



Patient centric healthcare – a mandate for industry transformation

Time: 14th June 2019 15:15 – 17:00

Venue: Sofitel Victoria Hotel Warsaw, Main Conference Hall

The session will focus on a modern, innovative, transforming healthcare industry which is re-designing its model of working to open itself to external influencers like patients and new technologies. We will share with the audience insights related to existing models with system enablers provided by regulators. We will look at the latest developments in prevention, diagnostics and treatment with increasing patient engagement. Finally we will take a look at the changes in pharmaceutical industrial operations and blockchain models.

Session will be chaired by **Markus W. Sieger** – CEO of Polpharma SA

1	Patient centric approach – a New Today - <i>Christina M. Busmalis Director, Global Life Sciences, IBM Watson Health</i>
2	E-solutions in health care management in Poland - <i>Janusz Cieszyński V-ce Minister of Health Poland (invited)</i>
3	Barriers & challenges in regulatory environment in EU - <i>Dr Aleksandra Auleyner Partner at DZP, Head of IP/TMT Practice , Piotr Najbuk, Senior Associate at DZP, Leader of Healthcare Innovation team</i>
4	Pharmaceutical Industry 4.0 - <i>Dariusz Szymański - Consultant in the area of Industrial operations</i>
5	Blockchain in health care system - <i>Piotr Mieczkowski, Director Digital Poland Foundation</i>