

# Swiss Medtech Day 2020



# 21 September 2020 Kursaal Bern

## Swiss Medtech Day 2020

The leading conference of the Swiss Medical Technology Industry

Like everyone of you in one way or another, we from the organisation team of Swiss Medtech Day were faced with an unprecedented challenge. During the last two months of uncertainty we had to stay agile and adapt to the new situation. We are pleased to announce that once again on 21 September industry players, young entrepreneurs, researchers and investors from the Swiss medical technology industry can gather to network, learn and get inspired.

Thanks to the joint efforts of the programme committee, we succeeded to compile an attractive programme for the fall Edition of Swiss Medtech Day including keynotes, interactive Breakout Sessions, a Science Slam and a Tabletop and Poster Exhibition. We are particularly pleased to have gained two speakers, Dr Peter Grünenfelder and Prof Dr Paul Vogt, who will assess the prevailing situation from an industry and medical perspective.

Another highlight will be the presentation of the Swiss Medtech Award – which of the seven shortlisted companies will be crowned winner?

Look forward to an interesting Swiss Medtech Day 2020 – we will be very pleased to welcome you.

All details at [www.swissmedtechday.ch](http://www.swissmedtechday.ch)

### Host

**SWISS MEDTECH**

### Partner

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**Innosuisse – Swiss Innovation Agency**

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# Swiss Medtech Day 2020

## Programme

08:30	Registration and Welcome coffee
09:00	Start of the Programme
09:15	<b>Opening Keynote</b> Dr Peter Grünenfelder, Director Avenir Suisse
09:45	<b>Swiss Medtech Award 2020 – Presentation of Nominees</b>
10:15	Networking Break
10:45	<b>Breakout Sessions – Part 1</b>
12:00	Networking Lunch
13:30	<b>Breakout Sessions – Part 2</b>
14:45	Networking Break
15:15	<b>Science Slam</b> presented by Innosuisse
16:00	<b>«East-West-Convergence: Blessing or Curse?» A Heart Surgeon's Perspective</b> Prof Dr Paul Robert Vogt, EurAsia Heart – A Swiss Medical Foundation
16:30	<b>Swiss Medtech Award 2020 – Award Ceremony</b> presented by Institut Straumann, Lichtsteiner Foundation and Ypsomed
16:50	End of Swiss Medtech Day 2020

Moderator: Dr Heiko Visarius

All presentations in the plenary and the Breakout Sessions will be held in English.

### Poster and Tabletop Exhibition

Use the chance during the breaks to network with the 52 tabletop exhibitors and to get inspired by 27 science projects presented in our poster zone.

All details at [www.swissmedtechday.ch](http://www.swissmedtechday.ch)

# Swiss Medtech Day 2020

## Keynote Speakers

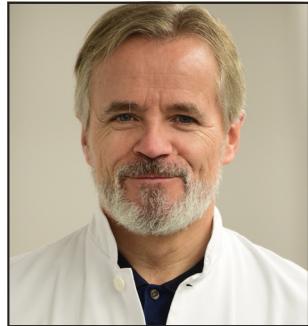
### Opening Keynote



Dr Peter Grünenfelder, Director Avenir Suisse

Peter Grünenfelder has been director of Avenir Suisse since 2016 and carries the overall responsibility for the think tank's work and engagement. Previous positions have included the State Chancellor of the Canton of Aargau and President of the Swiss State Chancellor's Association. He regularly lectures at universities in Switzerland and abroad. Peter Grünenfelder studied business administration at the University of St. Gallen and received his doctorate from the same university.

### «East-West-Convergence: Blessing or Curse?» A Heart Surgeon's Perspective



Prof Dr Paul Robert Vogt, President EurAsia Heart – A Swiss Medical Foundation

Paul R. Vogt graduated from the convent school in Einsiedeln. After training in anesthesia, intensive care medicine and general surgery, he specialized in cardiovascular surgery, habilitated in 1995 at the University Hospital Zurich, was appointed deputy to Prof. Marko Turina and in 2000 full professor and director at the University Hospital Giessen, Germany. His EurAsia Heart Foundation has taken him to 14 Eurasian countries for more than 20 years, where he received several guest professorships in China, Russia and Myanmar and regularly operates and teaches in Kiev, Tashkent, St. Petersburg, Yangon, and Wuhan.



