



February 18th, 2014
Erlangen

MEDICAL VALLEY SUMMIT –
MEDICAL VALUE OF THE FUTURE

PROGRAM

[www.medical-valley-emn.de/
medical-valley-summit](http://www.medical-valley-emn.de/medical-valley-summit)

Venue:

Lecture Center of the university hospital of Erlangen,
Ulmenweg 18, 91054 Erlangen



Prof. Dr.-Ing. Erich R. Reinhardt

Dear ladies and gentlemen,

As a Leading Edge Cluster, we want to enhance the innovative capacity of our region. This includes initiating new ideas, projects and startups through networking within the cluster. Furthermore, we want to discuss the latest developments in the sector and create new marketing opportunities.

At the Second Medical Valley Summit – Medical Value of the Future on February 18th, 2014, key actors will come together to discuss issues such as innovative technologies, new startup and research ideas, as well as concepts for health promotion and prevention.

This is our contribution to shaping the healthcare system of tomorrow and increasing opportunities in key markets.

This summit of medical technology and healthcare experts is complemented by a top class international topical campaign “Medical Technology” conference of the German Federal Ministry of Education and Research on February 19th, 2014, the WAGAS EMN symposium and workshop series “Business Opportunities in Developing and Emerging Countries” in cooperation with the Federal Ministry

for Economic Cooperation and Development.

You will find all information about the Medical Valley Summit and the other events, as well as information on how to register, at www.medical-valley-emn.de/medical-valley-summit and www.medtechpartners.de.

We're looking forward to seeing you there!

Yours,

Prof. Dr.-Ing. Erich R. Reinhardt
Chairman of the Executive Managing Board
Medical Valley EMN e. V.

DAY OVERVIEW

FEBRUARY 18TH, 2014 – MEDICAL VALLEY SUMMIT

Time 8:30–10:15 a.m.	Framework program Welcome Keynote address Strategy implementation			Large LH
10:15–10:30 a.m.	Coffee break			Foyer
MV EMN strengthens Drive Innovation				
10:30–11:30 a.m.	Session A – Diagnostic Imaging	Large LH	Session B – Intelligent Sensors	Small LH
11:30 a.m.– 12:30 p.m.	Session A – Treatment Systems		Session B – Ophthalmology	
12:30–1:30 p.m.	Lunch break			Foyer
1:30–2:30 p.m.	MV EMN strengthens drive innovation Room 01	Healthcare must remain affordable Large LH	MV EMN stimulates new ideas, projects and enterprises Small LH	Business opportunities in China Room 02
	Developing new training and continuing education offerings	Acting, not reacting	Startup and growth	Business opportunities in China
2:30–3:30 p.m.		Healthcare system of the future	Ideation “carbon composites”	
3:30–4:00 p.m.	Coffee break			Foyer
Medical Valley & Future Challenges				
4:00–6:30 p.m.	Research Challenges and Innovation Potential			Large LH
from 6:30 p.m.	Get-together & eve receiving			SIEMENS Medicare

Legend

- Foyer = entrance area, first floor
- Large LH = large lecture hall, room 00.915
- Small LH = small lecture hall, room 00.910
- Room 01 = classroom 01, room 01.910
- Room 02 = classroom 02, room 01.911
- SIEMENS Medicare = SIEMENS Medicare, Allee am Röthelheimpark 1, 91052 Erlangen

February 18th, 2014

CONFERENCE SCHEDULE

Please note that some topic blocks are scheduled to run concurrently.

Status: February 1st, 2014

**8:30 –
10:15 a.m.**

Opening and impulses

8:30 a.m.

Welcome

- **Dr. Siegfried Balleis**, Mayor, City of Erlangen
- **Dr. Manfred Wolter**, Bavarian State Ministry for Economy and Media, Energy and Technology
- **Prof. Dr. Joachim Hornegger**, Vice-President for Research at the Friedrich Alexander University Erlangen-Nuremberg (FAU)

9:00 a.m.

Key Note

- **Britta Fünfstück**, CEO Division Clinical Products, Siemens Healthcare

9:30 a.m.

Strategy implementation in Medical Valley EMN

Presentation and discussion:

- **Prof. Dr. Erich R. Reinhardt**, Chairman of the Executive Managing Board, Medical Valley EMN
- **Prof. Dr. Jürgen Schüttler**, Dean of Medicine, Friedrich-Alexander University Erlangen-Nuremberg (FAU)

10:15 a.m.

Coffee break

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10:30 –
12:30 a.m.**Medical Valley EMN strengthens Drive Innovation –
Contributions of the Leading-Edge Cluster Projects**

10:30 – 11:45 a.m.

