

# WEEK'S AGENDA

## MONDAY

- Overview: eHealth  
*M. Farkash, Blueprint Health*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- National Strategies and Commercial Environment in eHealth  
*R. Fink, e-Health Ticino*
- Business Planning and Models for sustainable eHealth Services  
*P. Upham, Genentech*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- Technology Platforms in eHealth  
*P. Upham, Genentech*

## TUESDAY

- Regulatory Affairs: eHealth Solutions as Medical Devices (SAMd)  
*Mette Luxhøj, Radiometer*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- Regulatory Affairs: eHealth Solutions as Medical Devices (SAMd)  
*Mette Luxhøj, Radiometer*
- eHealth Case Baze  
*P. Schulte, Baze*
- Regulatory Affairs: Consumer eHealth Applications  
*Mette Luxhøj, Radiometer*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- Regulatory Affairs: Consumer eHealth Applications  
*Mette Luxhøj, Radiometer*

## WEDNESDAY

- Regulatory Affairs: eHealth Solutions in the Clinical Environment  
*C. Dierks, Dierks+Company*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- Intellectual Property in eHealth  
*S. Kohler, Vischer*
- Regulatory Affairs: Data Privacy and Security in eHealth  
*C. Dierks, Dierks+Company*
- Venture Capital for eHealth start-ups  
*Roberto De Ponti, Helsinn Investment Fund*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*

## THURSDAY

- Exploitation of IP Assets  
*M. Noth, TIMES Attorneys*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- The Internet of Healthcare Things (IoHT)  
*A. Staehelin, TIMES Attorneys*
- Business Development  
*M. Farkash, Blueprint Health*
- Business Ethics  
*P. Seele, Università della Svizzera italiana*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*

## FRIDAY

- Reimbursement  
*T. Seeger, Medalliance*
- Funding opportunities for eHealth Ventures  
*P. Harboe-Schmidt, Spirochem*
- eHealth Project: Participants' Projects  
*M. Farkash, Blueprint Health*
- Project Presentations

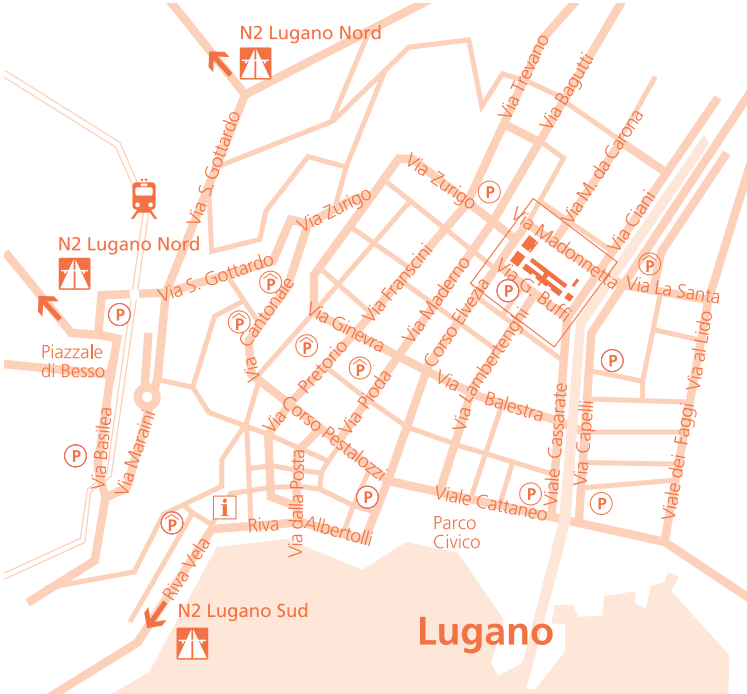
# FEES AND CONTACT DETAILS

CHF 4,000.–  
Registration fees include tuition, hospitality (all lunches, coffee breaks and one evening event).

