

## VENUE

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**BIG DATA IN MEDICINE**  
NOV 20-21, 2017

**impact17**  
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International Symposium at Hasso Plattner Institute (HPI), Potsdam

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## Big Data in Medicine

### WELCOME TO HIMSS IMPACT

The International Symposium on Big Data in Medicine.

In collaboration with the Hasso Plattner Institute (HPI) and the Berlin-Brandenburg Cluster for Healthcare Industries (HealthCapital) we are happy to bring an event to you that discusses big data not only from a theoretical standpoint but shows practical implementation examples and best practices. Taking a wider look at the subject, we will explore what is in there for the different stakeholders – the patient, the doctor, academia and industry – and what public healthcare systems do to provide the right basis for implementation of big data in healthcare. Dedicated sessions look further into what new business opportunities Big Data offers for start-ups, latest trends & innovations in digital health.

### PROGRAM HIGHLIGHTS



**Keynote:**  
**Paul Jones**, Illumina, Inc.  
*Enabling genomic medicine at scale*  
MONDAY, 20 NOVEMBER 2017, 11:00-11:45



**Keynote:**  
**Silvia Piai**, IDC Health Insights  
*Myths, good Bets and Realities: Breaking the Health Digital Deadlock through Big Data and AI*  
TUESDAY, 21 NOVEMBER 2017, 09:30-10:15

**Session:**  
**HIMSS IMPACT Investment Forum**  
Learn about the latest digital health and big data investment trends and priorities  
MONDAY, 20 NOVEMBER 2017, 14:30-15:30

**Session:**  
**Project Isaacus – leading public and private actors beyond big data**  
See experiences on big data implementations at Finnish university hospital and biobanks  
TUESDAY, 21 NOVEMBER 2017, 13:30-14:30

### PROGRAM COMMITTEE

Special thanks go to our program board members responsible for the program development:

#### Program Board



**Peter Albiez**  
Pfizer Germany



**Prof. Dr. Erwin P. Böttinger**  
Hasso Plattner Institute



**Louis Fiore, MD, MPH**  
U.S. Department of Veterans Affairs



**Prof. Dr. Detlev Ganten**  
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**Elena Sini**  
IRCCS Istituto Clinico Humanitas



**Prof. Dr. Christof von Kalle**  
National Center for Tumor Diseases



**Dr.-Ing. Matthieu-P. Schapranow**  
Hasso Plattner Institute



**Florian Schlehofer**  
Brandenburg Economic Development Corporation

### EVENING RECEPTION & NETWORKING DINNER

Get the Berlin street groove! – The Sweet Peanuts and Friends is a musical collective formed on the streets of Berlin. They bring the groove with an authentic blend of American jazz, blues, soul, and roots music, bringing echoes of howling old souls fresh to the HPI.

Enjoy dinner, drinks and music at the foyer while engaging in lively discussions with your peers.

