

Thursday 29 August 2019

MEDTECH EVENT 'BRING INNOVATION TO THE NEXT LEVEL'

Innovation strategies combining Artificial Intelligence and design for behavioral change

This combined strategy allows companies to **reposition** themselves **in the value chain** and to re-invent a total **customer centric solution** to innovate more effectively and successfully. It allows to create more profitable products and services by delivering more convenience to the users. Building on this premise, 2 conjoint innovation strategies in particular are key to bring innovation to the next level in your company.

- Today, **Artificial Intelligence** technologies offer the opportunity to make user based diagnostic interpretation possible.
- At the same time, innovations of medical products and services are more successful if they manage to re-invent **user behavior**.

Deploying these intelligent approaches allows your company to **disrupt the current way of doing things**. It will create opportunities to deploy new products and services for improved and more cost effective care. The possibilities offered by AI technologies combined with workflow innovation yields a reinforcing method for successful strategic innovation.



AI to create valuable new solutions

Trends like Digitization and Artificial Intelligence give companies new opportunities for growth in existing and new markets. During this event you get practical insights on how to define your AI strategy. Inspiring use cases of AI technology in medical companies will encourage you to find opportunities for your company.



Design for behavioral change and market viability

This event offers practical insights and methodologies on how to increase the success rate of your products in the market. Learn more on reducing usability risks and finding the right features to increase market adoption of a new product, and at the same time minimize market rejection.

Agenda

- 09:30 – 09:40 Start
Welcome
Dr. Angelo Marangi
Head of the Study Program Medical Engineering, Institute for Medical Engineering (Hochschule Luzern - T&A)
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- 09:40 – 10:00 Presentation
Actual challenges in Medtech
Prof. Dr. Roger Abächerli
Institute for Medical Engineering (Hochschule Luzern - T&A)
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- 10:00 – 10:20 Presentation
Introduction to the topics
Verhaert
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- 10:20 – 11:00 Presentation
Behavioral change
Verhaert
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- 11:00 – 11:20 Break
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- 11:20 – 12:20 Split session workshop
Behavioral change
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- 12:20 – 13:20 Lunch
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- 13:20 – 14:00 Presentation
Future impact of Artificial Intelligence
Verhaert
-
- 14:00 – 15:00 Split session workshop
Artificial Intelligence
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- 15:00 – 15:30 Group discussion
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- 15:30 – 15:50 Presentation
BIOTESC
Dr. Bernd Rattenbacher
Head of BIOTESC, Institute for Medical Engineering (Hochschule Luzern - T&A)
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- 15:50 – 16:00 Closing
Prof. Dr. Marcel Egli
Head of the Institute for Medical Engineering (Hochschule Luzern - T&A)
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- 16:00 – 17:00 **Wrap-up & Networking aperitif**

Sign up before Thursday 22 August
<https://verhaert.com/medtech-event-lucerne>

In partnership with

The institute of Medical Engineering of the Hochschule Luzern combines teaching and research in the area of biomedical engineering and biomedical research in space. They'll talk about the challenges in MedTech and how the institute is helping industry to confront these challenges.

Next to that, on behalf of ESA, the institute maintains the space support center BIOTESC that assists researchers in conducting experiments at Columbus, the European Space laboratory on board of the ISS. Experts will attend the networking aperitif, where you can discover the competences and possibilities the institute provides to industry.

Lucerne University of Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Technik & Architektur
Institut für Medizintechnik
FH Zentralschweiz

Practical info

When? Thursday 29 August, from 9h30 till 17h.

Where? Technikumstrasse 21, 6048 Horw.