SESSION A: Diagnostic Imaging*Moderation: Prof. Dr. Joachim Hornegger, Vice-president for Research, FAU Erlangen-Nuremberg*

- **Prof. Dr. Willi A. Kalender**, CT Imaging GmbH | Breast CT
- **Prof. Dr. Michael Lell**, Institute of Radiology, University hospital Erlangen | CT-angiography for early detection of coronary heart disease
- **Norbert Strobel, Ph. D.**, Siemens AG Healthcare Sector | 3D catheter localization for heart ablation using biplanar fluoroscopy
- **Prof. Dr. Gisela Anton**, Erlangen Centre for Astroparticle Physics at the FAU Erlangen-Nuremberg | Interferometric x-ray imaging
- **Dr. Martin Neumann**, ECE Training GmbH | More safety and efficiency in colposcopy

10:30 – 11:30 a.m.

Session B: Intelligent Sensors*Moderation: Prof. Dr. Georg Fischer, Chair for Technical Electronics, FAU Erlangen-Nuremberg*

- **Dr. Jens Kirchner**, Biotronik and **Dr. Martin Arnold**, Medical Clinic 2, University hospital Erlangen | Home monitoring of patients with cardiac insufficiency to prevent decompensation
- **Prof. Dr. Jürgen Zerth**, Diakonie Neuendettelsau/IDC and **Karl-Heinz Gabler**, Nash Technologies GmbH | Barrier-free health assistance – a platform for telecare and telemed: selected realization strategies
- **Maximilian Hofmann**, Chair for Technical Electronics, Erlangen-Nuremberg | Smart sensors-B – study of a millimeter-wave sensor for non-invasive acquisition of blood parameters

11:45 – 12:30 p.m.

SESSION A: Treatment Systems*Moderation: Prof. Dr. Jürgen Schüttler, Dean of Medicine, FAU Erlangen-Nuremberg*

- **Barbara Breuer-Thal**, Fresenius Kabi AG and **PD Dr. Christian Jeleazcov**, Anesthesiology Clinic, University hospital Erlangen | PEP – personalized effect-controlled pharmaceutical application
- **Dr. Gerald Suttner**, Psychiatric and psycho-therapeutical clinic of the university hospital Erlangen | Chemo-information system-based optimization of drug treatment safety and patient-individualized drug therapy
- **Prof. Dr. Alfred Leipertz**, Chair of technical thermodynamics at the FAU Erlangen-Nuremberg, Esysc GmbH | Clinical on-site and online anesthesia gas analysis and monitoring

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11:30 – 12:30 p.m.

Session B: Ophthalmology*Moderation: Prof. Dr. Friedrich E. Kruse, Director, Ophthalmology Clinic, Universitätsklinikum Erlangen*

- **Peter Voigtmann**, Voigtmann GmbH ■ Low-cost fundus camera for the third world
- **Dr. Arthur Meßner**, HumanOptics AG ■ Targeted surface modification of intraocular lenses using ultra-short laser radiation to reduce reflection
- **PD Dr. Björn Bachmann**, Ophthalmology Clinic, University hospital Erlangen ■ Semi-synthetic corneal substrate for reconstructing and regenerating the surface of the eye

12:30 p.m.

Lunch1:30 –
3:30 p.m.**Healthcare must remain affordable**

1:30 – 2:30 p.m.

Acting, not reacting – promoting health instead of merely treating symptoms*Moderation: Prof. Dr. Matthias Lochmann, Head of the Chair for Sport Biology and Exercise Medicine at the FAU Erlangen-Nuremberg*

- **Prof. Dr. Klaus-Michael Braumann**, President, Deutsche Gesellschaft für Sportmedizin und Prävention ■ "Exercise is medicine"
- **Dr. Mischa Kläber**, German Olympic Sports Confederation ■ Health promotion and prevention in sports clubs

2:30 – 3:30 p.m.

Healthcare system of the future – high quality at low cost*Moderation: Prof. Dr. Jürgen Zerth, Head of the International DiaLog College and Research Institute (Wilhelm-Löhe University of Applied Sciences)*

- **Michael Langer**, Astrum IT GmbH ■ Cross-sector communication of medication data
- **Ralf König**, König's Apotheken pharmacy chain ■ Implementing a uniform cross-sector, internet-based medication database to optimize pharmaceutical care for residents of care facilities
- **Prof. Dr. Peter Kolominsky-Rabas**, Interdisciplinary Center for Health Technology Assessment (HTA) and Public Health, FAU Erlangen-Nuremberg Erlangen-Nuremberg - Pro-HTA ■ Prospective Health Technology Assessment

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1:30 –
3:30 p.m.**Medical Valley EMN stimulates new ideas,
projects and enterprises**

1:30 – 2:30 p.m.

**Startup and growth in the coming field of
the health sector***Moderation: Dr. Benedikte Hatz, Managing Director, netzwerk nordbayern*

- Moderated podium discussion on acquiring capital with financed and capital-seeking medical technology corporations and two investors from the capmatch medical investor pool.

2:30 – 3:30 p.m.

