

# PROGRAMME AT A GLANCE

22 MAY 2024

VIENNA CITY HALL

18:30-21:30 Welcome Cocktail Reception at the Vienna City Hall sponsored by LISAvienna and AUSTRONED

23 MAY 2024

STRAUSS	LEHAR 1	LEHAR 2	LEHAR 3 & 4	SCHUBERT 1
EXHIBITION AREA 08:30-09:15 WELCOME COFFEE				
09:15-09:45 <b>OPENING</b> Opening Key Note				
09:45-10:30 <b>PLENARY</b> CEO #nofilter				
10:40-11:30 <b>PARALLEL SESSION</b> MDR Sprint: Turbocharge Companies for a Smooth Transition	10:40-11:30 <b>PARALLEL SESSION</b> Cyber resilience of European healthcare: readiness of the sector Co-organised by ReedSmith	10:40-11:30 <b>PARALLEL SESSION</b> Successfully Navigating Exits and Financings in Tough Times	10:40-11:30 <b>SPONSORED SESSION</b> Europe is the most innovative continent when it comes to enhancing women's healthcare": really? Sponsored by Hologic	10:40-11:30 <b>ASK THE EXPERT</b> Clearing the Compliance Hurdles: Preparing for FDA Inspections Hogan Lovells
EXHIBITION AREA 11:30-12:00 NETWORKING BREAK				
12:00-12:50 <b>PARALLEL SESSION</b> Localisation trend in the medtech industry	12:00-12:50 <b>PARALLEL SESSION</b> A Compass for Collaboration: Navigating Stakeholders' Roles in Transitioning To Value-Based Healthcare	12:00-12:50 <b>PARALLEL SESSION</b> Towards an EU Cardiovascular Health Plan - The Role of MedTech Industry	12:00-12:50 <b>SPONSORED SESSION</b> Rethinking Innovation: Driving Organizational Value from the Inside Out Sponsored by Veeva MedTech	12:00-12:50 <b>ASK THE EXPERT</b> 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 <b>PARALLEL SESSION</b> Regulation on HTA - A new reality for Access to innovation in Europe	14:00-14:50 <b>PARALLEL SESSION</b> On the power of regional medtech innovation ecosystems: Austria at a glance Co-organised by Austromed/ LISAvienna	14:00-14:50 <b>PARALLEL SESSION</b> Uncovering Europe's Innovation Allure Co-organised by Deloitte	14:00-14:50 <b>SPONSORED SESSION</b> IEEE 11073: How the SDC Interoperability Standard will transform MedTech Products Sponsored by Zeiss	14:00-14:50 <b>ASK THE EXPERT</b> The Power of the Digital Thread: Weaving quality into product engineering Deloitte / PTC
15:00-15:50 <b>PARALLEL SESSION</b> The Climate Crisis: our next Health Crisis?	15:00-15:50 <b>PARALLEL SESSION</b> Transforming the medtech procurement of innovations culture	15:00-15:50 <b>PARALLEL SESSION</b> IVDR state of transition - pulse check and outlook	15:00-15:50 <b>PARALLEL SESSION</b> Case Study Analysis: What you need to know about the new EU product liability rules and why	15:00-15:50 <b>ASK THE EXPERT</b> Cybersecurity from business risk to competitive advantage Ernst & Young
EXHIBITION AREA 15:50-16:20 NETWORKING BREAK				
16:20-17:10 <b>SPONSORED SESSION</b> Unlocking the transformative potential of GenAI Sponsored by McKinsey	16:20-17:10 <b>PARALLEL SESSION</b> Capacity-Enhancing Innovation: the enabler for resilient healthcare systems? Sponsored by Edwards Lifesciences	16:20-17:10 <b>PARALLEL SESSION</b> Alignment of device data driven by EUDAMED – what are the possibilities?	16:20-17:10 <b>PARALLEL SESSION</b> Learn from the best: some IHI winners sharing their experiences	16:20-17:10 <b>ASK THE EXPERT</b> Understanding the IVDR QTEC Group
