



*moderated by Mark Wächter, Mobile Strategy Consultant*

When Wednesday, 14 November 2018, 13:00 h to 18:00 h  
Where MEDICA Exhibition Centre, hall 15 / stand 15C24

13:00 h – 13:05 h

**Future for Health: How mobile, IoT, data, AI & robotics transform healthcare**

Mark Wächter, FTR4H Chief Evangelist

13:05 h – 13:20 h

**Making the world healthier and more sustainable through innovation**

Peter Vorländer, Innovation Lead Germany, Philips HealthWorks

13:20 h – 13:35 h

**Sequencing - The new power in fighting serious diseases with big data**

Dr. Fang Chen, Director of R&D Center, MGI

12:35 h – 13:45 h

**The AI revolution in medicine**

Agnieszka Walorska, CEO, Creative Construction Heroes / BVDW Lab AI & Health

13:45 h – 14:00 h

**How block chain is impacting healthcare**

Tjaša Zajc, Business Developer and Healthcare Communications Manager, Iryo

14:00 h – 14:15 h

**Manage the digital health data tsunami**

Elena Poughia, MD at Dataconomy Media and Data Natives Founder

14:15 h – 14:30 h

**Medication management into the future**

Lea Dias, Healthcare & Robotics Expert

14:30 h – 14:40 h

*Beyond the pond: The promise of mHealth in Africa*

Dr. Moka Lantum, MD, MS, CEO MicroClinic Technologies

14:40 h – 14:50 h

*Beyond the pond: The health InsurTech revolution in China*

Sebastien Gaudin, CEO & Co-Founder, The Care Voice

14:50 h – 15:00 h

**FTR4H @ SXSW 2019 festival - an inspiring fusion**

Tom Mitchell, President & CEO, Messe Düsseldorf North-America

Mirko Whitfield, International Development SXSW EMEA & Asia



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## 7th MEDICA App COMPETITION (#7MAC)

15:00 h – 15:05 h

### **Welcome & introduction 7<sup>th</sup> MEDICA App COMPETITION**

Christian Grosser, Deputy Director MEDICA, Messe Düsseldorf GmbH  
Mark Wächter, Moderator and Host of MEDICA App COMPETITION

15:05 h – 15:25 h

### *Panel discussion:* **Global status in medical mobile solutions**

Lars Buch, Managing Director, Startupbootcamp Digital Health  
Dr. Klaus Stöckemann, Managing Partner, Peppermint Venture Partners  
*Moderator:* Muthu Singaram, CEO, IIT Madras HTIC Incubator & Founder, VibaZone

15:25 h – 15:35 h

### **Bayer #G4A: Hacking corporate culture through start-up collaboration**

Oliver Gassner, Head of Digital Health Intelligence EMEA, Bayer

15:35 h – 15:40 h

### **MEDICA App COMPETITION: Rules, prizes & 7MAC starting grid**

Mark Wächter, Moderator and Host of MEDICA App COMPETITION

15:40 h – 16:40 h

### **MEDICA App COMPETITION: Live-pitch of 10 medical applications**

3 minutes pitch & 2 minutes Q&A each

16:40 h – 16:55 h

### **MEDICA App COMPETITION: Deliberation of jury & announcement of TOP 3 apps**

Muthu Singaram, Jury Captain MEDICA App COMPETITION

16:55 h – 17:00 h

### **MEDICA App COMPETITION: Award ceremony**

Mark Wächter, Moderator and Host of MEDICA App COMPETITION

17:00 h – 18:00 h

### **Drinks reception & celebration of the MAC winners**