



Press Release

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

November 23-24, 2015

High Tech Campus, Eindhoven, The Netherlands

Prevention, Care and Cure Using Technology

An Invitation for the Media at the international Two-Day Event Focused on Healthcare Strategies and Technology

Eindhoven - **On November 23-24, 2015, High Tech Campus Eindhoven**, in The Netherlands, will host **an international 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 feature top speakers from **PIMS, riverrun, Kees Groen, Kinesis Pharma and Data Protection Institute**.

The summit will tackle healthcare business modelling and strategies topics and will also feature workshops on **“Hands-on business modelling”** and **“The Customer Rules in Healthcare”**, where discussions with decision makers and experts in the pharmaceutical and bio technical sector will be held.

On November 24th, The HealthTech Event will feature presentations of top speakers from **Ghent University, Eindhoven University of Technology, HealthCare Futurists, TU Delft, Ecole polytechnique fédérale de Lausanne, SICS, ExB Group, Philips, Telecom Italia Group, Mobilab, Comftech, LifeSense Group, Medimetrics, Tinnitracks, i+Solutions, University of Trento, PRAF, Medisana Space, Gamebus, Ugentec, Pridiktiv, TNO, ARM, Memorizon, Phoenix Software, Bainisha**, who will deliver interesting insights into topics related to medical technology.

The conference will also include parallel sessions focused on **Robotics in Health Care, Wellbeing @Work and @Home, (Big) Data / Platforms a perfect mix in Healthcare, Prevention, Photonics in Healthcare, Early detection and Wearables / Platforms**.

Besides brilliant insights into the above-mentioned medical technology topics, the event will also include an **exhibition**, where the attendees can see real life solutions of the technologies discussed during 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

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

About High Tech Campus Eindhoven

High Tech Campus Eindhoven is an open innovation R&D hotspot. It is the smartest km² in the Netherlands with more than 135 companies, startups and institutes on the campus grounds.

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

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 or during European office hours on +31 620008576.