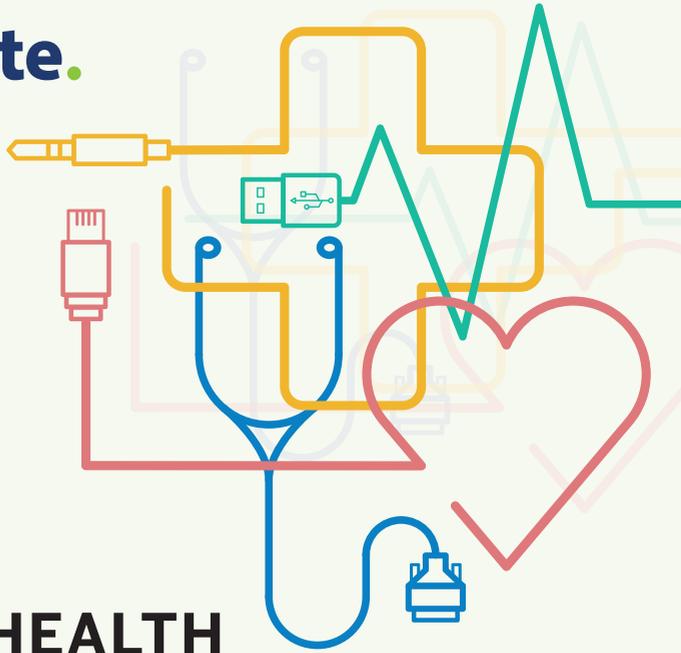




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FT DIGITAL HEALTH SUMMIT USA

Mapping the Path for Commercial Delivery

October 28, 2015 | The Westin New York at Times Square

NEW YORK

SPEAKERS INCLUDE:



Laurie Olson
Executive Vice President - Strategy,
Portfolio and Commercial Operations
Pfizer



Harry Leider
Chief Medical Officer and
Group Vice President
Walgreens



Ryan Olohan
National Industry Director - Healthcare
Google

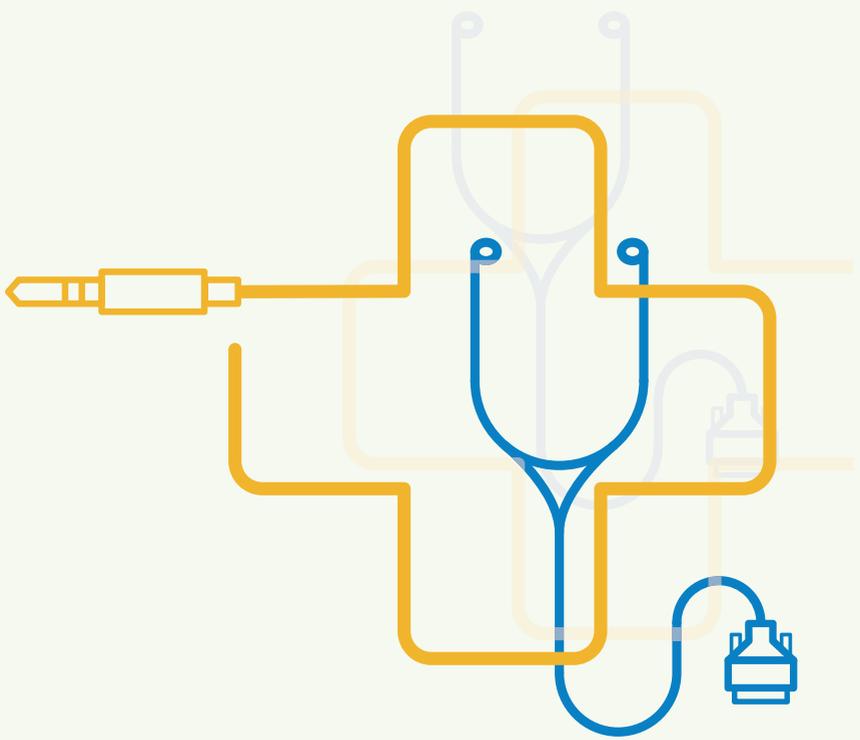


Halle Tecco
Founder and Managing Director
Rock Health

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FT DIGITAL HEALTH SUMMIT USA

Digital health is now seeing a rapidly growing array of innovative technologies and applications which are starting to grab consumer attention, especially as the larger, more established corporations move into this space. These advancements are showing that the industry will inevitably give rise to greater investment and business opportunities.

