

Issue n°02 September 2008

Unite to innovate in health

THE EUCOMED MEDTECH FORUM & GENERAL ASSEMBLY 2008: THE BIGGEST NAMES WILL BE THERE, WILL YOU?

Whether you are based in Paris, Tübingen or Geneva; in a company or association; in management or in a specific function: you will be able to take advantage from being in Brussels during the week of 13 October. For a whole week, the European medical technology sector will be in the spotlight, creating a unique opportunity to network with other medical technology companies, national associations and external stakeholders. The MedTech Forum will facilitate discussions on key topics, impact the environment in which we operate and, ultimately, help patients and medical professionals benefit from our technology. In this respect, the event is ideally placed to fill a hiatus existing today.



Participants can cherry-pick the events which are most relevant to them, resulting in a tailor-made week and improving productivity.

The MedTech Forum is the first event in its kind to take place in Brussels and thus its potential is virtually limitless. I believe we are witnessing a turning point in how our industry profiles itself, interacts and operates with external partners.

This is not a conference. It will become your comfort zone.

John Wilkinson, Chief Executive of Eucomed

MEDTECH FORUM PROGRAMME: OUR EVENT IS YOUR EVENT

Step-by-step, the programme for the MedTech Forum is coming together as speakers are confirmed and national associations and working groups are engaged in this journey. Many sessions on various topics related to the MedTech industry are taking place from 13 to 16 October 2008 in the center of Brussels. The MedTech industry has never experienced such an outreach to external stakeholders and has never witnessed so many top leaders get together, all in one week.

When registering for the event on the MedTech Forum website (www.medtechforum.eu), you will have the possibility to select the sessions and conferences you are interested in and build your own "MedTech Forum week". REGISTER NOW!

The MedTech Forum website will also provide you with the latest programmes, documents and information on this must-attend event.

13 Oct	TUE, 14 Oct
09.00 - 12.30 Registration session: Public Affairs	09.00 - 18.00 REGFORUM
13.00 - 15.30 Registration session: Issues Management	10.00 - 11.00 Media breakfast
	12.00 - 14.00 Patient Safety Workshop - lunch
	15.30

Zeger Vercouteren & Mike Kreuzer, Project Managers of the Eucomed MedTech Forum



MON, 13 Oct

- 10.00 - 12.30
Training session:
Holistic Public Affairs
- 13.00 - 15.30
Training session: Issues
& crisis management
- 15.30 - 18.00
Training session: PR
training 101
- REGFORUM lunch*
- 14.00 - 18.00
REGFORUM

TUE, 14 Oct

- 09.00 - 18.00
REGFORUM
- 10.00 - 11.00
Media breakfast
- 11.30 - 14.00
Healthcare Fraud
Workshop
- 12.00 - 14.00
Patient Safety
Workshop - lunch
- 14.00 - 18.00
Unique Device
Identification Seminar
- 15.30 - 18.00
GMTN meeting
- UDI / REGFORUM /
GMTN cocktail*
- Homecare dinner*

WED, 15 Oct

- ASCI/ADV breakfast*
- 08.00 - 09.00
ADV Meeting
- 08.00 - 09.00
ASC Meeting
- 09.00 - 16.00
Economic Value of
Medical Devices
- 10.30 - 15.30
MedTech regulatory
environment in 2012
- 16.00 - 17.00
BOD Meeting
- 16.00 - 18.00
Meetings with MEPs
- 18.00 - 20.30
Academic session,
reception, exhibition
at European
Parliament
- Associations Chairmen
dinner*

THUR, 16 Oct

- Marketplace breakfast*
- 08.30 - 14.30
Marketplace
- 10.30 - 12.30
MedTech Forum
plenary session
- MedTech Forum lunch*
- MedTech Forum VIP
lunch*
- 14.00 - 16.25
CEOs Roundtables
- 16.25 - 16.55
Keynote speeches
- 16.55 - 18.00
General Assembly
- Gala Dinner*

■ - Internal only

MONDAY 13 OCTOBER

10.00 - 12.30

Training session:
Holistic Public Affairs

The European Union is all about public affairs and the MedTech Forum PA training will provide a valuable insight into how policies are made that affect the industry and health stakeholders. This eye-opening seminar will focus on the pressure points that affect public policy outcomes and how they impact the ability of companies and organisations to do business in the EU. Anyone attending this seminar will not only be able to walk away with a firm grounding PA training of the EU machinery, but how the future of health policy is shaping up in Brussels.



Wes Himes, Managing Partner for Policy Action

Should you have any questions, feel free to contact him on weshimes@policyaction.com or +32 2 626 9500.

