

# eHealth Business

Comprehensive advanced program on eHealth Entrepreneurship at USI

LUGANO: 25-29 May 2020



SUPPORTED BY



## PROGRAM BOARDS

### Program Directors

Dr. Heidrun Flaadt Cervini

Jörg Dogwiler

### Visiting Faculty

Mathew Farkash

## WELCOME

Digital health technologies are rapidly changing the practice of medicine and the doctor–patient relationship.

Digital health enterprises, and the digital health entrepreneurs who create them, have the goal to create user-defined value through the design, development, roll out or launch, and harvesting of digital health innovative products, services, platforms, and models.

While the digital health market is expanding rapidly, a high percentage of eHealth start-ups are not successful in the long term. To help emerging eHealth companies understand and develop the keys to success, Università della Svizzera italiana has created a one-week comprehensive program on eHealth Business.

This advanced training on eHealth Entrepreneurship will provide young and future entrepreneurs with the knowledge and skills with which to tackle the critical issues, vital for their companies to establish a strong position in the market preparing the basis for future growth.

Participants will be trained on how to start, finance and grow an eHealth Business. The teaching program also includes topics on health information technology, national strategies in eHealth, technology platforms, regulatory affairs, intellectual property rights and reimbursement.

Lectures and seminars are taught by world-class instructors from the eHealth industry, academia and venture capital.

We would be very pleased to welcome you to eHealth Business and Lugano.

### Prof. Dr. Mario Bianchetti

Dean, Faculty of Biomedical Sciences

Università della Svizzera italiana



## PROGRAM

### Monday

---

08:00-09:00	<b>Overview: eHealth</b> <i>M. Farkash, Blueprint Health</i>
9:00-9:30	Break
9:30-10:30	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
10:30-11:00	Break
11:00-12:00	<b>National Strategies and Commercial Environment in eHealth</b> <i>R. Fink, e-Health Ticino</i>
12:00-13:00	Lunch
13:00-14:30	<b>Business Planning and Models for sustainable eHealth Services</b> <i>P. Upham, Genentech</i>
14:30-15:00	Break
15:00-16:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
16:00-17:30	<b>Technology Platforms in eHealth</b> <i>P. Upham, Genentech</i>
17:30	Apéro

## PROGRAM

### Tuesday

---

08:00-09:30	<b>Regulatory Affairs: eHealth Solutions as Medical Devices</b> (SAMD) <i>Mette Luxhøj, Radiometer</i>
9:30-10:00	Break
10:00-11:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
11:00-12:30	<b>Regulatory Affairs: eHealth Solutions as Medical Devices</b> (SAMD) <i>Mette Luxhøj, Radiometer</i>
12:30-13:30	Lunch
13:30-14:00	<b>eHealth Case: Baze</b> <i>P. Schulte, Baze</i>
14:00-15:00	<b>Regulatory Affairs: Consumer eHealth Applications</b> <i>Mette Luxhøj, Radiometer</i>
15:30-16:00	Break
16:00-17:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
17:00-18:00	<b>Regulatory Affairs: Consumer eHealth Applications</b> <i>Mette Luxhøj, Radiometer</i>

## PROGRAM

### Wednesday

---

08:00-09:30	<b>Regulatory Affairs: eHealth Solutions in the Clinical Environment</b> <i>C. Dierks, Dierks+Company</i>
9:30-10:00	Break
10:00-11:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
11:00-12:30	<b>Intellectual Property in eHealth</b> <i>S. Kohler, Vischer</i>
12:30-13:30	Lunch
13:30-15:00	<b>Regulatory Affairs: Data Privacy and Security in eHealth</b> <i>C. Dierks, Dierks+Company</i>
15:00-15:30	Break
15:30-17:00	<b>Venture Capital for eHealth start-ups</b> <i>Roberto De Ponti, Helsinn Investment Fund</i>
17:00-18:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
20:00	Dinner/Evening Event