However, the map showing the path to healthcare's effective digital transformation is not entirely clear and small tech companies and venture capitalists still dominate the market. Commercial business models, reimbursement methods and market-wide consumer acceptance still need to be identified and proven and as with other industries before digital health, regulation will undoubtedly play a key role in allowing this to happen.

The **FT Digital Health Summit USA** will build upon the Financial Times' expertise and knowledge of healthcare, life sciences and digital business to set out a stakeholder roadmap for upscaling America's digital health industry, which in terms of investment, innovation and market share is a far ahead of any other region. Key figures from throughout the healthcare, technology and investment arena will come together to set the agenda for overcoming the barriers towards a sustainable digital transition of US healthcare.

WHY ATTEND?

- Gain insight into what large-scale investors are looking for when it comes to digital health opportunities
- Hear how leading life science and pharmaceutical companies are focusing on their strategies for growth within this sector
- Meet and hear from senior executives in healthcare organizations looking to invest in new digital solutions
- Identify business opportunities within emerging markets' healthcare delivery systems
- Validate the economics of digital health and how consumers are likely to react to its inception

WHO ATTENDS?

The FT Digital Health Summit USA will be attended by:

CEOs, Chief Medical Officers, CFOs, CTOs, CIOs, Heads of Healthcare, Directors of Innovation, Managing Directors, Healthcare Investment, Technology Directors, Heads of Life Sciences, Heads of Disruptive Innovation, Heads of R&D and other senior executives from the following companies:

- Life science companies
- Pharmaceutical and biotechnology companies
- Healthcare providers
- Multi-technology corporations
- Investment banks
- Medical device manufacturers
- Health insurers
- Health/big data companies
- Multi-technology corporations
- Venture capitalists
- Health regulatory agencies
- Mobile app providers
- Mobile operators and service providers
- Technology consultancies
- Management consultancies
- Telemedicine companies
- Mobile technology manufacturers
- Digital health companies
- Data integrators/analytics/brokers
- Genomics/personalized medicine related companies
- Wireless-device manufacturers



CONFERENCE AGENDA

08:00 REGISTRATION & BREAKFAST

09:00 OPENING REMARKS

MODERATORS

David Crow, Senior US Business Correspondent, *Financial Times*

Tim Bradshaw, San Francisco Correspondent, *Financial Times*

09:10 STAKEHOLDER PANEL: THE US DIGITAL HEALTH LEADERS FORUM

The US market continues to take the lead in healthcare technology and innovation. As global technology corporations increase their activity within the space and whilst innovation and venture capital continues to grow in this market, stakeholders are becoming concerned with how healthcare facilities, regulations and professionals will be able to successfully uptake this technology and data. In order for an effective transition period to take place, the industry must first address the likely challenges to occur. The opening panel of leading stakeholder voices from US healthcare, life sciences, pharmaceuticals and technology providers will share their various perspectives on this inevitable transition.

- Where will continued drive in digital health come from? Consumers or the industry?
- How will new technologies change the way healthcare data is used and managed?
- The role of 'big data' in healthcare delivery
- Mapping the macro-business trends impacting the digital health ecosystem

Daniel Kraft, Medicine and Neuroscience Chair, *Singularity University*

Young Sohn, President and Chief Strategy Officer, *Samsung Electronics*

Andrew Thompson, CEO, *Proteus Digital Health*

Deborah Waterhouse, Senior Vice President, Primary Care, *GSK*

10:00 CMO PANEL: FORECASTING FUTURE HEALTHCARE DELIVERY IN THE USA

As healthcare becomes more unaffordable and technology continues to capture public imagination, new healthcare delivery models are starting to take shape. The whole future delivery system for healthcare is undergoing change and this is due to technology and digital data. This panel, featuring industry-leading Chief Medical Officers, will determine the future impact of data and technology when it comes to everyday health care practices.

- Are healthcare systems now moving closer to the patient?
- How long will the traditional face-to-face doctor-patient relationship last?
- What's the likely timeline until patients have dominant control of their own care and their own medical data?
- How will medical professionals keep up with constantly changing technological trends?

