



## Conference Program

Tuesday – March 7<sup>th</sup>, 2017

08:30 *Registration – Gathering*

09:30 – 10:30 **Greetings and Opening Session – 360° Healthcare Solutions**

**Keynote by Dr. Daniel Kraft, Chair Medicine & Neuroscience, Singularity University, San Francisco, USA**

**The Future of Health and Medicine: Where Can Technology Take Us?**

10:30 – 11:15 *panel on* **Personalized Medicine and Tailored HealthCare**

The accelerated rise in life-span presents new medical challenges. Will personalized medicine be the key driver for longevity? Will health-span become the new healthcare KPI? Does scaling personalized medicine require the super-aged to adopt participatory digital health applications? And what does this mean for med-tech interface design?

This session will explore how personalized medicine may help meet the new demands.

We will hear insights from Asia Pacific, along with Israeli breakthrough devices and technologies to overcome these challenges.

11:15 – 11:30 **Sneak Peek on CyberMED**  
**Menny Barzilay**, CEO of FortyTwo, Israel

12:30 – 13:45 *Networking Break & Lunch*

13:45 – 14:30 *panel on* **Continuous HealthCare Implementation**

Many countries in the world are witnessing an epidemiological shift from communicable / infectious diseases to chronic degenerative diseases. Should national healthcare models move their focus from treatment to disease prevention? Is there a way to overcome the tremendous budgetary challenge?

This session will explore programs and reforms coming from Latin America that improve access to healthcare services. Combined with Israeli technologies they offer creative options for preventive medicines and treatment including updating regulatory issues, government investment for predictive, assistive and reporting technologies and systems, as well as patient education.

14:30 – 15:15 **China Israel Unique HealthCare Project** (main Conf. Hall)

14:30 – 16:00 **CyberMED Forum** (Hall C)

16:00 – 17:00 **Israel Health and Medical Industry Panel** (IEI LS Board Survey Report, Hall C)

09:00 – 18:00 *Exhibition and B2B*



Wednesday – March 8<sup>th</sup>, 2017

08:30 Registration – Gathering

09:30 – 10:30 Greetings and Opening Session – 360° Healthcare Solutions

**Keynote by Dr. Jan Kimpen Philips, Chief Medical Officer at Royal Philips, Holland**

*Subject TBD*

10:30 – 11:00 Coffee Break

11:00 – 12:00 **panel on Promoting Population Health Management**

Strategic interventions on large groups to improve the health of individuals have proven highly effective. Can we adopt strategies to improve the health of an entire population? Will improving systems and policies result in improved quality and access to health care? And will it result in positive long term outcome?

We will explore the needs and challenges of critical health systems. This track seeks to extract Africa's best-practices in population health management, and learn about Israeli initiatives that have been adopted in the continent.

12:30 – 13:45 Networking Break & Lunch

13:45 – 14:15 **Open Debate on Crossing Borders in Times of Emergency**

As our world sees more mass casualty incidents stemming from natural disasters, terrorism and other large-scale emergencies, we will debate the options and benefits of medical intervention and assistance from around the world. In times of disaster, what emergency medical services resources and technologies are available and how can foreign bodies work together to maximize impact and minimize casualties?

14:15 – 15:00 **panel on Participatory Medicine and Patient Empowerment**

Patients who are connected and informed are taking active control of their own health. How do we define this shift in the general approach to healthcare? Is the role of the physician evolving and who is the real consumer for next generation medical technologies? Should we be encouraging patient-oriented features for effective health information systems?

This track will explore empowering technologies stemming from Europe and Israel. As mobile phones, apps, and attachments become handheld labs and run diagnostic tasks, we will re-think the meaning of a 'patient-centered' approach, and discuss the risks, effects and value to all players.

13:30 – 15:00 **Africa Workshop** (Hall C)

13:30 – 15:00 **NHS Workshop** (Hall C)



15:00 – 15:30 **360° Health Innovation Competition: Driving a Meaningful Change**  
Eight companies will be nominated as pre-finalists and will present their technology by video in the Virtual Reality Arena on the MEDinISRAEL fair-ground. Over 2000 conference visitors, Israeli HealthCare professionals and International delegates will select three finalists with on-site voting. The three finalists will be invited to give a brief presentation on stage for last round of judging for the 2nd and the 1st place winner.

15:30 – 15:45 *Coffee break*

15:45 – 16:30 **panel on Turning Big Data into Action**

Big Data has changed the way we manage, analyze and leverage data in every industry including healthcare analytics. Will the application of Big Data result in reduced cost of treatment or faster identification of epidemic outbreaks? Can we rely on technology to help avoid preventable diseases and improve quality of life? Where will Big Data and Artificial Intelligence take us?

The US & Israel are paving the way for the evolution of biology and medicine into an information technology. This track will combine the two to focus on the promise and challenges of collecting, storing and communicating health information in the digital age, and the value of predictive medical insights. We will discuss the challenges of real-time activity with individual biometric data, mass medical historical data and decision making at point-of-care.

09:00 – 18:00 *Exhibition and B2B*

Thursday – March 9<sup>th</sup>, 2017

## Professional & Sightseeing Tours

Rambam HealthCare Campus + Sightseeing Tour in **Haifa & Nazareth**. *details to be provided*

Rabin Medical Center + Sightseeing Tour in **Jerusalem**. *details to be provided*