## PROGRAM

### Thursday

---

08:00-09:00	<b>Exploitation of IP Assets</b> <i>M. Noth, TIMES Attorneys</i>
9:00-9:30	Break
9:30-10:30	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
10:30-11:30	<b>The Internet of Healthcare Things (IoHT)</b> <i>A. Staehelin, TIMES Attorneys</i>
11:30-12:30	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
12:30-13:30	Lunch
13:30-15:00	<b>Business Development</b> <i>M. Farkash, Blueprint Health</i>
15:00-15:30	Break
15:30-17:00	<b>Business Ethics</b> <i>P. Seele, Università della Svizzera italiana</i>
17:00-18:00	<b>eHealth Project: Participants' Projects</b> <i>M. Farkash, Blueprint Health</i>
18:00	Apéro

## PROGRAM

Friday

---

08:00-09:00	<b>Reimbursement</b> <i>T. Seeger, Medalliance</i>
9:00-9:30	<b>Break</b>
9:30-10:30	<b>Reimbursement</b> <i>T. Seeger, Medalliance</i>
10:30-11:15	<b>Funding opportunities for eHealth Ventures</b> <i>P. Harboe-Schmidt, SpiroChem</i>
11:15-13:00	<b>eHealth Project: Participants' Project</b> <i>M. Farkash, Blueprint Health</i>
13:00-14:00	<b>Lunch</b>
14:00-17:00	<b>Project Presentations</b>

## FACULTY

### R. De Ponti

Dr. De Ponti, a Pharmacist by training and an EU Qualified Person, is Head of Corporate New Ventures and Strategic Investments for Helsinn International Services, the advisor company to the new Helsinn Investment Fund, part of the Helsinn Group. The new Helsinn fund aims to complement and expand the presence of Helsinn in early stage companies, contributing to the progression of new drugs, medical devices and diagnostics mainly in oncology therapeutics, oncology supportive care, metabolism and gastro-intestinal areas. From 2008 to when he joined the new fund in 2016, Dr. De Ponti was Head of Corporate Business Development at Helsinn where his responsibilities included identifying external research projects, in-licensing, new investments and setting up strategic collaborations with companies and Universities. Prior joining the Helsinn Group, Dr. De Ponti held responsibilities for in and out-licensing for Indena, a leading natural derivatives company with pharmaceutical products fighting cancer. Before that he served as Site Lead and Head of Pharmaceutical Sciences in the Oncology Italian site of Pharmacia and Pfizer which was eventually spun-off and where he brought the Pharma Science business unit to breakeven. Dr. De Ponti has held several patents covering the development and the commercialization of oncology drugs.

### C. Dierks

Christian Dierks, M.D., J.D., has been solving legal challenges at the intersection of medicine, law and information technology since 1990. He is a specialized lawyer for social and medical law, general practitioner and professor for health services research at Charité Berlin. Christian was president of the German Society for Medical Law (2000 – 2008) and is a member of the Legal Committee of the Federal Association of the Pharmaceutical Industry (BPI), member of the Legal Working Group of the European Confederation of Pharmaceutical Entrepreneurs (EUCOPE), member of the American Society of Law, Medicine & Ethics, International Society of Telemedicine & eHealth, the International Bar Association and numerous other national and international committees and working groups. He has published over 100 books, book contributions and essays. Prior to co-founding Dierks+Company, he was a founding partner of Dierks + Bohle. Under the leadership of Christian Dierks, Dierks + Bohle became one of Germany's leading law firms in healthcare and life sciences. In 2017, it employed more than 60 employees at the locations Berlin, Dusseldorf and Brussels, including specialists in medical law, hospital law and pharmacy law. Christian Dierks defines his role as lawyer in society beyond traditional understanding in order to perform tasks successfully, efficiently and creatively. According to him, lawyers are not only organs of justice, and as such, committed to the interests of their clients and to the truth, they must also be thought leaders, designers and pioneers.

