"Are you implementation-ready?" Panel
April 30 2024 12h55-13h40 at Biopôle Lausanne (SERINE)

Topic: "Are you implementation-ready?" panel discussion will give recommendations and insights from experts (legal, tech provider, health institution) to digital health organisations transitioning between the end of the design phase to the deployment phase.

Overview

Agenda	Time	Who
Introduction	2'	Jade Sternberg
Panel discussion	30'	2 questions per person & 4 questions for everyone
Questions from the Audience	12'	Jade Sternberg & audience
Closing	1'	Jade Sternberg

Concept
The moderator will have 30 seconds to ask a question and the panellist has 60 to 120 seconds to answer (60 seconds when the question is addressed to all panellists and 120 seconds if the question is only addressed to 1 panellist). The questions are either addressed to all panellists or specifically addressed to a speaker.

Questions

Question 1 - for all three panellists (Collaboration)
How does your organisation collaborate with startups and scaleups usually?

Question 2 - for all three panellists (Differentiation)
The digital health startup scene is massively growing in Switzerland with 367 digital health related startups and scaleups identified in Swiss Healthcare Startup's digital directory in April 2024. How can organisations differentiate themselves to stay memorable after the initial design phase?

Question 3 - for Anna Gräbner (Partnership)
With the Genolier Innovation Hub, you are building a unique innovation ecosystem in Europe where translational research, acceleration and development of innovations will happen.
How will the emergence of such hubs in the Swiss ecosystem impact collaboration and partnerships between different organisations and drive innovation?

Question 4 - for Lorenza Ferrari Hofer (Requirements**)**
What are the key regulatory and compliance requirements which an organisation needs to fulfil to enter into partnership with a larger company?

Question 5 - for Sébastien Fabbri (Data interoperability & infrastructure**)**
Data interoperability is a key topic in digitalisation of healthcare. It has the potential to significantly enhance patient care and coordination among healthcare stakeholders.
Sébastien, what steps should the organisation take early-on to ensure interoperability of their solutions with their potential clients? What should they verify when selecting their architecture to ensure scalability of their solution?

Question 6 - for all three panellists (Digital Health Literacy**)**
Health and digital literacy levels in Switzerland are well ranked overall in Switzerland according to digitalswitzerland's 2022 population study. The level of education plays a key role, as people with a higher level of education have higher health and digital literacy. The two competences are now summarised into a new competency: digital health literacy. Careum Foundation defined it as the degree to which individuals are able to obtain, understand and judge health information from digital sources and use it to make decisions about their health.
What role do you believe digital health solutions can play in increasing digital health literacy in Switzerland?

Question 7 - for Anna Gräbner (Team**)**
"It's not a faith in technology. It's faith in people." As stated in this quote from Steve Jobs, having a great team is key to having a successful venture. What are the key elements which a venture should invest in, Anna?

Question 8 - for Lorenza Ferrari Hofer (IP rights**)**
According to the Swiss Startup Radar, two Federal Institutes of Technology in Switzerland EPFL and ETH Zurich have 181 medtech and biotech spin-offs. Lorenza, what actions should the entrepreneurs take early-on in the development of their solution to protect the ownership of their invention and IP rights?

Question 9 - for Sébastien Fabbri (Privacy, security and consent**)**
How should data be captured and used to ensure privacy, security and consent considerations are respected? How would it impact the level of trust from the patient, the end users?

Question 10 - for all three panellists (Advice**)**
What is the advice you would give to all the startups and scaleups in this room to thrive in this complex and competitive ecosystem?

Additional question (in case there are no questions during the Q&A from the audience) - for all three panellists (Ecosystems)
What role do you believe digital health ecosystems will play in the future in Switzerland and what role can startups and scaleups play within them?