

BECOME A SPONSOR

Innovations & Investments in Healthcare

Networking Summit, Hotel Adlon Berlin, April 25-26, 2013



Regulators + Payors + Providers + Pharma + Medtech + Investors



presented by:

roman rittweger



advisors in healthcare

Welcome

to Innovations & Investments in Healthcare 2013!

Following the success of the first Networking Summit in April 2012, we are happy to announce the 2nd annual Innovations & Investments in Healthcare conference at the Hotel Adlon Kempinski in Berlin on April 25-26, 2013.

In 2012 we piloted our concept of a conference providing high level attendees with an interactive format and plenty of networking opportunities. The 2012 event was planned for 100 delegates and sold out, so we are planning to expand the capacity of the 2013 conference.

However, Innovations & Investments in Healthcare will continue to be a "boutique conference" where we prefer a high professional level of the attendees to sheer delegate count, to ensure fruitful networking.

A diverse group of insurance companies, policy makers, pharma, med-tech, VCs, health care providers, IT solution providers, telecom groups and startups took the chance to interact and made the 2012 Networking Summit exceptional.

After receiving enthusiastic feedback and after analysis of our post-conference survey data, we are planning to provide even more interaction opportunities in 2013. This will ensure two days of extraordinary insights and fruitful networking at Innovations & Investments in Healthcare 2013.

Sponsoring or exhibiting at IIHC13 will be the best way to get involved and share the success. Introduce new products, present a specific topic, expand your network, meet your future partners and utilize the chance to connect with other sponsors, speakers and attendees. Talk to us now to explore your choice of sponsoring options!

Best regards,



Roman Rittweger



The Venue

Hotel Adlon Kempinski Berlin

IIHC 2013 is taking you again to Hotel Adlon Kempinski Berlin. The Adlon is situated at Pariser Platz square and on the Unter den Linden boulevard, in close proximity to the most famous landmark of Berlin, the Brandenburg Gate.

The Conference Concept

is all about the networking

The conference addresses top executives all across the healthcare business arena. It will provide them with the latest trends and excellent networking opportunities like

- 4 different panel discussions
- 1on1 – 5 rounds of speed dating
- short “Elevator Pitch” presentations & discussion
- a brand new networking tool: hosted in-depth discussion
- further networking during dinner in a stylish Berlin off-site location



What the attendees liked about IIHC12

it's a networking event!



„Great networking opportunity“

„Networking by speed dating“

„Very well organized, good topics, high quality speakers, diversity“

„Relevant topics, relevant people, excellent networking, hospitality of the hosts“

„Present format with great networking tools,
international setup, short presentation with jury“

„Choice of topics approach beyond the obvious“

„Great mixed crowd – program not over-loaded – lots of networking time“

„Great interaction between the participants – great networking“

„People, a lot of time for networking, I specially liked the speed dating“

„Mixture of topics, interesting speakers, very intensive networking opportunities“

„Format (open discussion), networking opportunity with great and diverse crowd“

„Perfect Organization, good contents, interesting mix of people“

„Good mix of content and networking opportunities and very strong mix of diverse players in the healthcare market which was a unique opportunity for someone in big pharma to think outside the box“

91,3%
rated the
networking
opportunities
as excellent.

Preliminary Program

Day 1: Thursday, April 25, 2013

- | | |
|-------|--|
| 12h00 | Registration & Networking Lunch |
| 13h30 | Welcome Speech |
| 13h45 | Keynote Speech
Halle Tecco (Rock Health, USA) |
| 14h30 | Networking Coffee Break |
| 15h00 | How to make innovations economically feasible
Helmut Platzer (AOK Bayern, GER)
Halle Tecco (Rock Health, USA)
Dr. Robert van Schagen (Achmea, NED)
... |
| 15h45 | Pitch Session #1
3 innovators will explain or demonstrate their product/idea
with subsequent discussion with jury and audience |
| 16h30 | Networking Coffee Break |
| 17h00 | 1 on 1
5 rounds of speed dating |
| 18h30 | End of Day 1 |



