Europe’s only IoT in health conference demonstrating the opportunity for patient-centric care and operational efficiency through connected devices.

Previous sponsors of the IoB series/Health
The Event

The rising incidence rates of chronic diseases and demand for cost effective treatment, coupled with implementation of favourable regulatory policies, and input of top IT companies has led to an evolution in the connected health eco-system.

IoT offers the potential for never before insights which promote adherence, lower readmission rates and support remote care. But such organisational change requires a paradigmic shift in clinical workflow and reimbursement. How do you traverse this complex eco-system made up of a diverse set of organisations? How do you find actionable insight from huge volumes of IoT generated data? How do you scale up, and how do you justify cost of investment in already financially pressured industry?

Through a combination of industry leading case-studies, roundtables and panel debates, ‘Internet of Health’ will appraise the opportunities of IoT to transform operations, and promote the transition to a new era of patient centric care. Through proven examples of IoT success, the conference will provide actionable takeaways to help facilitate the next generation of connected health.

In an age where the boundary between IT and healthcare providers is blurred can you afford to disregard the importance of the Internet of Things?

Register online: www.internetofbusiness.net/Health Tel: +44 (0)20 3841 8343 | Email: info@iob-media.com
Why attend?

• Europe’s only practical IoT in healthcare event focused on real-world implementation as opposed to academic practice or theory.

• 25+ evidence-based case studies from across the world on how to use IoT to optimise healthcare delivery and patient-centric care.

• Transatlantic case-studies. Hear more on the vision of connected health from the states.

• Network with a senior, pre-qualified audience of healthcare professionals.

Key Issues to be explored

• Using IoT-generated data to monitor and manage chronic conditions, enable preventative care and reduce hospitals admissions.

• IoT and the quantified self: how to make patient access to personal data a reality.

• Improving operational efficiency with advanced data analytics.

• Overcoming industry silos to enable a new generation of information and data sharing across the healthcare eco-system.

• Addressing data privacy and cyber security concerns posed by new connected device.

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2016 testimonials

"There were a number of excellent presentations throughout the two days - a useful event”
Head of Technology and Digital, Royal Trinity Hospice

"The event has given us visibility and attracted interest from areas we might not have predicted”
Medical Director, CRiL (2016 sponsor)

"Our workshop went really well. The conference had lots of very interesting and quality contacts”
Medical Director, Visiomed Group (2016 sponsor)

"It was very interesting for us and gave us a better understanding of solutions that are being tested and implemented. We made some interesting contacts”
Head of Department for Clinical Innovation, Odense University Hospital, Denmark

Where do you sit in the connected health eco-system?
Download our IoT in health whitepaper report provided by Beecham Research here

What to expect

35 Expert Speakers
20+ IoT case studies
15+ hours of interactive sessions and networking
100% of one-to-one meetings fulfilled
120+ prequalified healthcare
What’s new?

30+ expert speakers

Global best practice case studies of IoT in health

150+ industry delegation: networking with a room full of peers

New formats including interactive ‘fishbowl’ discussion for greater interaction with peers in the connected health ecosystem

IoB Mixr chance to network with peers over social activities pre and post event
Confirmed speakers include:

- **Barend Mons**
  Chair of the High Level Expert Group for the European Open Science Cloud
  European Commission

- **Sumit Puri**
  Group CIO
  MaxHealthcare

- **Jan A Hazelzet**
  CMIO
  Erasmus Medical Centre

- **Cathy C. van Beek**
  CMO
  Radboud University Medical Centre

- **Raphael Jaffrezic**
  CIO
  Galway Clinic

- **Prof. Ulli Prokosch**
  CIO
  Erlangen University Hospital

- **Dr Anshul Govila**
  COO
  Universal Hospital

- **Nico Bruining**
  Head of Clinical and Experimental Information Processing
  Erasmus MC

- **Antonio Clemente Collado**
  Corporate Development
  Denia Hospital Merina Salud (HIMSS 7)

- **Hyleco Nauta**
  Director e-health innovation
  UMC Utrecht

- **Lily Heijnen**
  Programme Director EPD
  University Medical Center Groningen

- **Igor Tulevski**
  Cardiologist, MD
  Cardiology Centers of the Netherlands

- **Dirk Ubbink**
  Principal Investigator
  Academic Medical Center (AMC)