#### When & where?

MONDAY, 20 NOVEMBER, 17:15, FOYER



Photo: Sweet Peanuts and Friends



# HIMSS IMPACT17 PROGRAM



MONDAY, 20 NOVEMBER 2017   MORNING	
10:00-10:30	<b>REGISTRATION &amp; GET-TOGETHER</b> <span style="float:right">FOYER</span>
10:30-11:00	<b>WELCOME TO DAY I: Opening and welcome address from</b> <span style="float:right">STAGE 1</span> <ul style="list-style-type: none"> <li>Rainer Herzog, HIMSS Europe</li> <li>Prof. Dr. Christoph Meinel, Hasso Plattner Institute</li> <li>Albrecht Gerber, Minister for Economic Affairs, State of Brandenburg</li> <li>Prof. Dr. Erwin P. Böttinger, Hasso Plattner Institute</li> </ul>
11:00-11:45	<b>KEYNOTE:</b> <span style="float:right">STAGE 1</span> <b>Enabling genomic medicine at scale</b> <ul style="list-style-type: none"> <li>Paul Jones, Director, Population Genomics, Illumina, Inc.</li> </ul> A personal perspective on progress to date, key lessons learned and opportunities for the future.
11:45-13:15	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>THE PATIENT PERSPECTIVE – WHAT BENEFITS ARE IN IT FOR THEM?</b> <span style="float:right">STAGE 1</span>            Session Lead:            Prof. Dr. Christof von Kalle, National Center for Tumor Diseases (NCT) &amp; German Cancer Research Center (DKFZ) Heidelberg            Speakers:  <ul style="list-style-type: none"> <li>Manon Spaander MD, PhD, Erasmus MC</li> <li>Prof. Serge Bignens, Bern University of Applied Sciences</li> <li>Marcus Zimmermann-Rittereiser, Siemens Healthineers</li> <li>Prof. Dr. Richard F. Schlenk, National Center for Tumor Diseases</li> </ul>           Modern diagnostic testing and large-scale data integration has offered new opportunities and challenges; not only for physicians and researchers, but also for patients themselves. For example, high-resolution imaging techniques, such as MRI, CT, ultrasound, data-rich diagnostics, such as next-generation sequencing, molecular imaging, large-scale pathological testing, and computer-assisted therapy modalities (medical robotics) are just a few fields of technological innovation already in full action, but often not fully understood by those affected. To really harvest the wealth of information dwelling within these rich data sources for patient's health, it is important to strengthen patient self-determination and participation possibilities as well as increase transparent communication between the different systems. With these capabilities increasing, patients will see that the availability of real world outcome data will increase trial opportunities, lead to a faster access to drugs, especially for rare diseases, and generally continue to improve treatment opportunities for every patient.         </div> <div style="width: 45%;"> <b>REGIONAL SESSION I: BIOTECH &amp; PHARMA</b> <span style="float:right">STAGE 2</span>            Session Lead:            Dr. Matthias Gottwald, Bayer AG            Speakers:  <ul style="list-style-type: none"> <li>Prof. Dr. Peter Hufnagl, Charité</li> <li>Bodo Lange, Alacris Theranostics GmbH</li> <li>Dr. Nicolas Schauer, Metabolomic Discoveries GmbH</li> <li>Dr. Marco Schmidt, biotx.ai GmbH</li> </ul>           Something particularly exciting about this year's event is that it will be run in the Berlin-Brandenburg region. One of the area's main strengths is its unique concentration of science, clinics and business and the close network that they maintain. The conference includes two regional-focused HealthCapital Sessions to showcase some of the most inspiring projects, research activities and the initiatives, including some inspirational new start-ups, all working within the field of big data in medicine. HealthCapital, of course, is the brand name for the cluster of healthcare industries and life sciences that are based in the region.            This session is about Biotech &amp; Pharma, for HealthCapital Session "Digital Health &amp; MedTech" see Tuesday, 21 November, 14:45-16:15.         </div> </div>
13:15-14:30	<b>LUNCH &amp; NETWORKING</b> <span style="float:right">FOYER</span>

