



SUMMER SUMMIT

DIGITAL TRANSFORMATION IN PHARMA

SEPTEMBER 15-18, 2020

PROCESS DIGITIZATION

ALGORITHMS

ARTIFICIAL INTELLIGENCE

DIGITAL THERAPEUTICS

TRANSFORMING BUSINESS

DIGITAL FUTURE

BIG DATA

TRANSFORMING BUSINESS MODELS

PAY-FOR-PERFORMANCE

E-HEALTH

CHANGE

BLOCKCHAIN

PERFORMANCE MANAGEMENT



SEPTEMBER 15, 2020

**13 - 14 P.M. DIGITALIZATION OF CLINICAL RESEARCH:
PLATFORM TECHNOLOGIES FOR DATA CAPTURE AND THE USE
OF ARTIFICIAL INTELLIGENCE FOR DATA PROCESSING
IN CLINICAL STUDIES**
Hanno Härtlein, Alcedis GmbH
Jascha Adams, Alcedis GmbH

SEPTEMBER 16, 2020

**13 - 14 P.M. OPPORTUNITIES OF BIG DATA & DIGITIZATION FOR
INNOVATIVE DRUGS & MEDICAL DEVICES**
Prof. Dr. Karl Broich, Federal Institute for Drugs and Medical Devices

SEPTEMBER 17, 2020

**13 - 14 P.M. HOW DO WE UNLOCK TREASURES ACROSS THE DIGITAL MATRIX
FOR TANGIBLE PATIENT IMPACTS?**
Prof. Michelangelo Canzoneri, PhD, Merck Healthcare KGaA

SEPTEMBER 18, 2020

13 - 14 P.M. 2020 - THE BOOST YEAR FOR THE DIGITAL HEALTH BUSINESS
Joss Hertle, ratyonal GmbH - Digital Strategy Consulting

**HANNO HÄRTLEIN**

Hanno Härtlein studied molecular biology and human genetics at Goethe University Frankfurt. He has more than 10 years of experience within the clinical trial environment. In 2018 Hanno Härtlein has been appointed as CEO at Alcedis GmbH, a clinical research organization headquartered in Gießen. In addition, he is CEO of TheraOp, a sponsor of non-commercial studies in oncology.

**JASCHA ADAMS**

Jascha Adams studied business mathematics and applied mathematics with a focus on information technology at the University of Trier. Since 2017 he works as a mathematician for Alcedis GmbH and is responsible for the planning and implementation of data analyses, as well as for the advancement of topics such as method optimization or AI development.

**PROF. DR. MED. KARL BROICH**

Since 2014, Prof. Dr. Broich is President of the Federal Institute for Drugs and Medical Devices in Bonn. Within the European network of regulatory authorities, he is currently involved as member of the European Medicines Agency's Management Board (EMA MB), Chair of the EU Telematics Management Board (EU TMB) and the CNS Working Party at the EMA. In addition, he is member of the Heads of Medicines Agencies (HMA) Management Group.

**PROF. MICHELANGELO CANZONERI, PHD**

Michelangelo Canzoneri obtained his PhD in Bioprocess Engineering at the University of Bielefeld, Germany and before joining Merck, he held positions at Kourion Therapeutics AG in quality control and Sanofi, where he worked transversally in R&D, Industrial Affairs, Technology and Innovation, and Digital Transformation. Michelangelo is a strong supporter of educating and training students, and bridging academics and industry. He is a professor at Frankfurt University of Applied Sciences, Germany and a guest lecturer at Massachusetts Institute of Technology, USA. Michelangelo holds several patents, including a micro bioreactor developed together with MIT.

**JOSS HERTLE**

Joss Hertle is working for the digital industry since almost 20 years at different companies and in different roles. In 2011 he started to drive the digitalization process of the healthcare world while building the Google Healthcare team in DACH and accompanied top pharmaceutical manufacturers and online pharmacies on their transformation journey. Afterwards he was re-shaping the digitization at Sanofi CHC as Head of Digital Business Transformation and in April 2020 Joss co-founded the digital strategy consultancy „rational“ with the purpose of changing patient and user centric focus of healthcare companies radically by creating new digital brand experiences based on data and numbers.



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