why generative AI? Co-organised by Deloitte	09:30-10:20 PARALLEL SESSION Navigating EU Regulations impacting use of health data in MedTech Co-organised by Faegre Drinker Biddle & Reath	09:30-10:20 PARALLEL SESSION Spotlight on innovative Start ups: How to collaborate Co-organised by AUSTROMED/ LISAvienna	09:30-10:20 SPONSORED SESSION Capacity-Enhancing Innovation: the enabler for resilient healthcare systems? Sponsored by Edwards	09:30-10:20 ASK THE EXPERT Data-Driven Content Management - Navigating the complexities of documentation compliance RWS Group
EXHIBITION AREA 10:20-10:50 NETWORKING BREAK				
10:50-11:40 PARALLEL SESSION Unlocking Efficiency & Governance in the MDR and IVDR Maze	10:50-11:40 SPONSORED SESSION Improving Healthcare Safety and Supporting Improved Care Deliver Sponsored by Stryker	10:50-11:40 PARALLEL SESSION Global regulatory matters: reliance in practice	10:50-11:40 SPONSORED SESSION Building a Secure and Resilient Digital Healthcare Ecosystem: Reality or Utopia? Sponsored by Flex	10:50-11:40 ASK THE EXPERT The impact on medical device reimbursement as part of the ongoing shift from inpatient to outpatient care in USA and Europe. Avania
11:50-12:40 PARALLEL SESSION EU Green Deal: challenges and opportunities for the medtech sector	11:50-12:40 PARALLEL SESSION Medtech Exodus: Reclaiming Europe's Innovation Edge	11:50-12:40 PARALLEL SESSION Global clinical evidence: challenges and opportunities of RWE sources	11:50-12:40 PARALLEL SESSION Innovative Payment Schemes in Europe: Updates, Reality, and Trends Co-organised by Alira Health	11:50-12:40 ASK THE EXPERT Transform your Post Market Surveillance with GenAI and Automation Smarteeva
EXHIBITION AREA 12:40-13:40 LUNCH BREAK				
13:40-14:30 PARALLEL SESSION Supply chains – our Achilles heel?	13:40-14:30 PARALLEL SESSION Circularity4Health: Driving EU Action for Net-Zero Health Systems Co-organised by Philips	13:40-14:30 SPONSORED SESSION Generative AI in Marketing Sponsored by BCG	13:40-14:30 PARALLEL SESSION Patient Engagement – a business imperative for Medtech?	13:40-14:30 ASK THE EXPERT Cybersecurity from business risk to competitive advantage Ernst & Young
14:40-15:30 PARALLEL SESSION Never again – Pandemic Preparedness for Medtech	14:40-15:30 PARALLEL SESSION IVDs, In house assays and Research Use Only products - how will be ecosystem change?	14:40-15:30 PARALLEL SESSION Joint Scientific Consultation - Evidence and Europe	14:40-15:30 PARALLEL SESSION	14:40-15:30 ASK THE EXPERT Standing on the shoulders of giants
15:40-16:20 PARALLEL SESSION Global regulatory matters: reliance in practice	15:40-16:20 PARALLEL SESSION	15:40-16:20 PARALLEL SESSION European Alignment on Digital Health Assessment	15:40-16:20 PARALLEL SESSION	15:40-16:20 ASK THE EXPERT
16:20-16:25 PLENARY Conclusions				