- **Jaap Bonjer**
  Chair of the department of Surgery
  VUMC

- **Shafi Ahmed**
  Consultant Surgeon, Barts Health and Director & Head of programme
  Virtual Medics

- **Paul Pelsmaeker**
  Co-founder and Chairman
  Stichting DigitaleZorg.nl

- **Wouter Bouvy**
  Project Manager Digital Innovation
  Meander Medisch Centrum

- **Ramin Nilforooshan**
  Consultant Psychiatrist and Associate Medical Director for Research and Development
  Surrey and Borders Trust NHS

- **Brian O’connor**
  Chair
  European Connected Health Alliance

- **Charles Lowes**
  Managing Director
  Digital health and Care Alliance (DHACA)
Conference Day One: Tuesday the 12th September 2017

IoT: Making the future connected health eco-system a reality

08:00-08:40  Pre-event breakfast briefing- IoT- What’s it all about?
Join a leading IoT expert over breakfast for an introduction to IoT and it’s relevance for health. Understand the foundations required for IoT success in this exclusive introductory session.

Session available for sponsorship.
For more information please email info@iob-media.com

08:00-08:30  Registration and welcome refreshments

08:30-08:40  Vinelake welcome and morning ice-breaker session  Chair’s opening remarks

08:40-09:00  Opening remarks by Horst Kramer, Programme Officer EU Policies, European Commission

09:00-09:30  INTERNATIONAL KEYNOTE: A vision of connected healthcare from the USA
Connected health has the potential to improve patient care and offer better clinical integration, scalability & sustainability.
Learn from one of the leading healthcare providers in the USA successfully deploying a multitude of connected technologies to enable a seamless integration of services and treatments.

 Jamie Ferguson, Vice President, Health IT Strategy & Policy at Kaiser Permanente

09:30-10:00  KEYNOTE: IoT and empowerment- A patient’s story
The medical community is in agreement that the patient must remain at the forefront of any new digital initiative.
The availability of medical devices offers unprecedented access to personal healthcare information enabling patients to take control and make informed decisions that affect their own treatment and well-being.
The session will explore what happens when patients take control.

10:00- 10:30  CASE STUDY: Health workflow optimisation: Smartphones & voice dictation
Hear from one health provider on the use of mobile devices to optimise use of resources and improve efficiency of patient care.
Understand how deploying new technologies is transforming operational efficiency with some unexpected impact on the quality of patient care.
Topics include:
- EMR integration
- Clinical decisions support systems
- Developed voice dictation app

Raphael Jaffrezic, CIO, Galway Clinic
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30-11:00</td>
<td>TECHNOLOGY KEYNOTE: Turning the vision of connected health into reality</td>
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<td>Learn from one leading technology provider offering a highly functioning holistic solution for connected health.</td>
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<td>Through real-life examples of technology in action, understand the infrastructure and organisational change required to facilitate the next generation of connected healthcare.</td>
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<td>11:00-11:40</td>
<td>Networking and refreshment break</td>
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<td>One-to-one business meetings</td>
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<td>A chance to network with industry peers in these mutually agreed pre-scheduled meetings</td>
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<td>11:40-12:00</td>
<td>Stream A: The hospital of the future</td>
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<td>Stream B: Telemedicine and wearables</td>
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<td>CASE STUDY: The EHR- What’s next?</td>
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<td>The future digital healthcare system is founded upon the wide-scale adoption of the digital health record.</td>
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<td>But how will the EHR evolve in an age of IoT to encapsulate the dynamic nature of real-time information from multiple sources?</td>
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<td>Discover the IT infrastructure required to support and secure this growing virtual database.</td>
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<td>11:40-12:00</td>
<td>CASE STUDY: IoT and healthy aging</td>
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<td>An increasingly aging population demands new services of healthcare providers.</td>
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<td>Hear how IoT is reinstating independence in the elderly population and lowering care costs through unobtrusive remote monitoring.</td>
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<td>Peder Jest, Executive Director and CMO, Odense University Hospital</td>
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<td>12:00-12:30</td>
<td>EXPERT LED: The interoperability issue</td>
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<td>The vision for a connected hospital is compelling; but how can you successfully integrate legacy systems and the multitude of new devices?</td>
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<td>How can the industry define standards for integration that account for device diversity?</td>
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<td>Hear from a leading expert on working towards interoperability.</td>
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<td>12:00-12:30</td>
<td>CASE STUDY: Managing chronic condition with IoT</td>
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<td>In creating a continuous stream of patient-generated data, IoT devices are transforming sporadic interactions to continuous observations.</td>
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<td>Hear how IoT can be used for chronic conditions to alert care givers to abnormalities.</td>
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<td>Explore the benefits of this new initiative in reducing complications and re-admissions as well as offering peace of mind to care-givers and family members alike.</td>
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<td>Igor Tulevski, MD, PhD, FESC, FACC, CEO at Sionsberg 2.0 on behalf of Cardiologie Centra Nederland</td>
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<td>12:30-13:30</td>
<td>Networking Lunch</td>
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Building the correct network infrastructure to support IoT

