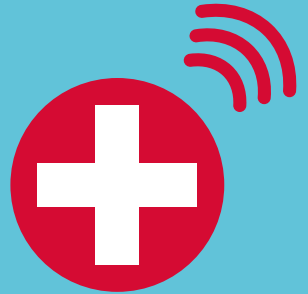


cachet

Copenhagen
Center for
Health Technology



Technical
University of
Denmark



The Capital Region
of Denmark



CITY OF COPENHAGEN

UNIVERSITY OF
COPENHAGEN



Digital Health (part 2)

Treatment 'Beyond the Pill'



SØREN SMED ØSTERGAARD

SENIOR DIRECTOR OF DIGITAL HEALTH COMMERCIAL STRATEGY, NOVO NORDISK



INGRID HARBO

VP BIOMETRICS, H. LUNDBECK A/S



ANNE FLEISCHER

CFO, LEO INNOVATION LAB

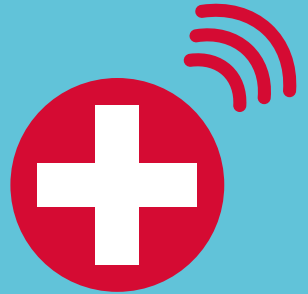


PER BÆKGAARD

ASSOC. PROFESSOR, DTU COMPUTE

cachet

Copenhagen
Center for
Health Technology



Technical
University of
Denmark



The Capital Region
of Denmark



CITY OF COPENHAGEN

UNIVERSITY OF
COPENHAGEN



Digital Health (part 2)

Treatment 'Beyond the Pill'

– how Big Pharma is focusing on (digital) health technologies

Thanks to Medtech Innovation for sponsoring

MedTech
Innovation



cachet



OUR VISION

"... to promote and support healthy living, active ageing, and chronic disease management through personalized health technology."



Healthcare Challenges



Chronic diseases management

Accounting for 2/3 of all healthcare spend worldwide – and increasing – chronic disease management is and will be the main focus of health.



Preventive and predictive health

Obesity, lack of physical activity and unhealthy lifestyle are the major factors for health problems and needs to be addressed early



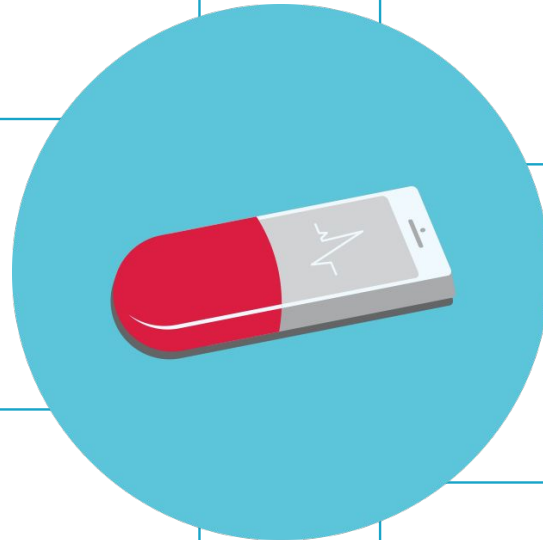
Regulatory

Legal and regulatory demands for protecting patient privacy, data, and safety will be enforced heavily as digital and personalized health emerge

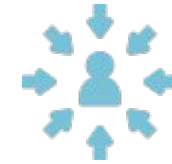


Evidence & outcome-based health

New business models both for suppliers and vendors will be tied to clinical evidence and real-world patient outcome (efficiency)



Technology Opportunities



Personalized technology

Engaging, patient-centric, and participatory technology can deliver interventions tailored to the individual and sustain engagement “beyond-the-pill” outside traditional care settings.



Digitalization

The ubiquity of digital health and communication technology drive new models for virtual and semi-automated doctor-patient contact.



Health IoT

Pervasive, mobile and wearable technology for sensing and engaging with patients create a unique platform for personalized health delivery

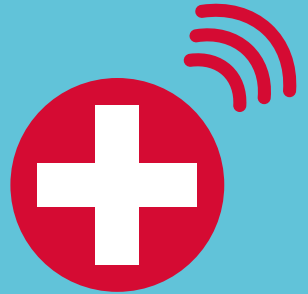


Big data analytics

Computing power and advanced analytics and learning algorithms drive insight and prediction of patient behavior, treatment, and care costs

cachet

Copenhagen
Center for
Health Technology



Technical
University of
Denmark



The Capital Region
of Denmark



CITY OF COPENHAGEN

UNIVERSITY OF
COPENHAGEN



Next up: Keynote debate session

Entrepreneurship and digital transformation as driving forces for growth and job creation

Ken Singer, Managing Director, Sutardja Center for Entrepreneurship & Technology, UC Berkeley

Jens Maagøe, CTO & Associate Vice, NNIT

Sune Stilling, Head of Growth, Maersk Group

Marianne Thellersen, Senior Vice President, Innovation and Entrepreneurship, DTU

16.15 @ Arla Hall (Exhibition area)



Tomorrow: Digital Health (part 3)

Improving eldercare through technology



ANDERS STOCKMARR

ASSOCIATE PROFESSOR, DTU COMPUTE



ANETTE STJERNE

SALES & MARKETINGMANAGER, TUNSTALL A/S



KRISTIAN GLAHN

CONSULTANT, SIF GRUPPEN



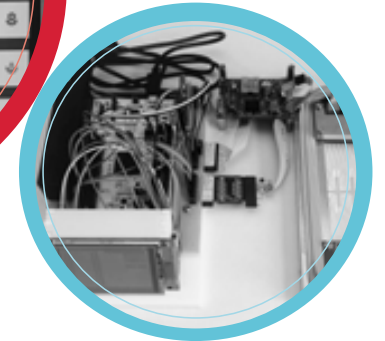
CHARLOTTE KOCK PETERSEN

PLEJECENTERLEDER, PLEJECENTER SKOVHUSET, HILLERØD KOMMUNE

Thursday, October 11, 13.50 @ Meeting room S07

During entire High Tech Summit: CACHET Exhibition Stand

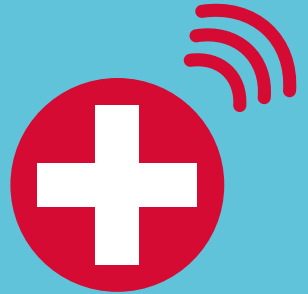
- Demo of a lab-on-a-chip to control and mix fluids
- Apps for monitoring and aiding mental health
- Medical simulation for training
- tDCS stimulation and EEG
- Demo of sensor floor
- Telepresence robots
- ... and more



Stand **31** @ Arla Hall

cachet

Copenhagen
Center for
Health Technology



Technical
University of
Denmark



The Capital Region
of Denmark



CITY OF COPENHAGEN

UNIVERSITY OF
COPENHAGEN

