

MEDinISRAEL

Shaping the Future of Healthcare

GOES VIRTUAL

THE 6th INTERNATIONAL CONFERENCE & EXHIBITION APRIL 20-21, 2021

► We are honored to invite you to the 6th Biennial MEDinISRAEL Conference and Exhibition, and join distinguished peers working in the field of Medical Devices and Digital Healthcare who will attend this year's event.

► COVID-19 has created a tremendous challenge for the medical industry, and innovation is the key factor in meeting those challenges. The Israeli medical landscape represents a broad spectrum of companies which offer diverse medical products and technologies, making Israel an important global medical innovation hub. We want to share our insights and solutions with the world. For that reason, the Israeli Export Institute and the Foreign Trade Administration at the Ministry of Economy and Industry, in collaboration with the Ministry of Health and The Ministry of Foreign Affairs, have launched MEDinISRAEL in 2011 as the industry's flagship event, taking the entire Healthcare System and Industry one step further in the field of Medical Device and Digital Health.

WHAT TO EXPECT?



PROGRAM

Day 1 – 20.4.2021

Time	Type	Subject
The Digital Future of Healthcare		
10:00	Opening Remarks	
10:20	Keynote	The state of medical innovation in Israel – where are we now? And where are we going?
10:50		
10:50	Fire side chat	The Digital, Connected, Exponential Future of Health & Medicine
11:20		
11:20	Case study	Data as the key to managing public health
11:40		
11:40	Panel	The rise of the algorithm – Harnessing AI and technology for better healthcare
12:20		
12:20	Innovation Competition	The next Billion Dollar Exporter? Innovation competition
13:20		
The shift in Point of Care, Hospital At Home, Telemedicine and Moving the Hospital outside the Hospital's Walls		
14:00	Opening Remarks	
14:10		
14:10	Panel	Hospital at home during the COVID-19 era – the shift to hospital services at home was accelerated by the pandemic. Are we ready for calmer times?
14:50		
14:50	Panel	Post-COVID-19 telemedicine-telemedicine as an efficient tool in helping the management and control of healthcare costs
15:30		
15:30	Fireside Chat	The Future Hospital
16:00		
Invest in Med – New Challenges and Opportunities		
18:00	Opening Remarks	
18:10		
18:10	Keynote	Innovations in Digital Health: shaping the future of healthcare with new technologies
18:40		
18:40	Fireside Chat	Ensuring the future of healthcare 10 years from now
19:10		
19:10	Panel	Private sector investments in the future of digital health – challenges and opportunities in healthcare
19:50		
19:50	Panel	Acceleration – how to create an innovation-driven ecosystem in healthcare organizations
20:30		

Day 2 – 21.4.2021

Time	Type	Subject
Global Opportunities in Healthcare		
09:00	Opening Remarks	
09:10		
09:10	Country Focus Session	China – Healthy Aging: Best practices in care for the third age
09:40		
09:40	Country Focus Session	Italy – Rebuilding the Italian health system. New opportunities in Italy
10:10		
10:10	Country Focus Session	Germany – Cyber challenges and Solutions for the Health care sector
10:40		
10:40	Geographic Focus Session	Africa – TBA
11:10		
11:10	Innovation Awards	Announcing the winners
11:20		
11:20	Panel	Bio-convergence – Connecting innovation across industries and technologies
12:00		
Direct to Consumers – the Consumerization of Health Care		
14:00	Opening remarks	
14:10		
14:10	Panel	When worlds collide – Tech companies entering into med, what are the implications and will the regulation stop them?
14:50		
14:50	Panel	The B2C challenge – how to market medical technologies for mass consumption?
15:30		
15:30	Panel	The patient will see you now – how healthcare organizations adapt to the shift in patients expectations and attitudes?
16:10		
Controlling Healthcare, Tool to manage the cost and the changing healthcare landscape		
18:00	Opening remarks	
18:10		
18:10	Panel	Healthcare Israel: Controlling the cost of health – new tools to empower hospital management
18:50		
18:50	Case study	Community Healthcare – How to implement technology to cope with the challenge of providing healthcare under conditions of the COVID-19 pandemic
19:20		
19:20	Panel	USA (NYC) – Meeting the needs of the payer – how tech companies can address the sore spots of insurers in the US
20:10		
20:10	Panel	Mexico – Opportunities and challenges in the health care sector of Mexico
20:40		

*All times are set in the event's local time (GMT +02:00)
*The Program is subject to changes

TARGET AUDIENCE



The Medical Devices and Digital Healthcare industry's flagship event **MEDinISRAEL 2021** is intended to showcase outstanding achievements, innovative breakthroughs and new medical technologies.

REGISTRATION

ANCHOR PARTNERS

