

6 - 8 October 2009

Crowne Plaza,  
Brussels

Under the patronage of Günther Verheugen,  
EU Commissioner responsible for Enterprise & Industry



# MedTech Forum Newsletter

Issue n°04 September 2009

## Meet the speakers and panellists of the Eucomed MedTech Forum 2009!

With over 400 participants and 50 speakers in 12 sessions, the Eucomed MedTech Forum is Europe's largest gathering of its kind in Europe. This year's event will see more debates and more discussions between speakers and panellists but also more opportunities for guests and participants to network with other partners in health.

The programme of the MedTech Forum 2009 is intense and varied in terms of topics covered and speakers' background. But, who are the speakers and panellists of this year's edition?

### Tuesday 6 October 2009

10.00 - 13.00: **Training session: How the new EP and Commission will treat the healthcare sector: A breakdown of the elections and health policy**

**Wes Himes**, Managing Partner, Policy Action

14.00 - 17.00: **Round Table: The "new" European markets – Growth & Opportunity?**

**Sophie Cros**, Director, Reimbursement & Healthcare Economics EMEA, Abbott Vascular (chair)

**Unit Dereli**, Strategic Affairs Director, Johnson & Johnson Turkey

**Dr Péter Gaál**, Program Director, Semmelweis University, Health Services Management Training Centre

**Prof Nikos Maniadakis**, Department Head, National School Public Health (Greece)

**Peter Pažitný**, Partner and Executive Director, Health Policy Institute (Slovakia)

**Dr László Polák**, Strategic Affairs Director, Johnson & Johnson Hungary

### Wednesday 7 October 2009

09.00 - 09.10: **Conference Opening**

**Guy Lebeau, M.D.**, Chairman, Medical Devices & Diagnostics (MD&D) Europe, Middle East & Africa, Johnson & Johnson - Chairman of the Eucomed Board of Directors

09.10 – 10.30: **Research Institute (EHTI) session**

**Prof Elio Borgonovi**, Senior Professor, Bocconi University - EHTI

**Prof Reinhard Busse**, Professor and Department Head, Technische Universität (TU Berlin) - EHTI

**Luciano Cattani**, Executive Vice President, International Public Affairs, Stryker - EHTI - Vice-Chairman of the Eucomed Board of Directors

**Prof Mike Drummond**, Professor of Health Economics, University of York - EHTI

**Dr Pavel Hrobon**, Former Deputy Minister of Health, Czech Ministry of Health

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**Prof Panos Kanavos**, Senior Lecturer, London School of Economics (LSE) (chair)  
**Guy Lebeau, M.D.**, Chairman, Medical Devices & Diagnostics (MD&D) Europe, Middle East & Africa, Johnson & Johnson - Chairman of the Eucomed Board of Directors  
**Prof Aleksandra Torbica**, Assistant Professor, Bocconi University

11.00 – 12.30: **Policy debate I: What should define value?: Assessing Health Technology**

**Prof Dr Angelo Auricchio**, Professor, Medical Doctor, Fondazione Cardiocentro Ticino - European Heart Rhythm Association (EHRA)  
**Jérôme Boehm**, Policy Officer – Health System, European Commission DG SANCO  
**Prof Mike Drummond**, Professor of Health Economics, University of York (chair)  
**Prof Claudio Jommi**, Associate Professor, University of Piemonte Orientale - Bocconi University  
**Yann Le Cam**, Chief Executive, Eurordis (TBC)  
**Prof Dr Peter Sawicki**, Director, German Institute for Quality and Efficiency in Health Care (IQWiG)

11.00 – 12.30: **Policy debate II: Access to high-quality care: What incentives for physicians, patients and industry?**

**Prof Gerd Auffarth**, Acting Chairman, University of Heidelberg  
**Giulia Del Brenna**, Head of Unit, European Commission DG Enterprise & Industry  
**Johan Hjertqvist**, Founder and President, Health Consumer Powerhouse  
**Dr Pavel Hrobon**, Former Deputy Minister of Health, Czech Republic  
**Prof Panos Kanavos**, Senior Lecturer, London School of Economics (LSE)  
**Teresa Petrangolini**, Secretary General, CittadinanzAttiva

14.00 – 15.30: **Policy debate III: Is MedTech short on talent for continued growth?**