An early-bird rate of CHF 3,200.– applies until **15 December 2019**.  
If you are affiliated to an early-stage venture or an academic institution you will be eligible for a discount on tuition fees.  
Fees are payable in advance on receipt of confirmation of registration.  
Deadline for registration: **15 February 2020**.

**Venue**  
Università della Svizzera italiana, Via Giuseppe Buffi 13, CH-6904 Lugano  
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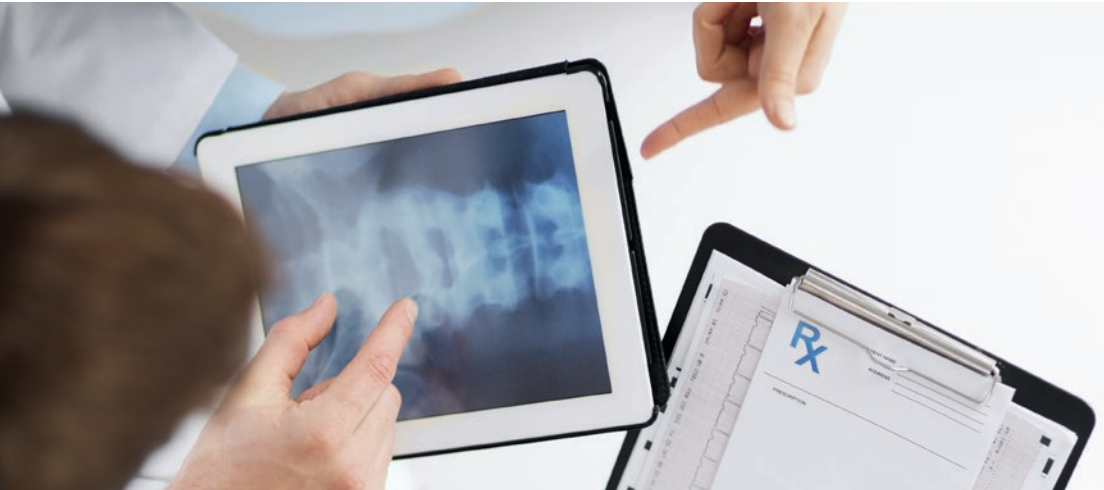


Università della Svizzera italiana	eHealth Business eHealth Club
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# eHealth Business

Comprehensive advanced program on eHealth Entrepreneurship at USI

LUGANO: 25-29 May 2020





## PROGRAM OBJECTIVES

This comprehensive advanced program is aimed to promote entrepreneurship in the field of eHealth. It focuses on how eHealth services and products can be developed, financed, and commercialized. Young and future eHealth entrepreneurs are supported in getting a clear understanding of the relevant markets and the key problems that their business model will attempt to solve.

Participants will be given guidance in their leadership role, learn how to start and fund their own business.

Lectures and seminars are taught by world-class instructors from the eHealth industry, academia and venture capital. Access to this faculty of business experts gives participants a chance to build momentum for their emerging ventures.

## WHO SHOULD ATTEND?

The course program is designed for

- Scientists and engineers wishing to get eHealth products and services to market
- Entrepreneurs and managers from eHealth companies and start-ups who wish to explore and better understand the global sector
- Investors interested in developing eHealth enterprises

The number of participants is limited to 30.

## STRUCTURE AND CONTENT OF THE PROGRAM

The comprehensive program is organized in course modules with emphasis on eHealth entrepreneurship. It covers a wide variety of the segments of the eHealth industry.

Participants will be trained on how to start, finance and grow an eHealth business. The teaching program also includes topics on health information technology, national strategies in eHealth, technology platforms, regulatory affairs, intellectual property rights and reimbursement.

Extensive discussions and case studies emphasize the challenging issues that are critical to this new market opportunity.

Working in project teams participants are enabled to develop real business cases and to present this work at the end of the course to a panel of experts in eHealth.

Lectures and seminars are taught by world-class instructors from the eHealth industry, academia and venture capital.