

BIG Ideas Week Europe

28 – 30 June | Athens

Tuesday 28 June	Wednesday 29 June	Thursday 30 June
08:45 – 09:00 Welcome to iFHP's BIG Ideas Week - Europe George Veliotes, Head, Life and Health, InterAmerican	8:45 – 09:00 Welcome to day 2	8:45 – 9:00 Welcome to day 3
09:00 – 09:30 Together We Can – The Future of Health and Care Dr Ossama Salamah - Human Health Education and Research Foundation	09:00 – 10:00 Digital Health Solutions – the return on engagement and why it matters (Virtual Executive Briefing) Peter Ohmenus, Digital Health Engagement Institute	9:00 – 9:45 Combining technology and the human touch in the delivery of healthcare Tito Franchetti, Eurocross Medisch Service Center
09:30 – 10:30 Empowering the Customer: patient pathway optimisation using digital tools, Dr. Mark Emerton, HBS	10:00 – 10:45 Data, AI, the payer and the empowered patient Janette Hughes, Digital Health & Care Innovation Centre	09:45 – 10:30 Empowering people to manage their mental health Hanne Horvath, HelloBetter
BREAK (10:30 – 11:00)	BREAK (10:45 – 11:15)	BREAK (10:30 – 11:00)
11:00 – 11:45 From segmentation to personalisation in health Kimon Angelides, FemTec Health	11:15 – 12:00 Open standards: success stories in transforming health data Graham Grieve, FHIR Founder	11:00 – 11:30 Nature Prescription for Mental Health Dr Ossama Salamah - Human Health Education and Research Foundation
11:45 – 12:30 Preventing strokes – digital tools for preventive care Lars Grieten, Fibrichck	12:00 – 12:45 Data privacy, ecosystems, and the art of motorcycle maintenance – Petros Kotsidis, FitFile	12:00 – 12:30 Summary, identified projects and next steps
LUNCH (12:30 – 13:30)	LUNCH (12:45 – 14:00)	LUNCH (12:30 – 13:30)
13:30 – 14:15 The role of primary care in the future digital healthcare system Mark Fountain, Healthcare Business Solutions	14:00 – 14:45 Understanding the patient: applications of semantic AI to a patient-centric representation of healthcare data Steven Hamblin, Dyad	13:30 Meeting closes
14:15 – 15:00 What Payers need to know about the future of healthcare: precision diagnostics, personalised medicine and the future of cancer treatment Tim Jaeger, Roche	14:45 – 15:30 Insurance Behaviour tracking Ian Hughes, Consumer Intelligence	
BREAK (15:00 – 15:30)	BREAK (15:30 – 16:00)	
15:30 – 16:30 Discussion led by Mark Fountain and Tim Jaeger: what will the future of healthcare look like in a digitised world?	16:00 – 17:00 iFHP projects: User engagement and data; Pricing and data: introduction and discussion. Reflections on the day. Discussion of potential collaborative data projects.	
Dinner at Hotel	Dinner outside the Hotel	