

Program overview



Time	Subject	
09:00 - 09:30	Registration	
09:30 - 10:00	Opening Remarks	Youngchan Lee , President, Korea Health Industry Development Institute Jörg Al Reding , Ambassador, Embassy of Switzerland in Korea
	Opening Speech	Chinyoub Chung , Minister, Korean Ministry of Health and Welfare
	Opening Keynote Speech	Johann N. Schneider-Ammann , President, Swiss Confederation
	Keynote 1	Health Industry Policies and the Future of Digital Health
10:00 - 10:20		Dong Wook Lee , Director General Bureau of Health Industry, Ministry of Health and Welfare "Korean government policies for Health Industries"
10:20 - 10:40		Andrea Schenker-Wicki , President, University of Basel "Universities and the promotion of health care innovations: current approaches and examples from the University of Basel"
10:40 - 11:00		Jeremy Sohn , Vice President/Head of Digital Business Development & Licensing, Novartis "Digital Health Trends & The Opportunity for Pharma"
11:00 - 11:20	Coffee Break	
11:20 - 12:40 (20 mins each)	Session 1	The Role of Digital Health in Society Chair: Si Young Song , Director, Office of Medical Science Research Affairs and University-Industries Foundation, Yonsei University Health System Christian Lovis , Chairman of Medical Information Sciences / Professor University Hospital of Geneva "Swiss Initiative, Big Data, Personalized medicine in Switzerland: Convergence of the legal frame work, care system and research" Hee Hwang , CIO, Medical Information Center, Seoul National University Bundang Hospital "Digital Healthcare Innovation: SNUBH's Use Case and Experiences"

Sung Soo Kim, CIO, Yonsei University Health System
"Healthcare Intelligent System, Not only as an Information System, the Next Generation Domain in Healthcare"

Hans-Peter Beck, Professor, Head of Research Unit, Swiss Tropical and Public Health Institute
"The need for mobile devices for rapid diagnosis of febrile or infectious diseases in resource- poor countries"

12:40 - 13:40 Networking Lunch

13:40 - 13:55 Special Performance by Swiss pianist Rahel Senn

13:55 - 15:35
(20 mins each)

Session 2

Examples of Digital Health

Chair: **Christian Lovis**, Chairman of Medical Information Sciences / Professor, University Hospitals of Geneva (HUG)

Woong-Yang Park, Director, Samsung Genome Institute, Samsung Medical Center

"Improvement of clinical outcome in refractory cancer patients by individualized genome-guided therapy"

Alain Gervaix, Vice-Dean, Humanitarian and International Medicine, Faculty of Medicine, University of Geneva

"E-health: reducing medication errors and time to drug delivery during pediatric CPR"

Woonggyu Jung, Professor, Biomedical Engineering Department, UNIST

"Mobile-based medical device "

Walter Karlen, Assistant Professor, Department of Health Sciences and Technology, ETH Zürich

"Mobile health systems automation for point-of-care monitoring and health self-management"

Eun-Hee Lee, President, Green Cross Laboratories

"Application of AI [artificial intelligence] in Clinical Laboratory"

15:35 - 15:50 Coffee Break

Time	Subject	
	Keynote 2	Accelerating Technical Commercialization in Health Care and Swiss-Korean Collaboration Measures
15:50 – 16:10		<p>Hans-Florian Zeilhofer, Head/Professor, Oral and Maxillofacial Surgery Department, University Hospital Basel</p> <p>“The Basel med-tech innovation hub and its emerging links with Korea”</p>
16:10 – 16:30		<p>Kun-Ho Yoon, Executive Director, Bureau of HT R&D Planning and Budget Management, KHIDI</p> <p>“Overseas Expansion of Telemedicine and its Related Business and Swiss-Korean collaborative plans”</p>
16:30 – 17:50 (20 mins each)	Session 3	<p>Private Industry Approaches in Digital Health</p> <p>Chair: Sukwha Kim, Professor, Faculty of Medicine, Seoul National University</p> <p>Suntae Jung, Vice President, Samsung Electronics “Digital Health Service and Platform”</p> <p>Christian Gossens, Global Head of Early Development Workflows, Roche “Digitizing Early Clinical Development: Driving “digital” innovation into early clinical trials in Pharma Research and Early Development (pRED)”</p> <p>Dong Seok Cha, Director, Korea Telecom (KT) “Data! Key to unraveling your body’s secrets”</p> <p>Domenico Alexakis, CEO, Swiss Biotech Association “Swiss Biotech™ - An overview”</p>
17:50 – 18:00	Closing Remarks	