

# HEALTH TECH

## DIGITAL



### 4. Polish-Swiss Roundtable

# Digital Health 2027

## How to face customer needs?

Sharing best practices and revealing future market opportunities

Wednesday, 22 November 2017

09:00 – 14:00

Hotel Seedamm Plaza, Pfäffikon SZ (CH)



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**Technology companies are continually on the leading-edge, considering unconventional and innovative ways to meet the demands of the savvy consumer. How are others tackling this challenge? Join us.**

The Polish-Swiss Roundtable aims to bring together companies from Switzerland and Poland (ICT and Health Tech) to get to know each other and explore possibilities of exchange, inspiration and partnerships. This event is targeting to business leaders from the Health Tech industry and ICT, which are both industries with a high growing potential and changing customer needs. During the event, participants will have the opportunity to learn more about the IT solutions of selected Polish and/or Swiss companies at the allocated stands organized by the respective companies.

We are sure that this international meeting will give you new insights and new contacts for future business. We are looking forward to seeing you in Pfäffikon SZ in Switzerland.

Health Tech Cluster Switzerland



Dr Patrick Dümmler

Swiss Chamber Poland



Ulrich Schwendimann

Office for Economy Canton Schwyz



Urs Durrer

### Event registration

Please find the registration form online  
[healthtech.ch/roundtable](http://healthtech.ch/roundtable)

### Event location

Hotel Seedamm Plaza  
Seedammstrasse 3  
CH-8808 Pfäffikon SZ  
[seedamm-plaza.ch](http://seedamm-plaza.ch)

## Programme

22 November 2017

|               |  |
|---------------|--|
| 08:00 – 09:00 | <b>Registration and welcome coffee</b><br>Time for individual meetings with our service providers  |
| 09:00 – 09:15 | <b>Welcome speech</b><br>Dr Patrick Dümmler, Health Tech Cluster Switzerland<br>Ambassador Jakub Kumoch, Polish Embassy Bern   |
| 09:15 – 09:45 | <b>Keynote presentation „The Future of data driven Healthcare“</b><br>The rise of digital healthcare is about to fundamentally change the value chain of traditional healthcare. However, in order to leverage the true potential, we need a holistic understanding of the different dimensions of a data driven healthcare system that defines innovation beyond technology and put the need for patients and customers in the centre.<br>Dr Stephan Sigrist, Head and Founder Think Tank W.I.R.E |
|               | <b>Part 1: Market opportunities</b>  |
| 09:45 – 10:00 | <b>„eHealth in Switzerland – Quo vadis?“</b><br>Dr med. Jürg P. Bleuer, eHealth Suisse   |
| 10:00 – 10:15 | <b>„Market opportunities for Swiss Companies in Poland“</b><br>Benjamin Schwaegli, Head of Swiss Business Hub Poland, S-GE   |
| 10:15 – 10:40 | <b>Roundtable: What are market opportunities for Swiss and Polish companies in the future?</b><br>Representatives of eHealth Suisse, S-GE, HütteLAW AG, Dreberis GmbH, Greater Zurich Area AG<br>Moderator: Dr Patrick Dümmler   |
| 10:40 – 11:10 | <b>Coffee break and networking</b>   |
|               | <b>Part 2: Best practice Polish-Swiss</b>  |
| 11:10 – 11:30 | <b>„proALPHA: Insights into Polish-Swiss business relations“</b><br>Rosario De Francisci, CEO, proALPHA Schweiz AG   |
| 11:30 – 11:50 | <b>„Swiss capital on Polish ground: Haag-Streit Group“</b><br>Paweł Czochoński, Software Engineering Team Manager, Symmetra Ltd.   |
| 11:50 – 12:10 | <b>To be defined</b><br>Speaker  |
| 12:10 – 12:30 | <b>„Polish-Swiss partnership for innovative IT“</b><br>Marcin Koprowski, Senior Manager, Roche Global IT Solutions   |
| 12:30 – 13:00 | <b>Roundtable: Digital Health 2027 – How to face customer needs?</b><br>Representatives of Roche Global IT Solutions, Haag-Streit Group<br>Moderator: Dr Patrick Dümmler   |
| 13:00 – 13:10 | <b>Closing statements and key takeaways</b>  |
| 13:10 – 14:00 | <b>Lunch buffet</b>  |

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### Gold partners



### Patronage



Embassy  
of the Republic of Poland  
in Bern

### Communication partners



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