## FACULTY

### Jörg Dogwiler

After graduating as Master of Engineering in electronics from ETH Zurich, Jörg Dogwiler joined ABB Power Systems as a system engineer in 1994 and later became group leader in systems engineering for combined cycle power plants. In 2000, he moved to Zühlke Engineering where he was project manager responsible for the development of various industrial products, including those for medical devices. During this period, he successfully filed for several patents to protect inventions in the field of infusion pumps. In 2006, he joined confinis ag as partner, and spent 10 years playing an active role in the successful development of the medical device consultancy company. During this period, he acted as senior consultant and senior project manager on various customer projects specialized in the field of medical devices working, amongst others, on the implementation of quality management systems, global product registrations and operative quality support. Since 2016, as founder and CEO of Congenius AG, he is in charge of the consultancy company that specializes in the field of medical devices, pharmaceuticals, diagnostics and biotechnology in Switzerland and abroad. In total, Jörg combines more than 20 years of experience in development and regulatory affairs of medical devices. He has supported several start-up companies, from a regulatory point of view, that are successfully marketing their medical devices. drugs.

### M. Farkash

Mathew started Blueprint Health<<http://www.blueprinthealth.org/>>, a healthcare focused accelerator fund, which was named a top 10 most innovative healthcare company in the world by Fast Company. He is an investor and advisor to over 70 early stage companies, a consultant to large healthcare organizations evaluating their innovation and technology strategies and a venture advisor to Epsilon Health Investors, a new fund backed by 5 regional US health systems. Mathew is an international speaker on topics like entrepreneurship and resiliency and an Executive Board Member at Venture for America<<http://www.ventureforamerica.org/>>, a non-profit that leverages entrepreneurship for job creation in underserved cities.

Mathew is a graduate of Brown University and NYU Stern.

### R. Fink

Rafael Fink is scientific collaborator at the Cantonal Doctor's Office (Ticino) and director of the Association e-Health Ticino ([www.ehti.ch](http://www.ehti.ch)). The Association e-Health Ticino was founded in 2016 with the aim of implementing the electronic health record system in the Canton of Ticino. The electronic health record (EHR) is a public health tool defined in the federal law (LCIP/EPDG) and one of the main objectives of the Swiss e-Health Strategy for 2018-2022. It is a decentralised platform that allows patients and authorised healthcare professionals to securely access and share health information relevant to the treatment. The EHR help to improve communication and coordination of health actors, increase patient safety and empowerment and, in the long term, contain the costs of the health system.

## FACULTY

### Dr. Heidrun Flaadt Cervini

Dr. Heidrun Flaadt Cervini studied Biology at the University of Constance where she also completed her PhD. After her postdoctoral studies at Ecole Normale Supérieure in Paris, she attended Management Education in Zurich. She then served as COO of Diagene, a spin-off company at University of Basel. During that time, the company completed the first capital round. Driven by her interest for technology transfer she took over a position at the Office of Technology Transfer (OTT) at the University of Basel. In 2005, she started to build up a new OTT at EMPA in Dübendorf that she headed until end of 2007. In 2008, she moved to Ticino to join her husband and received a mandate from the Università della Svizzera italiana in Lugano to create new Executive Programs in the field of bio- and medtech entrepreneurship. Among others, she developed and implemented both "BioBusiness" and "MedTech Business" programs. Heidrun Flaadt Cervini is now the director of CASE BioMed, Center of Advanced Studies on Entrepreneurship in Biomedicine at USI.

### P. Harboe-Schmidt

Peter Harboe-Schmidt, MSc, MBA (IMD) is Chairman of the Board at Spirochem AG and brings a wealth of start-up and industry experience from small and large biotech companies. He was co-founder and acting CEO of Xigen Pharma. He was previously head of Business Development at Modex Therapeutics, playing a key role for its IPO on the Swiss Stock exchange. Prior to this, he was Head of Market Research and Business Planning with Amgen Europe where he led a pan-European market research organization. Before that he worked in various managerial positions with DuPont de Nemours in manufacturing, sales and Business Development. As a CTI/innosuisse Startup coach, he has coached the founders and CEOs of over 15 Swiss life science companies.