Harry Leider, Chief Medical Officer and Group Vice President, *Walgreens*

Andrew Racine, Senior Vice President and Chief Medical Officer, *Montefiore Medical Center* and Executive Director, *Montefiore Medical Group*

Michael Rosenblatt, Executive Vice President and Chief Medical Officer, *Merck*

10:50 NETWORKING BREAK

11:20 KEYNOTE ADDRESS

Ryan Olohan, National Industry Director – Healthcare, *Google*

11:40 INVESTMENT PANEL: ATTRACTING THE FULL RANGE OF INVESTMENT FORMATS FOR DIGITAL HEALTH DEVELOPMENT

As larger corporations move into the sector and digital data continues to gather pace, it is highly likely that the digital health industry will now start to scale up. Will companies finally be able to crack this market and accelerate growth? If they are, then investors will need to play a key role in order to make sure that this growth is scalable and commercial. There has been much start-up innovation in this sector, particularly in the US where venture capitalists have played significant roles in helping digital health technologies catch the consumer eye but what would the impact be when private equity and investment bankers join the game?

- Now that leading technology corporations are moving into the digital health space, what interest do investment bankers now have?
- How do investors now view the bottom line in light of digital health uptake?
- What are the main threats from reimbursement risk?
- Which stakeholder sector are investors eyeing up and why?

Jody Holtzman, Senior Vice President - Thought Leadership, *AARP*

Lucian Iancovici, Investment Manager - Qualcomm Life Fund, *Qualcomm Ventures*

12:20 PANEL: COMMERCIALIZING DIGITAL HEALTH INNOVATION THROUGH BEST PRACTICE BUSINESS MODELS

Digital health innovation in the US continues to grow but attention needs to be paid on the business models required based on reimbursement in accordance with the value they bring to public healthcare. In some cases, the business model and reimbursement will be based upon finding ways of effectively driving down costs in the healthcare system, often working in collaboration with key regulatory figures.

- What are the latest emerging business models?
- How can incentives be better aligned?
- Identifying examples of organizations that have been successful in gaining reimbursement for digital health enabled services
- What are payers looking for in their decision making with regards to reimbursement of digital services?

Halle Tecco, Founder and Managing Director, *Rock Health*
Reena Pande, Chief Medical Officer and Acting CEO, *AbiTo*

1:00 NETWORKING LUNCHEON

2:00 REGULATION PANEL: WHAT ROLE WILL IT PLAY IN US HEALTHCARE REFORMS?

Seismic changes have been going on in the US due to the creation of the Affordable Care Act as well as increased cost pressures. In light of the aid that digital health can bring towards this economically, it will inevitably bring with it a whole host of regulatory implications. Forecasting what these implications will be when healthcare migrates onto consumer digital devices will be critical for the effective transition of healthcare services. For example a smart phone can monitor a large range of health conditions but if, due to digital transformation, it turns into a medical device, is it not therefore subject to regulation?

- Will regulation stifle digital health as has been seen in some other digitalized industries?
- How will regulation allow for clarity and growth when it comes to defining what is a medical device and what is a health application?
- Can we avoid regulation stumbling in the way of digital health innovation?
- How can governments and health services encourage the effective uptake of digital transformation into the health industry?

Jonathan Linkous, CEO, *American Telemedicine Association*

Jennifer Malatesta, Principle, *Deloitte*

Bakul Patel, Associate Director for Digital Health, *US Food and Drug Administration (FDA)*

2:40 KEYNOTE INTERVIEW: THE MERGER OF MEDICINE, HEALTHCARE AND TECHNOLOGY

Laurie Olson, Executive Vice President, Strategy, Portfolio and Commercial Operations, *Pfizer*

3:10 INNOVATION PANEL: IDENTIFYING TECHNOLOGICAL SUCCESS STORIES AND THE IMPLEMENTATION STRATEGIES THEY REQUIRE

From smart pills to 3D bioprinting, to digestible and wearable sensors to nanorobotics and next generation gene sequencing and beyond, the vast array of technologies under development has the potential to completely transform health and medicine.

- What are the technologies under development?
- Which have the greatest potential for transformation into healthcare services?
- Which will make their way into clinical practice?
- Can they provide evidence in terms of their usability and their ability to reduce costs in healthcare systems?