13.00 - 15.30

Training session: Issues
& crisis management



Our Crisis & Issues Management training will help you anticipate, assess, respond to and manage an array of complex situations ranging from negative media coverage to healthcare litigation to various policy issues. Whether it is an internal programme affecting employees or an external effort to protect or defend your reputation, Edelman brings a strong strategic perspective founded on international experience, understanding and insight.

Jere Sullivan, Executive Vice President of Edelman Europe

15.30 - 18.00

Training session: PR
training 101

All of Edelman's media training courses are tailor-made to suit an individual client's needs. The core elements include best practice in communicating key messages, rebuttal of unfair or inaccurate accusations and handling a hostile interview. It also includes practical experience to improve interview skills. We tailor each course to meet specific requirements, covering print media, television and radio in addition to messaging and developing skills to handle difficult questions. In short, all the techniques you need to face the media with confidence.



Rebecca Snazell, Director of Edelman Europe

TUESDAY 14 OCTOBER

11.30 - 14.00

Healthcare Fraud
Workshop



The US enforcement agencies, the Department of Justice and the Securities and Exchange Commission have stepped up enforcement activities both in the US and abroad related to healthcare fraud and corruption. Also local prosecutors in Europe and the Asia Pacific region have dramatically stepped up enforcement activities. Joining this workshop will give you the opportunity to meet compliance professionals, representatives of physician and patient associations and representatives of enforcement bodies who will discuss on recent trends and cases, and will open a discussion on the need of open and transparent collaboration between the various healthcare stakeholders. This truly is a workshop you can not afford to miss!

Ted Acosta, Partner at Ernst & Young

12.00 - 14.00

Patient Safety
Workshop - lunch

Patient Safety is a global public health issue and a concern for Europe. Unsafe medical care is a major source of morbidity and mortality throughout the world. Today, Healthcare Associated Infections and the reuse of single-use devices are still compromising the safety of too many patients worldwide. Initiatives and actions are being taken but there are still gaps. This lunch debate will identify those gaps and discuss our sector's involvement, together with the European Institutions and other stakeholders, on effective ways to improve patient safety. We hope to initiate the adoption of a Charter that might impact the future European Agenda.



John Wilkinson, Chief Executive of Eucomed

14.00 - 18.00

Unique Device
Identification Seminar

AIDC (Auto Identification and Data Capture) and UDI (Unique Device Identification) are topics which are fast moving up the agenda for medical device companies and healthcare providers. During the Eucomed MedTech Forum this important seminar will update attendees about the GS1 Healthcare global standardisation programme and on the views of regulators from around the world. This will be an ideal opportunity for anyone concerned with the supply chain, patient safety and counterfeiting to learn about the very latest developments.



Mike Kreuzer, Chairman of the Eucomed E-Business & Supply Chain (ETF) working group

15.30 - 18.00

GMTN meeting

Raising awareness of the value of medical technology is of vital importance to our industry. This first MedTech Forum will provide unique opportunities for industry to reach policymakers, patients and other stakeholders. There will also be a meeting of the Global Medical Technology Network (GMTN) which provides a round-table for our industry to develop united policy positions in an increasingly global market. Your association should be heard! Please join us on 14 October in Brussels.



Steven Ubl, President & CEO of AdvaMed

Homecare dinner

Homecare, a topic in which a growing segment of our industry is involved, has been the subject of a long and continuing debate in Europe. Nevertheless, little agreement exists on its goals and purposes and the kind of population groups it should cater for, nor its costs and benefits. In view of the new WHO publication entitled "Solid Facts: Homecare in Europe" that will be released in early Autumn, Eucomed creates a unique opportunity for its members and its stakeholders to share their experience with WHO and the European Institutions during a lively and productive dinner debate.



Rosanna Tarricone, Director Economic Affairs of Eucomed

09.00 - 16.00

Economic Value of Medical Devices

The "Medical Device Value Day" will tackle topics that are high on Eucomed members' agenda. This conference will help in answering critical questions related to how innovation in medical technology and progress in providing therapies are valued in Europe and whether the European Union offers sufficient incentives to stimulate further technology innovation to address the needs of patients, clinicians and public health, on which the wealth of the European Union depends. Speakers from the European Commission, the European Parliament, the Italian Ministry of Health and more will share their expertise in the field in order to shed light on these prominent topics. Moreover, the European Health Technology Institute for Socio-Economic Research (EHTI) will present its research findings thus enriching the debate with new evidence on how technological innovation can contribute to economic and social progress. The participation of Eucomed members and stakeholders is of valuable importance in order to feed a fruitful discussion with the experts. Current and future challenges require a partnership approach!



