



Health - An EIT Health Masterclass For Industry

DIGITAL HEALTH INNOVATION

Understand the changing landscape of digital healthcare, find new business opportunities and learn tools for more valuable and robust innovations



New digital products and solutions are at the center of an emerging transformation of healthcare. Companies entering and competing in this environment need to understand this changing landscape.

Changes redefine the opportunities and the context for innovations and the way innovations must be developed to become competitive. From this masterclass participants obtain a deeper and more actionable understanding of key changes in the landscape. With help from university and industry experts they learn and practice crucial tools to make their innovations more competitive.

AFTER THE MASTERCLASS YOU WILL BE ABLE TO:

- Direct your innovation efforts more effectively in the changing landscape of digital healthcare.
- Analyse, compare and understand the way platforms shape and affect the innovation agenda of a much broader ecosystem.
- Better understand the changing context for third party innovating firms, their options and their need for an innovation strategy.
- Map stakeholder and value network as a tool to stronger co-creation of innovation concepts and business models.
- Understand, create, and discuss the organisation of a living lab in Health IT.
- Address key challenges in commercialising healthcare innovations.

CONTENT

The teaching format is highly interactive, combining lectures, workshops, group work, cases as well as participants' own experiences. Content is organised into five central topics:

- **Setting the scene.** What are the drivers currently changing the landscape and what are the implications for innovations in healthcare of the large-scale platform technologies?
- **How do large Electronic Health Record platforms shape the innovation landscape?** Effects on the healthcare system and on the possibilities for third party innovators, including cases on the world's largest implementation of a healthcare platform (EPIC, in Denmark) and the cloud based system HealthSuite Digital Platform introduced by Philips.
- **Bringing the voice of the customer (VoC) to products, services and platforms.** The need for involving users in co-creation of healthcare innovation. Methods, examples and opportunities for participants to train own skills.
- **The Living Lab as a driver for innovation.** A major challenge for Health IT innovation is the excessive time it takes from concept generation to getting early results from actual use. We deal with the why, when and how to accelerate and organise innovation together with multiple stakeholders such as clinicians, patients, professional networks (Medtech) and software development companies.

- **Challenges in commercialising healthcare innovations.** Including a case on a diagnostic innovation currently in the pre-commercialisation phase and addressing the broader issue of intelligence and decision support.

TARGET GROUP

The masterclass is relevant for both SMEs and larger industrial players. It addresses managers with executive or operational responsibilities for identifying, shaping and developing digital innovations in healthcare. The masterclass is also of interest for other stakeholders in the innovation supply chain, such as public organisations on both local, regional and federal level, private and public healthcare institutions, NGOs etc.

FACULTY

Contributors are coming from universities and industry and all experts within their field. Among the faculty are:

Søren Brunak, Professor, University of Copenhagen

Finn Valentin, Professor, Copenhagen Business School

Marcel Dirkes, Dr., Philips Research

Jan Kold, Vice President for Public & Healthcare NNIT A/S

Jevita Poer, Concept Business Architect at Philips Research

Till Winkler, Ass. Professor, Copenhagen Business School

Jonas Moll, Ass. Professor, University of Copenhagen

Tariq Osman Andersen, Ass. Professor, University of Copenhagen

DATES AND LOCATION

17:00, January 29, 2017 – 16:00, January 31, 2017, at Copenhagen Business School, Denmark.

REGISTRATION

Registration fee is EUR 2,500 (excl. Danish VAT, 25%) which includes tuition fee, catering and materials. Accommodation is not included.

Online Registration:

www.cbs-executive.dk/digital-health-innovation

The Masterclass will have a limited number of seats on a first come – first serve basis. Deadline for registration is December 19, 2016.

Please also check our Masterclass in Healthcare Informatics for Senior Managers in Healthcare taking place in Valencia, Spain- read more at <http://www.tue.nl/smpee> (click under 'International').

This Masterclass is supported by EIT Health (www.eithealth.eu) and is developed and executed within the consortium of universities including University of Copenhagen, Eindhoven University of Technology and Copenhagen Business School (CBS Executive).