**Dr Thierry Chignon**, Partner, Maignon Investissement et Gestion  
**Marie-Hélène De Coster**, Partner, Heidrick & Struggles (chair)  
**Emma Pearson**, Director of Talent Development, Medtronic  
**Prof Antonio Pedotti**, Professor, Director, Bioengineering Department, Politecnico di Milano  
**Pierre Saint-Girons**, VP Western Europe, Zimmer

14.00 – 15.30: **Policy debate IV: Delivering healthcare through innovation: the EU's next steps?**

**Johanna Adami**, Head of Biotechnology Department, VINNOVA  
**Dr Mary Baker**, President, European Federation of Neurological Associations (EFNA)  
**Ruxandra Draghia-Akli**, Health Director, DG Research (TBC)  
**Georgette Lalis**, Director, European Commission DG Enterprise and Industry  
**Prof Hans Martens**, Chief Executive Officer, European Policy Centre (chair)  
**Dr Caroline Wagner**, Responsible for Europe and International Relations, Techniker Krankenkasse

16.00 – 18.00: **CEO Summit**

**Jose Calle Gordo**, Divisional Vice President Operations EMEA, Abbott Vascular  
**Martin Dewhurst**, Director, McKinsey & Company (chair)  
**Dr Emanuele Gatti**, Member of the Management Board, CEO Europe, Latin America, Middle East and Africa, Fresenius Medical Care  
**Kem Hawkins**, President, COOK Incorporated and COOK Group Incorporated  
**David Illingworth**, Chief Executive Officer, Smith & Nephew plc  
**Lars Rasmussen**, President & CEO, Coloplast  
**Dr Oern Stuge**, Senior Vice President, Medtronic - Member of the Eucomed Board of Directors  
**Staffan Ternström**, President, Cordis EMEA

19.30 – 23.00: **Gala dinner**

Opening Remarks (TBA)  
Patient Speech

## Thursday 8 October 2009

09.00 - 12.00: **MedTech Forum Summit & Keynotes**

09.00 -10.00: **Health Policy Summit: Is a new model in health policy emerging?**

**Nicola Bedlington**, Director, European Patients' Forum

**John Bowis OBE MEP**, Conservative Member, European Parliament for London - Incoming Honorary President of Health First Europe (HFE) (chair)

**Robert Madelin**, Director-General, European Commission DG SANCO (keynote)

**Mary Madell**, Acting Director, US Department of Health (TBC)

**Dr Guy Lebeau**, Chairman, Medical Devices & Diagnostics (MD&D) Europe, Middle East & Africa, Johnson & Johnson - Chairman of the Eucomed Board of Directors

**Dagmar Roth-Behrendt MEP**, Member, European Parliament (TBC)

10.30 -11.30: **Industry Policy Summit: Europe – Catalyst for MedTech Competitiveness, Jobs & Growth?**

**Jorgo Chatzimarkakis MEP**, Member, European Parliament (TBC)

**Heinrich Christen**, Partner & Industry Leader Medical Devices Industry EMEA, Ernst & Young (chair)

**Prof Bernard De Cannière**, Former CEO, Cardio Life Research

**Jason Hillenbach**, Associate Director, Global Life Sciences Center, Ernst & Young

**Fred Hrkac**, President EMEA, Boston Scientific

**Dr Robert Sullivan**, Director of the Office for Life Sciences (OLS), Department for Business, Innovation and Skills (UK)

**TBA**, Irish Government representative (keynote)

11.30 -12.00: **Chairman and CEO Keynotes**

**Guy Lebeau, M.D.**, Chairman, Medical Devices & Diagnostics (MD&D) Europe, Middle East & Africa, Johnson & Johnson - Chairman of the Eucomed Board of Directors

**John Wilkinson**, Chief Executive, Eucomed

[Searching for updates on the programme and the speakers?](#)

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Up-to-date programmes and information on the MedTech Forum 2009 are regularly uploaded on the conference website ([www.medtechforum.eu](http://www.medtechforum.eu)). With the start of the event approaching quickly, make sure you visit the website to get the final speakers' panels and programme.

### Not registered yet?

Please visit [www.medtechforum.eu/Fees](http://www.medtechforum.eu/Fees) to register for Europe's biggest MedTech event!  
Free registration for Press, NGOs and EU Officials.

We look forward to seeing you in Brussels next month!

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