The vision for IoT’s potential in health may be compelling, but are the foundational technical capabilities in place to make it a reality? Hear from a leading networking operator on establishing a reliable and secure network to support the connected eco-system.

This session is reserved for sponsorship.
For more information email: info@iob-media.com

WORKSHOP: Overcoming clinical reluctance
The shift in the health paradigm from hospital centric to patient-centric care has, in the past, been met with scepticism from some professionals.

How do you champion a culture of innovation and rally for investment? Where should responsibility lie for new initiatives?
Hear from a leading industry expert on overcoming the social and economic barriers associated with evolution to a personalised healthcare system.

Dirk Ubbink, Principal Investigator, Academic Medical Center

WORKSHOP: Strengthen your capacity for innovation
Transforming healthcare requires more than just technology, but technology can be a key enabler. The possibilities are endless. But the associated organizational change requires a paradigmic shift and will test your organization on its adaptability. Do you want to really achieve change in your organization, but do encounter barriers? How to become the industry leader?
Learn from worldwide frontrunners and share your lessons learned.

Monique Philippens, Strategic Advisor, Gilde Healthcare

CASE STUDY: Innovation process: Successes, failures and lessons learnt.
Join this session to learn about how Meander is approaching innovation from, smart patches to video consultations the innovation team will share experience on successes, failures and lessons learnt.

Wouter Bouvy, Project Manager Digital Innovation, Meander Medisch Centrum

CASE STUDY: IoT beyond the physical
The opportunities of IoT for patient care extends beyond physical wellness. Connected devices and emotion sensing technologies are increasingly being used to track mental well-being and offer new patient touchpoints.

Join this session to hear from a leading healthcare provider utilising algorithms and biometric sensors to obtain nuanced information into a patient’s mental health.
Learn how this new system is reducing acute emergency and re-admission as well as promoting overall mental-welling being.

Dr Ramin Nilforooshan MD, MRCPsych, Consultant Psychiatrist and Associate Medical Director for Research and Development, Surrey and Borders Trust
CASE STUDY: From waiting room to living room
The delocalisation of healthcare services reflects the changing role of hospitals in an age of patient-centric care.
Hear from a leading healthcare organisation on the changing role of healthcare providers in a de-centralised eco-system. Plus understand the necessary steps to making patient access to real-time health record a reality.

Hyleco Nauta, Director e-health Innovation, UMC Utrecht

Networking and refreshment break
One-to-one business meetings
A chance to network with industry peers in these mutually agreed pre-scheduled meetings

PANEL DISCUSSION: Global best practice on IoT in health
While regulation and standards across borders differ, there are important lessons to be learnt from the successes and failures of connected healthcare globally.
This panel brings together four healthcare professionals from across the world to share industry best practice and discuss how to promote an international community of connected healthcare providers.

Dr Anshul Govila, Deputy Chief Operating Officer, Universal Hospitals
Jan A Hazelzet, CMIO, Erasmus Medical Centre
Jamie Ferguson, VP IT & Strategy, Kaiser Permanente
Ajay Bakshi, CEO, Manipal Hospitals

IoT: So What....
SO WHAT is a question that should be asked more often than it is.
There is no doubting the sheer brilliance and opportunity of what we hear about IoT
The SO WHAT question is -Who will it help and when?
Many many innovations have never helped anyone, not because they lacked brilliance or usefulness but because they never were deployed at scale. Join this session to understand how to innovate with purpose.

