



## 2024 PDA Medical Devices and Connected Health Conference

From Pilot to Population – A Roadmap for Successful Digital Health

04 – 05 June 2024

Antwerp, Belgium

Agenda

### Tuesday, 04 June 2024

9:00	Welcome and Introduction from the Co-Chairs	Stephanie Göbel, <i>Beyond Conception</i> & Paul Upham, <i>Genentech/Roche</i>
<b>Opening Plenary:</b>		
	Show Me the Money – Commercialization, Business Models and Case Studies	<i>S3 Connected Health</i>
	Title to be announced	<i>Invited Speaker</i>
	Title to be announced	<i>Invited Speaker</i>
	<b>Q&amp;A, Discussion</b>	
11:15	<b>Coffee Break, Poster Session &amp; Exhibition</b>	
<b>Session 1: Data Management (Cybersecurity)</b>		
	New FDA Premarket Submission Requirements Related to Cybersecurity for Medical Devices	<i>Congenius AG</i>
	Title to be announced	<i>Invited Speaker</i>
	Meeting the Evolving Requirements of SaMD and AI in Healthcare	<i>Team Consulting</i>
	<b>Q&amp;A, Discussion</b>	



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13:15	<b>Lunch Break, Poster Session &amp; Exhibition</b>	
14:00	<b>LIVE Guided Poster Walk</b> Engage with our Poster Presenters in our Exhibition Hall	
<b>Session 2: Patient Centricity</b>		
	Interactive Questionnaire	Via Mentimeter
	Deploying Connected Drug Delivery Devices for Caregivers and Patients with Growth Hormone Deficiency	<i>Novo Nordisk</i>
	Patient-Centric Care: Preferences in Connected Autoinjectors for HIV patients	<i>Cambridge Design Partnership &amp; Gilead Science</i>
	The Role of Connected Health in Responding to Changing Patterns of Medication Adherence	<i>Observia Group</i>
	<b>Q&amp;A, Discussion</b>	
16:10	<b>Coffee Break, Poster Session &amp; Exhibition</b>	
<b>Session 3: Behavior Science – Designing for Engagement</b>		
	Rethinking Patient Engagement: The Untapped Potential of Behavioral Design in Digital Health	<i>Irrational Labs</i>
	How to Translate Behavioral Science to the Design of Tools That Benefit Patients Learning to Self-Inject	<i>Team Consulting &amp; Novartis</i>
	Building an Engagement Architecture in Medical Devices	<i>Behavior Design Group</i>
	<b>Q&amp;A, Discussion</b>	



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18:10	End of Conference Day 1 & Networking Event	
<b>Wednesday, 05 June 2024</b>		
9:00	Welcome Back by the Co-Chairs	
<b>Session 4: Commercialization</b>		
	Strategies for Enhancing Adoption of Connected Combined Products in the Digital Health Landscape	<i>Kymanox</i>
	Assessing the Impact of Connected Healthcare on the Adoption and Valuation of Drug Delivery Systems: A Detailed Perspective from Pharma and Biotech Stakeholders	<i>Enable Injections</i>
	Breaking Barriers in Clinical Decision Support Systems: Navigating the Challenges of Regulation, Reimbursement, and Interoperability	<i>BAYOOMED</i>
	<b>Q&amp;A, Discussion</b>	
10:35	Coffee Break, Poster Session & Exhibition	
<b>Session 5: Case Studies – Using the Data</b>		
	Unveiling the Power of Injection Devices Transmitted Data: Use Cases	Rodrigue Chatton, <i>Merck KGaA</i>



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	Optimizing Medicines through Connected Devices: Dosing History Data is Key!	<i>AARDEX Group</i>
	Unveiling Insights Through Wearable Drug Delivery Devices and Data Management	<i>LTS Lohmann Therapie Systeme</i>
	<b>Q&amp;A, Discussion</b>	
12:35	<b>Lunch Break, Poster Session &amp; Exhibition</b>	
<b>Closing Plenary:</b>		
	Interactive Questionnaire	Via Mentimeter
	Regulatory Pathways for Connected Combined Products	<i>F. Hoffmann-La Roche</i>
	Title to be announced	<i>West</i>
14:30	<b>Coffee Break, Poster Session &amp; Exhibition</b>	
15:05	<b>Passport Raffle</b>	
	Title to be announced	<i>Speaker invited</i>
	<b>Panel Discussion</b>	
	<b>Conference Summary from the Co-Chairs</b>	
	<b>Closing Remarks &amp; Farewell</b>	<i>Falk Klar, PDA Europe</i>



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16:30	End of Conference
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*The agenda is subject to change without notice, Speakers are invited pending confirmation.*