

FUTURE OF HEALTH SUMMIT, Bratislava, April 3<sup>rd</sup> to 5<sup>th</sup> 2019

## INTRO

The Future of Health Summit Conference is a regular European meeting for the healthcare industry professionals, structured as a critical platform for dialogue and exposure. It focuses on cutting-edge business models and innovative process, disrupting the industry. This year the conference looked at how digital healthcare, AI and big data are driving the healthcare transformation.

The conference identified three distinct streams:

- Digital Healthcare
- Digital Health in Pharma and Pharmacovigilance
- Project Portfolio Management

Covering the following items:

\*e-technologies \* process innovations \* business strategies \* future market trends \* newest discoveries

## Attendees

Organised as a closed-door boardroom set of meetings, panel discussions, individual presentations and start-up competitions (twice a day, allotting a reward of 10,000 euros). Attendees represented a broad mix of healthcare industry stakeholders including:

- Institutional and public authorities
- European regulators
- Pharmaceutical and Biotech firms
- Healthcare providers
- Patients groups
- Novel Technology providers & startups
- Investors and PE

From a regional stand-point, been held in an eastern European country, representation from neighboring countries was important: Poland, Czech Rep, Hungary, Ukraine, Germany, Switzerland, Austria, France, Scandinavian countries, the UK, but also a rich distribution of Middle East countries and further east (Pakistan). The US was also well represented.

## IHF role

The IHF was invited to showcase the role of healthcare providers integrating latest innovations, especially digital healthcare. The IHF was allotted two sessions: a full presentation and a panel discussion.

1. The full session presentation: **“Investment Strategies in Healthcare Organisations, in Emergent countries”**. The IHF had the opportunity to explain the role of the organisation, the nature of its members and the type of collaborative working groups. It raised the audience awareness which for the most ignored the existence of a supranational federation of healthcare providers but were in some cases well familiarized with their national. The session went on with a thorough exposure of the role of the IOH SIG, the requests based on recurrent needs called up by members and the collegial type of process to identify and design the collaborative. The IHF was supported in this role by Derry Heron from EOH and Catherin Brown from Benguela. The session received a warm reaction by the audience, most of the Q&A were addressed to the IHF into the nature of the organization and the possibility of support to more-business-wise projects within the healthcare sector but targeting very SME. The audience to this session was mainly composed of healthcare solutions providers, very much concentrated into the Medtech and consulting sectors. Their target was clearly business-oriented and a direct link with such a large pool of healthcare organisations was seen as an interesting niche to explore. A further talk with these, only confirmed the identified niche as a new brand for the IHF to be considering.
2. Friday, the 5<sup>th</sup> the IHF participated to a panel discussion on **“Relations between start-ups and Academia”**. Aside the IHF as a proxy to the academia (explained through our UH members), the panel had incubators and the audience counted on a important number of start-up professional scouters. Here again, the IHF took the opportunity to showcase what it is, how it works and why its role of intermediation with the academia and the industry is key. What was outstanding in this respect was the degree of penetration and imbrication between investors (PE and industry) and entrepreneurs and the clear lack of coordination with the academia and medical centers. This was a strong presentation argument. The IHF detailed the innovation project of the UH SIG but also put forward the partnering potential, with the example of the MoU signed with Health Horizon. The IHF was accompanied by Clayton Blake from Toukanlabs to talk about the role of Health Horizon in collaboration with the IHF: the perfect match as regards to the needs expressed by the different stakeholders.

## The Booth

IHF booth had a very centric spot at the central booth room, with the session rooms all around. Most of the other booths represented start-ups and commercial firms in consulting and investment. IHF representative responded to requests, comments from attendees, held consultations and successfully distributed promotional material. This was achieved through an important mailing activity performed before the event.

## Recommendations

The IHF to explore above mentioned niche for activity and to closely follow this type of events, especially in Europe, where the industry is at the top of the wave.