Rosanna Tarricone, Director Economic Affairs of Eucomed

10.30 - 15.30

MedTech regulatory environment in 2012



The recent recast of the Medical Devices Directive will certainly impact the way in which medical devices are regulated and approved. The REG 2012 forum will provide a unique platform for all stakeholders - patients, physicians, competent authorities, the European Commission and financial analysts - to discuss their positions, fears, the potential consequences and benefits of such a recast. The discussions will start with presentations by a panel of experts and the audience will be invited to participate in an animated debate. Sign up for this symposium and find out where our industry and the patients we care for should stand in 2012.

Roland Gérard, Chairman of the Eucomed Regulatory Affairs (REG) working group

16.00 - 17.00

Meetings with MEPs

Companies can individually meet the Members of the European Parliament representing the electorate of the region in which they provide employment. Although this opportunity has always existed, very few companies have made use of it. Eucomed however will facilitate your outreach. Don't miss this opportunity! Let Eucomed know where within the EU-27 you have a manufacturing, R&D or distribution site and you will have the opportunity to build a relationship with a potential champion for your business and our industry in the European Parliament and beyond!



18.00 - 20.30

Academic session, reception, exhibition at European Parliament

The medical technology industry has evolved dramatically since the late 50s, and has contributed greatly to patient care, clinical practice and economic progress. Although our sector faces certain challenges, its potential is vast. The story of the medical technology remains to be told. However, with physicist, futurist and best-selling author Dr Michio Kaku and two Members of the European Parliament adding lustre to the MedTech Forum, this story will for the first time be heard in the European Parliament and spread from there on. Take a look at the programme and discover which great ambassadors of our story have accepted to go on this journey with us. The MedTech Forum also offers you the opportunity during a showcase reception to show off the progress your company has made in the past several decades. Do not miss this opportunity to make our story heard loud and clear!

Zeger Vercouteren, Chairman of the Eucomed Public Affairs (PA) working group



What will medical technology look like 20 to 50 years from now? Medicine has gone through 2 eras: (a) superstition and magic (b) antibiotics and vaccination. We are now entering the third stage of medicine, made possible by breakthroughs in genetics, computers, artificial intelligence, and nanotechnology. Among the possibilities they will offer:

- growing entire human organs from our own cells, replacing organs as they get injured, diseased, or old.
- placing all our genes on a single CD, which will be an «owners manual» for our body, ushering in an era of genetic-based medicine.
- long distance surgery via holographic images in 3 dimensions, via the internet.
- microscopic computers in and outside our body which can detect colonies of perhaps 100 cancer cells, years before they form a tumor.

There are many more possibilities that I will explore with you, not at the Discovery Channel or at the BBC, but at the European Parliament on 15 October!

Dr Michio Kaku, Theoretical Physicist, Professor, Bestselling Author and Popularizer of Science

Associations Chairmen dinner

Chairmen and DGs of the national associations, we have a joint task to accomplish: let's «Unite to innovate in health»! Join John Wilkinson and myself for a crucial dinner on Wednesday evening.

Guy Lebeau, Company Group Chairman Johnson & Johnson
Chairman of the Eucomed Board of Directors



THURSDAY 16 OCTOBER

Marketplace breakfast

08.30 - 14.30
Marketplace



The European MedTech Forum will celebrate and bring together for the first time the network of European associations which make up Eucomed. If you are interested in what is happening in healthcare markets around Europe this is an event not to be missed. By visiting the 'Market Place' you will have a unique opportunity to speak to senior executives from the association members and learn about their priorities in the many and varied healthcare markets which make up the European Union. You will also be able to listen to live interviews where a journalist specialising in healthcare will discuss these issues with Chairmen and CEOs of the associations. Not to be missed!

Mike Kreuzer, Chairman of the Eucomed Associations Secretaries Council (ASC)

10.30 - 12.30
MedTech Forum plenary session

What does the future hold for our dynamic and exciting industry? I hope that the speakers in our 'keynote' plenary session will be able to give us some valuable insights. In a sector that is now 'flying above the radar', policymakers and legislators are taking an interest in the medical technology sector in ways that would not have been imaginable a few years ago. Either we engage in a constructive manner or we run the risk of our paths diverging. Strategic planning starts with a comprehensive analysis of the operating environment. The plenary session will deliver some vital insights. More on this exciting Thursday programme and the General Assembly on our website.

John Wilkinson, Chief Executive of Eucomed



FOR MORE INFORMATION

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