### S. Kohler

Stefan Kohler has extensive experience in IP/technology law and regulated markets such as healthcare, pharma, medtech, biotech, cosmetics and foodstuffs. He regularly represents Swiss and foreign companies before Swiss courts and administrative authorities. He first studied science at the ETH in Zurich which enables him to accurately legally classify technical-scientific facts. Stefan is an associate judge at the Swiss Federal Patent Court, lecturer at the University of St. Gallen and teaches aspiring patent attorneys at the Swiss Institute for Intellectual Property in the field of licensing agreements, R&D agreements and technology transfer. In his field of expertise Stefan is the author of a wide range of publications.

## FACULTY

### M. Luxhoj

Mette Luxhoj, Radiometer Medical, is a Senior Manager Regulatory Affairs responsible for IT & Software Solutions, Transcutaneous Monitoring Systems, Innovation & New Technologies. In this role she is supporting medical devices and IVD development and maintenance projects in the main areas: compliance with medical device regulations and standards - software, cybersecurity and data privacy by design - innovation and new technologies. She is the Co-Chair of the MedTech Europe Software Working Group. She is a Member of the EU working groups: New and Emerging Technologies, Cybersecurity & Software, a Former Danish representative at the International Medical Devices Regulators Forum (IMDRF) and a Former Coordinator of Nordic Software Working Group at the Danish Medicines Agency.

Mette is an experienced project manager and consultant within healthcare innovation projects.

### Michael Noth

Michael Noth studied at the universities of Zurich (lic. iur. / Dr. iur.), Alicante (Erasmus) and Singapore (LL.M.). In 2001, he was admitted to the bar (all courts in Switzerland). He worked as an attorney-at-law with top ranked Swiss law firms (Bär & Karrer AG, Zurich and Troller Hitz Troller, Bern) and with a US-American law firm in Singapore (Jones Day). He is one of the founders of TIMES Attorneys in 2015.

Michael Noth focuses on intellectual property (trademarks, copyright, patents and designs) and unfair competition law (including trade secrets and advertising). He has vast experience in IP related litigation and arbitration (he is also on WIPO's official list of arbitrators), IP related contractual work (including license and distribution agreements and cooperation contracts) and the worldwide filing and prosecution of trademarks. In addition, he regularly advises clients in life science (pharma, biotech and medtech) and sports law (incl. broadcasting and media rights, ambush marketing, image rights, sponsorship agreements and the representation at Court of Arbitration for Sport (CAS)). Furthermore, he is a member of the Board of Appeal of the Swiss Ice Hockey Federation.

Michael Noth is recognized as a leading practitioner in the field of intellectual property and listed in various professional publications such as WTR1000, Who's Who Legal or Chambers Europe describing him "considered to be one of the key IP lawyers in Switzerland". He is Partner of the Competence Center for Luxury Management of the University of St. Gallen and a member of numerous professional associations, including the International Bar Association (IBA), the International Trademark Association (INTA), MARQUES (where he is the vice chair of the Committee Famous and Well-Known Trademarks) and the Swiss Arbitration Association (ASA).

He regularly holds speeches and publishes articles on topics of intellectual property, life science and sports law. In particular, he is co-editor of a comprehensive commentary on Swiss trademark law ("Stämpfli's Handkommentar zum Markenschutzgesetz", Stämpfli 2nd ed. 2017), co-founder and editor of the legal journal LSR – Life Science Recht and one of three co-authors of the first-ever commentary on the CAS Code (cf. "Arbitration in Switzerland -The Practitioner's Guide", Wolters Kluwer 2013).

### P. Schulte

Philipp, CEO and Co-Founder of Baze, brings more than 10 years of experience in life sciences with a focus on innovation, marketing, and strategy. He is currently facing his most uphill struggle yet: getting his young daughter to have her full plate of nutrients. When he's not at home or in the office and it is cold enough he can be found trying to achieve his life goal of getting more than 100 ski days in a year.