Brian O’Connor, Chair, European Connected Health Alliance

Start-up panel and IoB innovation Den
Benefitting from fresh thinking and start-up agility, healthcare providers are increasingly partnering with innovative med-tech companies.
- How do you spot and nurture innovative start-ups?
- How do you manage start-up partnerships to secure a competitive edge?
- Understanding what legal help and administrative assistance may be offered by advisory boards and organisations promoting start-up engagement

Moderator: Paul Pelsmaeker, Co-founder and Chairman, Stichting Digitalezorg.nl

IoB Innovation Den
To apply for one of our start-up feature roles, please email info@iob-media.com

Chair’s closing remarks

Drinks reception, canapés, and canal boat experience
Conference Day Two: Wednesday 13th September 2017

IoT generated data: Analytics, optimisation and security

08:00-08:45  Registration

08:45-09:00  Chair’s opening remarks

09:00-09:30  KEYNOTE: Making patient access to data a reality
In an age of personalised healthcare, patient access to data is essential. This session will address various initiatives including the Personal Health Train and FAIR data programme to explore the opportunities of controlled access to heterogeneous data sources. How can the industry work towards ensuring the patient is firmly in control of their own health data?

Barend Mons, Chair of the High Level Expert Group for the European Open Science Cloud, European Commission

09:30-10:00  CASE STUDY: The future of healthcare: ‘less bricks and more bytes’
Why should innovation and sustainability be the #1 priority and how do we make sure that we will be able to provide healthcare for future generations? What are the challenges that we face and how can innovation play a major role in ensuring present and future needs? Cathy van Beek shares her vision on the future of health.

Cathy C. van Beek, CMO, Radboud University Medical Centre

10:00-10:30  CASE STUDY: Data Sharing for a learning health system across the German University Hospital Network
In this session hear insight on the largest funding initiative of the German Federal Ministry of Education and Research on the Topic of digital health - Understand the vision of the 8 university hospital consortium in this project - Learn about the architecture of the local data integration centres as well as the federated approach across the network - Discover the alignment with similar international efforts, such as the PCORNET projects or the OHDSI project in the U.S. And the BBMRI ERIC Common Service IT project for networking European Biobanks.

Prof. Ulli Prokosch, CIO, Erlangen University Hospital

10:30-11:00  Generating actionable insights through advanced analytics
IoT is generating an unprecedented amount of data from a multitude of sources. But how you make sense of new information and determine noise from value add? Join this session to identify bottlenecks in the information value chain and understand the benefit of leveraging viewing platform and advanced analytics for measurable improvement.

This session is reserved for sponsorship.
For more information, please email info@iob-media.com

11:00-11:40  FISHBOWL: Scaling IoT initiatives to robust enterprise wide programmes
Healthcare providers experience moderate success in small-scale pilots, but when it comes to upscaling they often encounter difficulties.
In this interactive panel have your chance to share ideas and solutions to roadblocks hindering the upscaling process. Hear from multiple stakeholders including insurers, municipalities, homecare organisations and hospitals to explore how to broaden the impact of local initiatives.
CASE STUDY: IoT - The cost issue

While patient well-being should be at the forefront of innovation, the necessity to justify the economic investment is often a deterrent.

Hear from a leading representative at a HIMMS 7 Hospital who can attest to the economic feasibility of a fully connected healthcare system.

Learn how a series of digital initiatives are offering tangible cost reductions without compromising patient well-being.

Antonio Clemente Collado, Corporate Development, Denia Hospital Marina Salud (HIMSS 7)

CASE STUDY: How RFID and asset tracking is enabling greater transparency and inventory visibility

Hear from one organisation deploying RFID enabled sensors to generate location information.

Discover how this new protocol is creating real-time inventory visibility in a range of situations from the monitoring of chilled medications to preventing loss and theft of hospital assets.

CASE STUDY: IoT and population research

IoT is providing a rich pool of new insights on population health.

Explore how to use this population-generated data to build detailed profiles and identify high-risk individuals.

This session will explore how to use contextual data for new insights and understanding on population health trends.

CASE STUDY: IoT, wearables and gamification

Increased proliferation of mobile apps and wearables are incentivising customers to make informed and responsible choices.

