



## Press Release

### **The Business Modelling and Strategies Summit for Healthcare and The HealthTech Event.**

November 23-24, 2015

High Tech Campus, Eindhoven, The Netherlands

### **The Barbarians Want to Change the Healthcare Landscape – An Invitation for the Media to Discover How during a Two-Day Event Focused on Healthcare Strategies and Technology**

Eindhoven - **On November 23-24, 2015, High Tech Campus Eindhoven**, in The Netherlands, will host a **two-day event** that includes **The Business Modelling and Strategies Summit for Healthcare** and **The HealthTech Event**.

**On November 23rd, The Business Modelling and Strategies Summit for Healthcare** will tackle with **healthcare business modelling and strategies topics** and will also feature **workshops** on **“Hands-on business modelling”** and **“The Customer Rules in Health Care”**, where discussions with decision makers and experts in the pharmaceutical and bio technical sector will be held.

The **program** includes presentations from well-known speakers from Kinesis Pharma, riverrun, Data Protection Institute and PIMS.

**On November 24th, The HealthTech Event will approach topics such as** Innovation in Medical Devices / Wearables, Big data in Health Care, Wellbeing @ Work, Wellbeing @ Home, Early detection, Dealing with mild cognitive and physical decline, Application of Photonics in Health Care, Robotics in Health Care, Ethical aspects / legal issues / security. The **Health Tech Event's program** includes keynotes and a range of breakout presentations in several parallel sessions.

**Speakers** from Philips Group Innovation, Ghent University, Kaasa Health, Ecole polytechnique fédérale de Lausanne (EPFL), TNO, University of Eindhoven, PRAF, Gamebus, Medisana Space, Pridiktiv, Ugentec, Skinvision, Memorizon, CHOOSE, Gymcentral, Mobilab, ExB Group, Tinnitracks, Better Nights, Fresh Days, Comftech and Erasmus MC will be present at the conference.

## **About Jakajima**

Jakajima is the matchmaker for innovators in the high tech industry, ranging from 3D printing to Internet of Things, from Drones to Health Tech. We organize those activities that bring innovators from different value chains and different professions together, in order to endeavour innovations and to create new partnerships, products and/or services.

[www.jakajima.eu](http://www.jakajima.eu)

### **About High Tech Campus Eindhoven**

High Tech Campus Eindhoven is an open innovation R&D hotspot. It is the smartest km<sup>2</sup> in the Netherlands with more than 135 companies, startups and institutes on the campus grounds.

[www.hightechcampus.com](http://www.hightechcampus.com)

### **About riverrun**

You don't need a digital strategy to succeed in this world, but a strategy which can cope with the digital age. Riverrun guides organisations towards the opportunities and away from the risks inherent in developing future-proof business models, while building sustainable ventures that incorporate the right principles.

[www.riverrun.be](http://www.riverrun.be)

### **About EIT Digital**

EIT Digital is a leading European open innovation organisation. Our mission is to foster digital technology innovation and entrepreneurial talent for economic growth and quality of life in Europe. We bring together entrepreneurs from a partnership of over 130 top European corporations, SMEs, start-ups, universities and research institutes.

[www.eitdigital.eu](http://www.eitdigital.eu)

### **Arrangements for the media**

The conference organizers welcome enquiries from electronic media and the press. Accredited journalists can attend this conference free of charge. We are happy to help arrange interviews with the speakers.

Please help us to help you. Press accreditation should be arranged in advance of the conference.

To register for a complimentary media pass, contact Esther Wendrich. She can be reached at [e.wendrich@jakajima.eu](mailto:e.wendrich@jakajima.eu) or during European office hours on +31 620008576.