Prof Dr Andrea Belliger, IKF, Keynote Speaker Swiss Medtech Day 2018

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## Breakout Sessions

### Breakout Session 1: Digital Therapeutics – challenges & opportunities

Digital Therapeutics Solutions are evidence-based therapeutic interventions to patients that are driven by high quality software programs to prevent, manage, or treat a medical disorder or disease. Such treatments have made a big leap forward in recent years. In this session Digital Therapeutics and its challenges and opportunities will be discussed from three different angles. A startup will show how an agile small company can bring value in such a complex field. A professor from the university will explain how new treatments based on circadian rhythms have been developed over the years and how challenging the development of such treatments can be. A large pharmaceutical company will show how a global leading company views the developments in this area and predicts where the journey will go.

#### Host

Dr Andreas Kuhn, Altran Switzerland AG

#### Panelists

Andrew Koubatis, Altran  
Dr Thomas Guggi, digital Therapeutix Ltd  
Prof Francis Levi, Professor of Biomedicine  
Panos Papakonstantinou, Novartis

### Breakout Session 2: The Startup dilemma – how to find investors and how to compellingly attract strategic industrial partners?

In their pursuit of business success, startups must navigate their way through much unknown territory. One of the biggest challenges is to find and attract suitable investors. In addition to securing funding, it is also advantageous to appeal to strategic partners who can assist with corporate development in national and international markets (particularly concerning industrialization and international sales) and then convince them to support the planned strategies. Following an introductory presentation, three investors / strategic partners and two startups will share their personal experiences and best practices. The session will be rounded up with a panel discussion involving the speakers, as well as the audience.

#### Host

Dr Heiko Visarius, be-advanced AG

#### Panelists

Penny Schiffer, Raized.ai AG  
Adrian Stoltz, Credit Suisse AG  
Patrick Griss, Zühlke Ventures AG  
Reto Hertler, Wille Finance AG  
Ronja Bruhn, STIMIT AG  
Dr Stefan Tuchschmid, VirtaMed AG

### Breakout Session 3: Current Research Trends

Recent technological phenomena such as Medical Big Data or the Internet of Things influence research in the field of biomedical engineering – bringing forth innovative products and generating new business processes. Miniaturization is one of the significant research areas, and biologically enriched medical devices is another. Leading experts will use the Breakout Session to illustrate where the journey leads from a research point of view and introduce the most impactful developments – with a focus on medical technology and information from the field of biomaterials.

#### Host

Prof Dr Michael de Wild, FHNW

#### Panelists

Dr med Andreas Häberlin, University of Bern  
Dr Benjamin Pippenger, Straumann  
Dr Mathieu Lemay, CSEM

# Swiss Medtech Day 2020

## Breakout Sessions

### Breakout Session 4: Artificial Intelligence & Medtech – between leaps in innovation and approval hurdles

Artificial Intelligence is a significant topic in the field of medical technology. While it is rapidly changing other industries, the use of Artificial Intelligence is only advancing slowly in the medtech environment. There are, however, a growing number of high-class decision makers in the industry who become more conscious of the chances and risks of AI-projects.

The goal of this session is to provide insights into the current status of Artificial Intelligence in the medtech industry and to provide concrete ideas how to tackle the approval hurdles in order to encourage companies to include AI-considerations in their product strategies.