17:20-18:00 <b>PLENARY</b> 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 <b>PARALLEL SESSION</b> Digital Healthcare Transformation: Breaking Barriers, Shifting Mindsets Co-organised by Ernst & Young	08:30-09:20 <b>PARALLEL SESSION</b> Designing and implementing value-based agreements	08:30-09:20 <b>PARALLEL SESSION</b> Recognizing the value of medical technology in cancer care	08:30-09:20 <b>PARALLEL SESSION</b> Digital label for medtech and beyond – how could this work? Co-organised by Johnson&Johnson Medtech	08:30-09:20 <b>PARALLEL SESSION</b> IHI: 50 min to quit being a dummy
09:30-10:20 <b>PARALLEL SESSION</b> GenAI: Are we maximising the value of GenAI to enable patient-centric solutions? Co-organised by Deloitte	09:30-10:20 <b>PARALLEL SESSION</b> Navigating EU Regulations impacting use of health data in MedTech Co-organised by Faegre Drinker Bidde & Reath	09:30-10:20 <b>PARALLEL SESSION</b> Spotlight on innovative Start ups: How to collaborate Co-organised by AUSTRONED/ LISAvienna	09:30-10:20 <b>SPONSORED SESSION</b> Global market focus: CHINA	09:30-10:20 <b>ASK THE EXPERT</b> Data-Driven Content Management - Navigating the complexities of documentation compliance RWS Group
EXHIBITION AREA 10:20-10:50 NETWORKING BREAK				
10:50-11:40 <b>PARALLEL SESSION</b> Unlocking Efficiency & Governance in the MDR and IVDR Maze	10:50-11:40 <b>SPONSORED SESSION</b> Improving Healthcare Safety and Supporting Improved Care Deliver Sponsored by Stryker	10:50-11:40 <b>PARALLEL SESSION</b> Global regulatory matters: reliance in practice	10:50-11:40 <b>SPONSORED SESSION</b> Building a Secure and Resilient Digital Healthcare Ecosystem: Reality or Utopia? Sponsored by Flex	10:50-11:40 <b>ASK THE EXPERT</b> 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 <b>PARALLEL SESSION</b> EU Green Deal: challenges and opportunities for the medtech sector	11:50-12:40 <b>PARALLEL SESSION</b> Medtech Exodus: Reclaiming Europe's Innovation Edge	11:50-12:40 <b>PARALLEL SESSION</b> Global clinical evidence: challenges and opportunities of RWE sources	11:50-12:40 <b>PARALLEL SESSION</b> Innovative Payment Schemes in Europe: Updates, Reality, and Trends Co-organised by Alira Health	11:50-12:40 <b>ASK THE EXPERT</b> Transform your Post Market Surveillance with GenAI and Automation Smarteeva
EXHIBITION AREA 12:40-13:40 LUNCH BREAK				
13:40-14:30 <b>PARALLEL SESSION</b> Never again Pandemic Preparedness for Medtech	13:40-14:30 <b>PARALLEL SESSION</b> Circularity4Health: Driving EU Action for Net- Zero Health Systems Co-organised by Philips	13:40-14:30 <b>SPONSORED SESSION</b> Generative AI in Marketing Sponsored by BCG	13:40-14:30 <b>PARALLEL SESSION</b> Patient Engagement – a business imperative for Medtech?	13:40-14:30 <b>ASK THE EXPERT</b> Market Data Surveys: unique insights for the medical device field
14:40-15:30 <b>PARALLEL SESSION</b> Real world data – a game changer for the medtech Industry?	14:40-15:30 <b>PARALLEL SESSION</b> IVDs - How will the diagnostics ecosystem change?	14:40-15:30 <b>PARALLEL SESSION</b> Joint Scientific Consultation - Evidence and Europe	14:40-15:30 <b>PARALLEL SESSION</b> European Alignment on Digital Health Assessment	14:40-15:30 <b>ASK THE EXPERT</b> Standing on the shoulders of giants
15:40-16:00 <b>PLENARY</b> Conclusions				