MONDAY, 20 NOVEMBER 2017   AFTERNOON	
14:30-15:30	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>HIMSS IMPACT INVESTMENT FORUM</b> <span style="float:right">STAGE 1</span>            Session Lead:            Rainer Herzog, HIMSS Europe            Speakers:  <ul style="list-style-type: none"> <li>Clara Leonard, dh ventures</li> <li>Meinhard Schmidt, mt.onyx</li> <li>Ralf Jahns, research2guidance</li> </ul>           Start-up companies in big data and digital health are looking for funds. But what are investors looking for and what are the major obstacles when it comes to negotiating with investors?            This is the question we would like to address during the Investment Forum at HIMSS Impact. The forum offers attendants the chance to learn about the latest digital health and big data investment trends and priorities.            Early and late stage investment experts will share their insights into a highly dynamic market. This will be complemented by market research looking at how entrepreneurs rate the investment climate and conditions in several countries.            Finally, you will have the chance to listen to how big corporates in life sciences approach start-ups and cooperate with them.         </div> <div style="width: 45%; background-color: #e91e63; color: white; padding: 5px;"> <b>MATCH-MAKING – BUSINESS NETWORKING EVENT</b> <span style="float:right">STAGE 3</span>            Make the most of your conference attendance and participate in the matchmaking of the Enterprise Europe Network.         </div> </div>
15:30-15:45	<b>COFFEE &amp; NETWORKING BREAK</b> <span style="float:right">FOYER</span>
15:45-17:15	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>IMPACT ON MEDICAL PROFESSIONS AND HEALTHCARE PROVIDERS</b> <span style="float:right">STAGE 1</span>            Session Lead:            Louis Fiore, MD, MPH, U.S. Department of Veterans Affairs            Speakers:  <ul style="list-style-type: none"> <li>Prof. Lars Wallentin, Uppsala Clinical Research Center, Uppsala University</li> <li>Dr. Moritz Gerstung, European Bioinformatics Institute EMBL-EBI</li> <li>Victoria Palin, The University of Manchester</li> <li>Dr.-Ing. Matthieu-P. Schapranow, Hasso Plattner Institute</li> </ul>           This panel will present real life use cases that utilize electronic health records and registry data for clinical and research purposes. The objectives of the session include:  <ul style="list-style-type: none"> <li>Demonstration of current business, healthcare and research objectives that are addressed by re-use of medical record and registry data</li> <li>Presentation of challenges that must be overcome to access and analyze Real World Data (RWD) -covering technical, regulatory and cultural issues</li> <li>Discussion of how the results of analysis of RWD are presented to healthcare providers and administrators for action</li> <li>Speculation on where predictive analytics of RWD are likely to make the most immediate and important impact in healthcare delivery.</li> </ul>           The session will offer 'lessons learned' implementing these programs and offer recommendations for what might be considered 'best practices' for moving forward. Attendees are invited to contribute their experiences and expertise and to describe their own projects for the group to discuss and propose recommendations.         </div> <div style="width: 45%; background-color: #e91e63; color: white; padding: 5px;"> <b>MATCH-MAKING – BUSINESS NETWORKING EVENT</b> <span style="float:right">STAGE 3</span>            Make the most of your conference attendance and participate in the matchmaking of the Enterprise Europe Network.         </div> </div>
17:15-22:00	<b>EVENING RECEPTION &amp; NETWORKING DINNER</b> <span style="float:right">FOYER</span>



TUESDAY, 21 NOVEMBER 2017   MORNING	
09:00-09:30	<b>REGISTRATION &amp; GET-TOGETHER</b> <span style="float:right">FOYER</span>
09:30-10:15	<b>KEYNOTE:</b> <span style="float:right">STAGE 1</span> <b>Myths, good Bets and Realities: Breaking the Health Digital Deadlock through Big Data and AI</b> <ul style="list-style-type: none"> <li>Silvia Piai, IDC Health Insights and IDC Government Insights</li> </ul> Big Data and AI are headline words when it comes to healthcare future. From public health, to care personalization, to the future of work for clinicians, the expectations on big data's impacts are at times astonishing and at times alarming. This presentation will look at how to cross the health big data chasm and accelerate the pathways to digital transformation.
10:15-10:45	<b>COFFEE &amp; NETWORKING BREAK</b> <span style="float:right">FOYER</span>
10:45-12:15	<b>HOW BIG DATA WILL DISRUPT BUSINESS MODELS</b> <span style="float:right">STAGE 1</span> Session Lead: Peter Albiez, Pfizer GmbH Speakers: <ul style="list-style-type: none"> <li>Inga Bergen, Magnosco GmbH</li> <li>Dr. Matthias Gottwald, Bayer AG</li> <li>Dr. Carl Janssen, Pfizer GmbH</li> <li>Ralph Richter, SAP</li> </ul> The growing digitization in healthcare offers unique opportunities to provide better healthcare and patient outcomes. Huge amounts of structured and unstructured data such as scans, images, lab results, demographics can now be analyzed to expedite medical as well as commercial innovations. It is a treasure trove that can potentially deliver key insights essential to the process of creating new and better medicines. The collaboration between healthcare providers, start-ups and tech companies, each with its complementary set of capabilities, is uniquely positioned to seize the opportunity big data promises. In this impact session a diverse range of thought leaders reflect on the various aspects of how big data will impact existing business models within the healthcare ecosystem.
12:15-13:30	<b>LUNCH &amp; NETWORKING</b> <span style="float:right">FOYER</span>