### T. Seeger

As business manager of Medalliance Consulting, Dr Thomas Seeger brings more than 20 years of experience in reimbursement marketing. He is not only a proven expert in the field, publishing and lecturing on topics involving health care policy and reimbursement, but he also was instrumental in developing the underlying concepts that became known as reimbursement marketing. Thomas' work can be characterized by professional competence with ongoing proximity to the markets, decision makers and opinion leaders, as well as having an understanding of the mentality and business practices on both sides of the Atlantic. He knows the problems and needs of his clients „from inside“ and has worked for a multitude of well-known companies in the sectors of medical devices, pharmaceuticals and biotechnology.

### P. Seele

Peter Seele holds a PhD in economics from the university of Witten/Herdecke (D) and a PhD in philosophy from the university of Düsseldorf (D). Before becoming a Professor at Università della Svizzera italiana he was Assistant Professor at the university of Basel (ZRWP) and prior to that post-doc at the Institute for Advanced Studies in the Humanities (KWI) in Essen (D). He has studied at the university of Oldenburg (D) and at Delhi School of Economics (IND) and worked for two years as business consultant in Frankfurt/M.

## FACULTY

### Alesch Staehelin

Alesch Staehelin has around 20 years of experience as a counsel, dealmaker, negotiator and mediator. Before joining TIMES Attorneys as a partner in November 2018, he worked 11 years at IBM as a senior in-house counsel in various international lead positions.

Alesch Staehelin specializes in drafting all types of IT agreements and in negotiating and closing complex and time-sensitive (cross-border) tech deals. The focus of his practice is on all technology law matters, such as outsourcing & digital transformation, (cross-border) IT services and consulting agreements, licensing, technology transfer, R&D, open source, cloud & SaaS, Artificial Intelligence, Internet of Things, blockchain, big data analytics, predictive maintenance, cybersecurity, MedTech, FinTech, Legal-Tech, virtual & augmented reality, H2020, quantum computing, telecoms, etc. Alesch Staehelin's further areas of expertise are intellectual property, data protection and media & entertainment law.

During 11 years at IBM, Alesch Staehelin gained very substantial senior in-house experience in various international lead counsel positions. In particular his expertise in the legal aspects of cognitive computing and other cutting-edge technologies related to digitalization, virtualization and automation have made him a highly recognized IT lawyer in Europe and overseas. As Digital Lawyer & Counsel (DLC)®, he is a sought-after keynote speaker, moderator and panelist on current Technology & IP related legal issues. Recent speaking engagements have brought him to major cities around the world. Alesch Staehelin is also a member of the advisory boards of several well-known international Technology & IP law conferences, of the legal commission of swissICT and of the editorial office of Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht (sic!). He teaches IT law at the University of Zurich and he is the author or co-author of around 30 legal publications, mainly related to IP/IT and entertainment law. His professional memberships include the Zurich and Swiss Bar Associations, ITechLaw, LIDC, INTA and INGRES.

Prior to joining IBM, Alesch Staehelin worked 8 years as an IP/IT lawyer at leading Swiss law firms. He studied at the UCLA School of Law (LL.M.), the City University of New York and the University of Zurich (Dr. iur.).

## FACULTY

### P. Upham

Paul Upham is a versatile, energetic innovation leader with a wide range of experience, including multinational companies, healthcare technology startups, and healthcare delivery systems. He has proven skills in driving innovation, building organizational capabilities from the ground up, leading cross-functional teams of internal and external stakeholders, and in devising effective business and technology strategies to achieve critical business goals. His experience includes: Core Team Leadership, Clinical Research, Creating and Managing Intellectual Property, Medical Device Product Development, Market Research (Qual. and Quant.), Software Product Development, Product Roadmaps, Mobile Technology Development, Commercial launch, Life cycle Management, Product development process, Product Strategy, Medical Devices, Medical Software.



