# New Business Models in Personalised Healthcare

**07 March 2013, 16:00-18:00**

*J6Q1 European Parliament/Brussels*

**Moderators:** Angela Brand, Institute for Public Health Genomics, Maastricht University, The Netherlands  
Babette Regierer, Fraunhofer IBMT/LifeGlimmer GmbH

**Rapporteurs:** Babette Regierer, Fraunhofer IBMT/LifeGlimmer GmbH

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>16h00</td>
<td>Welcome and Introduction</td>
</tr>
</tbody>
</table>
| 16h10 | **Angela Brand**  
*Personalised Healthcare – what and how to translate?*  
Institute for Public Health Genomics, Maastricht University, The Netherlands |
| 16h25 | **Frank Bier**  
*New Business Models in Diagnostics for Personalised Healthcare*  
Fraunhofer Institute for Biomedical Engineering Potsdam, Germany |
| 16h40 | **Bonnie Wolff-Boenisch**  
*European Perspectives for Health*  
Science Europe, Belgium |
| 16h55 | **Regina Connolly**  
*Business Models for Connected Health*  
Dublin City University, Dublin, Ireland |
| 17h10 | **Kapuetta Satyamooorthy**  
*Confounding Factors for Personalised Medicine*  
Manipal Life Sciences Centre, Manipal University, India |
| 17h25 | **Giovanni Milandri**  
*Connected Frugal Healthcare – Innovation at the SA Medical Research Council*  
Medical Research Council Western Cape, South Africa |
| 17h40 | Final Discussion and Summary                                           |
| 18h00 | End of Session                                                          |