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DIGITAL TRANSFORMATION IN PHARMA

AUGUST 3, 2019

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10:00 A.M. WELCOME
Prof. Dr. Manfred Schubert-Zsilavec
Vice President, Goethe University

Prof. Dr. Kristina Sinemus
Hessian Minister of Digital Strategy and Development

10:20 A.M. DIGITAL TRANSFORMATION & PHARMA
Dr. Frank Wartenberg
President Central Europe, IQVIA

**11.05 A.M. BEYOND THE HYPE -
THE PRACTICAL APPLICATIONS OF AI IN PHARMA**
Dr. Gunjan Bhardwaj
Founder and CEO, Innoplexus AG

11.50 A.M. TREATMENT AND ALGORITHM IN MIGRAINES
Dr. Markus Dahlem
Founder and CEO, Newsenselab GmbH

12.35 P.M. LUNCH BREAK

**13.30 P.M. DIGITAL PATIENT SUPPORT IN ONCOLOGY
DRIVING VALUE FOR PHARMA**
Dr. Gandolf Finke
Founder and Managing Director, Fosanis GmbH

**14.15 P.M. CYBERSECURITY IN SMART MEDICAL DEVICES -
KEY LEARNINGS FROM THE MEDICAL DEVICE SERVICE
PROVIDER PERSPECTIVE**
Dr. Stefan Weiss
Zühlke Engineering GmbH

14.45 P.M. CLOSING REMARKS

CHAIR Prof. Dr. Theo Dingermann
Academic Director, Goethe Business School



**DR. GUNJAN BHARDWAJ**

Dr. Gunjan Bhardwaj, Founder and CEO of Innoplexus AG, a leading global AI champion with more than 90 patent applications in Artificial Intelligence, Machine Learning, and Blockchain technologies. Gunjan himself is the author of 12 patent applications. He has authored several publications in the Harvard Business Review, MIT Sloan Review, the Journal of Tumor Medicine and Prevention, the Journal of Service Research and the International Journal of Innovation Management, as well as the book Branding in Emerging Markets. He regularly publishes in Forbes, Pharma forum and other blogs. He appeared as a keynote speaker at various international life science events in healthcare.

**DR. MARKUS DAHLEM**

Dr. rer. nat. Markus Dahlem is a migraine researcher and the co-founder of Newsenselab. His entrepreneurial career is based on over 20 years of academic research. Among other position, he was the leader of the Laboratory of Computational Neurology at the University Department of Neurology in Magdeburg and held various senior positions at the Institutes of Theoretical Physics at Technical and Humboldt University Berlin. He published 50 research papers on computer models of the migraine brain. As an entrepreneur, his goal is to better diagnose migraine subtypes and develop digital therapeutics that effectively control the migraine cycle through evidence-based interventions to ensure that the right treatment is delivered to the right person at the right time.

**DR. GANDOLF FINKE**

Dr. Gandolf Finke is founder and Managing Director of Fosanis GmbH, a digital health company focused on patient empowerment and support in oncology. In his previous role at McKinsey & Company he consulted major healthcare players across Europe and North America. Dr. Finke has a background in engineering at University of Karlsruhe and MIT and holds a PhD from ETH Zurich.

**DR. FRANK WARTENBERG**

Dr. Frank Wartenberg has been President Central Europe since 2011 and IQVIA's representative in Germany since the merger of Quintiles and IMS HEALTH 2016. As part of his role he owns the full P&L responsibility for Germany and Austria. Prior to 2010, as VP and Practice Leader Commercial Effectiveness, he was responsible for IMS HEALTH's consulting business for sales and marketing in EMEA. Since April 2018, he has been appointed as chairman of the Federal Commission for Digital Health of the Economic Council ("Wirtschaftsrat") in Germany. Also, with effect from June 2018, he was appointed to the EMEA Regional Advisory Council of DIA, a global research network. Prior to joining IMS Health, he has build a consulting business in the pharmaceutical industry as General Manager and co-founder of scicon, a mid-sized consulting company focusing on the health care industry which became part of IMS HEALTH in 2004.

**DR. STEFAN WEISS**

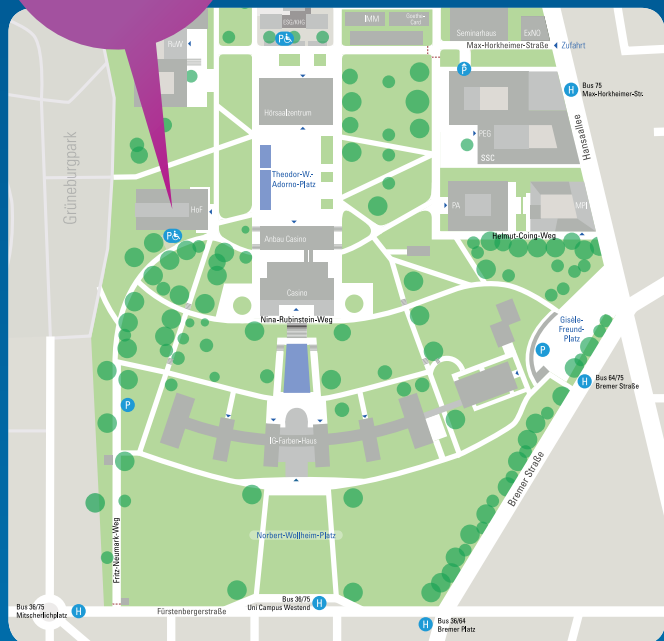
Dr. Stefan Weiss is Business Innovation Consultant at the Zühlke Group in Eschborn, Germany. He has a broad background in Neuroscience (PhD, Helmholtz Center Munich) combined with a profound expertise in economics and innovation management (MBA, Collège des Ingénieurs). Before joining Zühlke, Stefan shaped the future of Healthcare and Life Sciences at the Innovation Center of Merck KGaA. He is passionate about the digitalization of the Pharma- and MedTech Industry with innovative solutions and business models by applying his scientific and economic expertise. At Zühlke, he extends technical excellence with domain-specific insights and thereby strengthens the partnerships with Pharma- and MedTech customers.

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