TUESDAY, 21 NOVEMBER 2017   AFTERNOON	
13:30-14:30	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>PROJECT ISAACUS – LEADING PUBLIC AND PRIVATE ACTORS BEYOND BIG DATA</b> <span style="float:right">STAGE 1</span>            Speakers:  <ul style="list-style-type: none"> <li>Jaana Sinipuro, Sitra, Finnish Innovation Fund</li> <li>Hanna Heikkinen, Helsinki Biobank/HUS</li> </ul>           Project Isaacus is a unique initiative based on the legislative reform and extensive collaboration with the public and private actors. The cross-ministerial initiative will combine well-being databases and their users in a seamless and safe manner and offer single-point access to unique Finnish Data Reserves. Main focus has been streamlining researcher services and providing practical insight on possibilities of big data applications. This presentation will highlight experiences on big data implementations at a Finnish university hospital and biobanks.         </div> <div style="width: 45%;"> <b>LATEST TRENDS &amp; INNOVATIONS IN DIGITAL HEALTH</b> <span style="float:right">STAGE 2</span>            Session Lead:            Dr.-Ing. Matthieu-P. Schapranow, Hasso Plattner Institute            Speakers:  <ul style="list-style-type: none"> <li>Anja Perlich, Hasso Plattner Institute</li> <li>Cindy Perscheid, Hasso Plattner Institute</li> <li>Nadia Witte, Hasso Plattner Institute</li> </ul>           Researchers from the Hasso Plattner Institute present latest innovations in the fields digital health, life sciences, and future of medicine.            Presentations of our researchers will cover, amongst others, sovereign management and control of personal healthcare data, transparency of medical documentation, applied systems medicine, and health sciences research. Thus, will have the chance to get in personal contact with the researchers from the HPI and discuss also your ideas and questions.         </div> </div>
14:30-14:45	<b>COFFEE &amp; NETWORKING BREAK</b> <span style="float:right">FOYER</span>
14:45-16:15	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>WHAT ARE PUBLIC HEALTHCARE SYSTEMS DOING TO BUILD THE FOUNDATION FOR BIG DATA?</b> <span style="float:right">STAGE 1</span>            Session Lead:            Rainer Herzog, HIMSS Europe            Speakers:  <ul style="list-style-type: none"> <li>Dr. Günter Rauchegger, ELGA GmbH</li> <li>Adrian Schmid, eHealth Suisse</li> <li>Nino Mangiapane, German Federal Ministry of Health</li> <li>Zoher Kapacee, Greater Manchester Connected Health City</li> </ul>           Everything around big data in medicine can only be implemented on the basis of established digital health infrastructures.            During this session, we will look at how different healthcare systems are approaching their digital health roadmaps and how far they are in terms of implementing and operating them. Speakers will tell the audience about their experience, about lessons learned and the pitfalls when it comes to designing and implementing larger digital health platforms. What can we learn from each other, why are most countries going at a different pace and is there really something such as a "recipe for success"?            Finally, we will also shed light on how different healthcare systems are planning to use their digital health infrastructures for big data.         </div> <div style="width: 45%;"> <b>REGIONAL SESSION II: DIGITAL HEALTH &amp; MEDTECH</b> <span style="float:right">STAGE 2</span>            Session Lead:            Maya Kidron, SAP Innovation Center            Speakers:  <ul style="list-style-type: none"> <li>Leif-Nissen Lundbæk, XAIN AG</li> <li>Simon Schwerin, XAIN AG</li> <li>Dr. Paul von Büнау, idalab GmbH</li> <li>Dr. med. Jonas Harder, xbird GmbH</li> </ul>           Something particularly exciting about this year's event is that it will be run in the Berlin-Brandenburg region. One of the area's main strengths is its unique concentration of science, clinics and business and the close network that they maintain. The conference includes two regional-focused HealthCapital Sessions to showcase some of the most inspiring projects, research activities and the initiatives, including some inspirational new start-ups, all working within the field of big data in medicine. HealthCapital, of course, is the brand name for the cluster of healthcare industries and life sciences that are based in the region.            This session is about Digital Health &amp; MedTech, for HealthCapital Session "Biotech &amp; Pharma" see Monday, 20 November, 11:45-13:15.         </div> </div>
16:15-16:30	<b>CLOSING REMARKS</b> <span style="float:right">STAGE 1</span>