#### Hosts

Hansjörg Riedwyl, ISS AG  
Daniel Diezi, Zühlke Group AG

#### Panelists

Kay-Uwe Clemens, Carl Zeiss Meditec  
Dr Gabriel Krummenacher, Zühlke Group AG  
Corne de Jong, Healios AG

#### Host

Beat Lechmann, DePuy Synthes

#### Panelists

Andy Tonazzi, konplan AG  
Christian Calame, Naviswiss AG  
Michael Friedrich, Distalmotion SA

### Breakout Session 5: Creating Value – reduce to the essentials

Innovative technologies in medtech target both clinical and health care needs. The solutions need to deliver value for the patients, users, hospitals, and payors. If this is considered early enough in the design process, it will also help reduce production costs in the long run. In this session we elaborate value creation pathways together with two startups who are both currently entering their respective markets.

Take Home Message: Stakeholder requirements create value along the R&D process, in Supply Chain Management, as well as by supporting marketable product claims. Benefit from the lessons learned by these two young companies regarding their challenges, experiences, and identified success factors.

#### Host

Annalise Eggimann, Innosuisse

#### Panelists

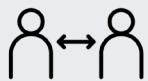
Brendan Hughes, Innosuisse  
Prof Dr Alex Dommann, Empa  
Dr Andreas Hogg, Coat-X

### Breakout Session 6: Get your innovation off the ground

Innovation is key to a strong Swiss medtech industry and essential to mastering the challenges of the future. Switzerland has first-class research institutions that develop new technologies every day. Innosuisse, the Swiss Innovation Agency, supports projects that are jointly implemented by science and industry. In the Breakout Session, Alex Dommann (Empa) and Andreas Hogg (Coat-X AG) will present their joint innovation project «Development of Innovative Composite Multilayers Encapsulation Solutions in Orthopedic and Trauma Surgery» and participants will learn more about how Innosuisse's project funding instruments work in practice.

# Swiss Medtech Day 2020

## Corona Protection Concept



### Physical Distancing

- Stay at home if you feel sick
- Don't shake hands, avoid physical contact
- Participants will be divided into sectors of a maximum of 300 people; seats in the auditorium will be numbered
- Wearing masks is mandatory in the networking zone and the breakout sessions - it is the only way to guarantee the officially mandated minimum distance of 1.5 m



### Hygiene Measures

- Hand sanitizer and protective face masks will be provided on site
- Surfaces in shared public areas will be disinfected regularly
- Washrooms will be cleaned on a regular basis
- The ventilation systems will ensure a continuous supply of fresh air
- The networking lunch will not be on a self-serve basis



### Contact Tracing

- Contact details of all attendees will be recorded (surname, first name, home address, email address and mobile phone)
- Contact details will be safeguarded by the event organiser for 10 days, after which they will be destroyed
- Guests will be encouraged to download and activate the SwissCovid app

# Swiss Medtech Day 2020

## Information

### Registration fees

Standard, CHF 480

Swiss Medtech members, CHF 320

Academia, CHF 180

Innosuisse project owners and poster session participants,  
free of charge

All rates excl. 7.7% VAT

### Registration

Please register by 14 September 2020 at:

[www.swissmedtechday.ch](http://www.swissmedtechday.ch)

You may cancel your registration free of charge until 11 September 2020. If you cancel after that date you will be charged 50% of the fee. If you fail to appear at the conference without cancelling you will be charged the full fee.

### Venue

Kursaal Bern

Kornhausstrasse 3

3013 Bern

Phone: +41 31 339 55 00

[www.kursaal-bern.ch](http://www.kursaal-bern.ch)

### Partner



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### Main Sponsors

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### Event organiser and host

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### Programme committee

- Joachim Brand, Roche Diagnostics International AG
- Daniel Diezi, Zuehlke Engineering AG
- Urs Guggenbuehl, be-advanced AG
- Beat Lechmann, DePuy Synthes Companies
- Eric R. Perucco, MedBrainTec AG
- Hansjoerg Riedwyl, ISS AG, Integrated Scientific Services
- Marcel Scacchi, medtech navigator
- Erik Schkommmodau, FHNW
- Gabor Székely, ETH Zurich
- Andy Tonazzi, konplan systemhaus ag
- Heiko Visarius, be-advanced AG
- Claudia Wyss, Innosuisse

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