Nancy Green, Global Lead, Healthcare, *Verizon*

Babak Parviz, Vice President, *Amazon*

Alexandra Pelletier, Presidential Innovation Fellow, *The White House*

Jon Zimmerman, Global Chief Technology Officer and General Manager for Clinical Business Solutions, *GE Healthcare*

MODERATOR

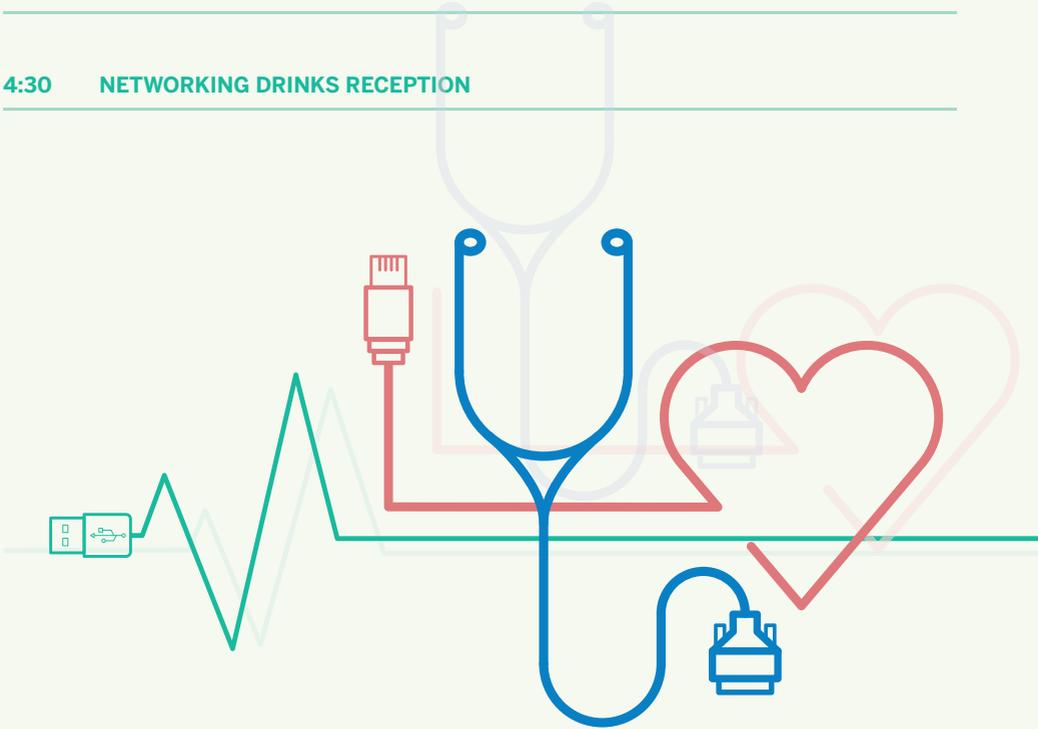
Harry Greenspun, Director, *Deloitte Center for Health Solutions*

4:00 KEYNOTE INTERVIEW

The health sector has been slow compared to other industries in embracing the digital opportunity. Featuring an in-depth Q&A session between an FT journalist and a CEO of a retail, banking or travel organization, what can the health industry learn in terms of expected barriers and how to overcome them?

4:20 CHAIR'S CLOSING REMARKS

4:30 NETWORKING DRINKS RECEPTION



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*Program correct as of August 18, 2015

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SUMMIT REGISTRATION FEES

Ticket type	Fee
Early Bird Rate until Aug 31, 2015	\$895
Standard Rate	\$1095

**Discounts available for group bookings and FT subscribers.
Non-profit rates are also available.**

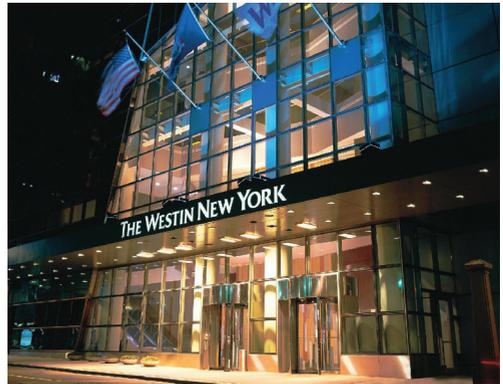
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