Preliminary Program

Day 2: Friday, April 26, 2013

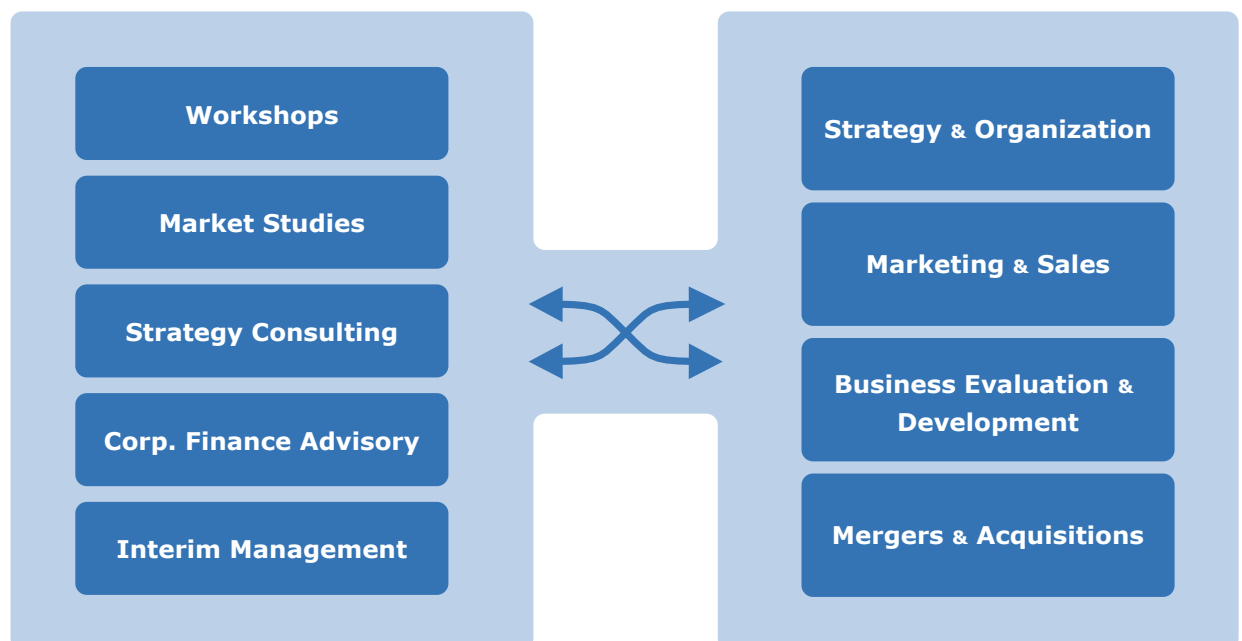
- 08h30 Networking Breakfast at the venue**
- 09h30 From hospital to home**
Jorge Juan Fernández García (Hospital Sant Joan de Déu, ESP)
Irmtraut Gürkan (Universitätsklinikum Heidelberg, GER)
Dr. Elizabeth Harrison (Städtisches Klinikum München, GER)
Prof. Dr. med. Christian Schmidt (Kliniken der Stadt Köln, GER)
Prof. Dr. med. Almaz Sharman (National Medical Holding, KAZ)
...
- 10h15 Hosted In-Depth Discussions**
- 11h00 Networking Coffee Break**
- 11h30 Generating benefit from healthcare data**
Jeff Hammerbacher (Mount Sinai School of Medicine, USA)
Dr. Thorsten Hecke (Techniker Krankenkasse, GER)
Dr. Klaus Juffernbruch (Cisco Systems, GER)
Dr. med. Peter Langkafel (SAP, GER)
...
- 12h15 Networking Lunch**
- 13h30 Pitch Session #2**
3 innovators will explain or demonstrate their product/idea
with subsequent discussion with jury and audience
- 14h15 The human factor: changing patients' behavior**
Dr. Maarten Akkerman (Achmea, NED)
Alexander Rittweger (Payback – Loyalty Partner, GER)
...

About the Organizers

Roman Rittweger Advisors in Healthcare

Roman Rittweger Advisors in Healthcare is a specialized healthcare advisory supporting companies and investors in the healthcare system in strategy & organization, marketing & sales, business development and mergers & acquisitions. Our customers profit from workshops, market studies and consulting teams, as well as from experts assisting in transactions and interim managers. These experts are usually above the age of 40 with experience in consulting as well as operative or entrepreneurial roles and responsibilities. They have worked in Germany as well as internationally. Their contacts and expertise throughout the healthcare sector provide for the fast achievement of measurable success together with the client. For support, our teams can rely on an experienced back-office team in Munich.

Our experts' relevant experience and networks result in high and efficient value creation for our clients in healthcare



Roman Rittweger

Moderator, Innovations & Investments in Healthcare 2013

Roman Rittweger, MD, the founder of „Roman Rittweger Advisors in Healthcare“ has a medical degree and received an MBA from INSEAD in Fontainebleau. For several years he gained consulting experience at A.T.Kearney and McKinsey & Company. Roman Rittweger founded and managed ArztPartner almeda AG, an innovative service provider for payors and a market leader in disease management, which was taken over 2001 by DKV AG (Europe’s largest private health insurance). He was one of the pioneers of disease management and managed care in Germany. Roman Rittweger then joined BBDO Consulting as a Managing Partner responsible for healthcare. His enthusiasm for “healthcare-branding” originated from the confrontation with increasing competition in all sectors of healthcare. Since the foundation of “Roman Rittweger Advisors in Healthcare,” Roman Rittweger and his teams support Fortune 500 and Dax companies as well as payors and successful SMEs in mastering a variety of market challenges.



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