**Ideation “Carbon composites as the material of
the future in healthcare?”***Moderation: Prof. Dr. Joachim Hornegger, Vice-President for research at the FAU Erlangen-Nuremberg*

- **Prof. Dr. Kathrin M. Möslein**, Chair for Business Information Technology I at the FAU Erlangen-Nuremberg | Stimulus talk “Open innovation”
- **Presentation of ideas**

1:30 –
3:30 p.m.**Medical Valley EMN strengthens Drive Innovation**

1:30 – 3:30 p.m.

**Developing new training and continuing
education offerings***Moderation: Prof. Dr. Oliver Schöffski, Head of the Chair for Healthcare Management,
FAU Erlangen-Nuremberg*

1:30 – 1:50 p.m.

- **Prof. Dr. Oliver Schöffski**, FAU Erlangen-Nuremberg | WAGAS EMN educational content’s integration into separate offers of further education

1:50 – 2:10 p.m.

- **Maria Mascia M.A.**, Hannover Medical School | Qualification to an AAL-Consultant – curricular development and challenges in implementation

2:10 – 2:30 p.m.

- **Prof. Dr. Kurt Becker**, University of healthcare industry, Bremen | Distance learning program to qualify employers for the conception, the project planning and the management of technology-based Ambient Assisted Living-Projects (AAPollon)

2:30 – 2:50 p.m.

- **Jana Tessmer M.A.**, University of Vechta | Certification program Ambient Assisted Living. Gerontology – Assistiv technologies – nursing science (GAP)

2:50 – 3:10 p.m.

- **Dr. Maria Zellerhoff**, FAU Erlangen-Nuremberg | Certification course Medical Device legislation

3:10 – 3:30 p.m.

- **Dr. Frank Miermeister**, Forum MedTech Pharma e. V., Nuremberg | Strategies for an appropriate development of further education in medical technology

February 18th, 2014

1:30 –
3:30 p.m.**Business opportunities in China**

1:30 – 3:30 p.m.

Presentations and dialog

- **Prof. Dr. Erich R. Reinhardt**, Medical Valley EMN e.V., **Han Yihu**, China Economic Consulting Corporation (CECC) | Welcoming
- **Zhu Shijun**, former director of the Hospital 301 Peking (tbc) | The chinese health care market
- **Cao Hu**, Kotler Marketing Group (tbc) | China medical service market trends & dynamic
- **Sabine Dietlmeier**, Greater China office in Germany/Karlsruhe of the Delegation of German Industry & Commerce (AHK) | Greater China: Overview and recommendations for chinese medical engineering business with focus on licensing
- **Dr. Arthur Meßner**, Human Optics | Experience report of an enterprise
- **Angela Tormin**, KfW Development Bank | Financial collaboration with China within the health sector
- **Discussion:** e. g. "German Medical Valley in Chinese Cities"
- **Get together/Snack**

3:30 p.m.

Coffee break4:00 –
6:30 p.m.**Medical Valley EMN Future Challenges**

4:00 – 6:30 p.m.

Research challenges and innovation potential in the healthcare sector from the perspective of various actors

Moderation: Prof. Dr. Erich R. Reinhardt, Chairman of the Executive Managing Board, Medical Valley EMN e. V., and Prof. Dr. Dr. Jürgen Schüttler, Dean of Medicine, FAU Erlangen-Nuremberg, member of the Executive Managing Board, Medical Valley EMN e.V

- **Prof. Dr. Matthias W. Beckmann**, Director, Comprehensive Cancer Center Erlangen-EMN
- **Prof. Dr. Albert Heuberger**, Head of the Fraunhofer IIS
- **Prof. Dr. Joachim Hornegger**, Vice-president for Research, FAU Erlangen-Nuremberg
- **Prof. Dr. Vahid Sandoghdar**, Director, Max-Planck Institute for the Physics of Light

From 6:30 p.m.

Get-together

A part of the pre-conference evening reception for the concluding conference of the international topical campaign "Medical Technology" of the German Federal Ministry of Education and Research

Venue

SIEMENS Medicare, Allee am Röthelheimpark 1, 91052 Erlangen

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Registration

Please register only via our website:

www.medical-valley-emn.de/medical-valley-summit



Questions? We'll be happy to answer them!

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About the Medical Valley EMN

The Medical Valley European Metropolitan Region Nuremberg (EMN) e. V. was founded in 2007 to guide the development, coordination and marketing of the medical technology cluster. The association assumes the central cluster tasks and provides its partners with comprehensive consulting assistance. Among other tasks, it promotes the sharing of knowledge within the network, markets the cluster in Germany and abroad, offers continuous education programs and provides consultation for enterprise startups, marketing and sales actions as well as on international activities. The Medical Valley EMN e. V. has over 150 members from politics, business, academia and healthcare.

www.medical-valley-emn.de

We would like to thank our premium partners:

SIEMENS

 **Fraunhofer**
IIS

**Universitätsklinikum
Erlangen**



FAU
FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

Stadt Erlangen