But are these new services simply a gimmick and how can you measure the impact?

This session will explore the role of gamification in positively influencing patient health.

Invited: Ajay Bakshi, CEO Manipal Hospitals

The (in)security of the Internet of Things: A case study in sending and receiving diagnostic quality CVD images

Connectivity introduces new points of vulnerability that leave sensitive health data open to theft and malware attacks.

Hear from a leading security expert on the necessary steps to ensure network security and preventing data breaches.

Nico Bruining, Head Clinical and Experimental Information Processing, Erasmus MC
CASE STUDY: IoT and medication adherence
Discover how new technologies, from sensor enabled pill bottles to blood glucose levels monitors, are enabling new generation of precision medication.
Learn how these new insights into medication taking behaviour are offering personalised care plans and constructive advice.

Using IoT for improved hygiene
Discover how repurposed IoT sensors are providing nuanced information on handwashing behaviour which can help combat the spread of infectious disease.
Hear from one leading expert on how to process and use this information to incentive positive hygiene habits whilst adhering to strict privacy regulation.

Stephan Jonas, Head of Division mHealth at Dept. of Medical Informatics, RWTH Aachen

CASE STUDY: IoT and predictive medicine
Healthcare is traditionally premised on the treatment of illness, but this, in part, is changing.
This session will explore how to utilise IoT technologies to offer preventative, as opposed to reactive, medicine.

Blockchain and IoT
Much has been talked about regarding the potential for blockchain. But what is the real value for the patient health?
Hear from a leading industry expert on how this secure, decentralised platform is enabling the efficient and scalable exchange of health data. Understand how this new technology is promoting trust and data exchange between organisations.

Jaco van Duivenboden, Senior Advisor, NICTIZ

CLOSING KEYNOTE: Virtual reality- The next connected health evolution?
This session will consider the current cutting edge of technological innovation in healthcare: Virtual Reality.
Hear how VR is transforming surgical procedures, medical training and enabling remote procedures to pave the way to the next generation of connected health.

Dr. H. Jaap Bonjer, Chair of the department of Surgery, VUMC
The forum is specifically, but not exclusively, designed for healthcare professionals, homecare organizations, mental health professionals, GPs and health insurers including:

- Healthcare Market Development Managers
- Information Security Officers
- Chief Medical Information Officers,
- CCIO
- CIO/CTO’s,
- GPs
- Clinical Directors
- Managing Directors
- Digital Health Leads,
- Informatics,
- Strategy and Transformation Managers
- Clinical leads
- Medical Data Scientist
- Procurement Directors
- Strategy & Innovation Manager

Register online: www.internetofbusiness.net/Health Tel: +44 (0)20 3841 8343 | Email: info@iob-media.com
Venue: Hilton Amsterdam

The Internet of Health EMEA 2017 will be held at the Hilton Amsterdam, The Netherlands on the 12th-13th September 2017.

Hilton Amsterdam is conveniently located just 20 minutes away from Schiphol Airport and 20 minutes from Amsterdam Central Station, perfect for your travel needs.

Internet of Business have secured preferential rates during your stay at Internet of Health. To take advantage of these rates, simply contact info@iob-media.com and a member of the operations team will be happy to book your stay for you.

WHY SPONSOR INTERNET OF HEALTH?

2016 Statistics:

**OVER** A third of attendees had a budget of over £1 million

**52%** Of attendees plan to invest in IoT in 6-18 months

**48%** of attendees are already running an IoT pilot

Because we pre-qualify all our delegates you will receive information on:

- Delegate responsibilities
- budgets
- investment timeframes
Key technologies of interest to our delegates:

- Wearables
- M-health solutions
- Systems integration
- Cyber security
- Video conferencing
- Electronic health record
- Rfid tracking
- Connected medical devices
- Big data analytics
- Applications
- Analytics
- Virtual reality
- IoT platforms
- Sensors
- Connectivity
- Telemedicine
- Data privacy & legal services
- Cloud computing

HOW CAN YOU GET INVOLVED?

- **Speaking opportunities:** build brand awareness and engagement amongst health leaders

- **Networking:** Showcase your expertise and experience during a variety of networking activities with senior figures from health organisations

- **Cost and time efficiency:** Spend two and a half days meeting decision makers looking to invest in digital health solutions

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