

16th MEETING OF HEALTHCARE TECHNOLOGY BUSINESS LEADERS

Recognizing Value

Madrid, October 20, 2009



16th MEETING OF HEALTHCARE TECHNOLOGY BUSINESS LEADERS

Recognizing Value

The global trend is for healthcare benefits to grow due to an understandable concern for health. And thanks to technological advances, good healthcare conceals even greater value. In addition to keeping people healthy, it creates jobs and fosters complementary industries. A fit and healthy country makes faster progress. We are therefore compelled to find ways to streamline the healthcare model and support companies that make this progress possible.

Madrid,

October 20,
2009

DIRECTOR



Prof. Pedro Nuño
Entrepreneurship, IESE
Holder of the Bertrán Foundation Chair
of Entrepreneurship, IESE.
Doctor of Business Administration,
Harvard University.

PROGRAM

- 9:00 - 9:45 a.m. **Official Opening**
Victoriano Prim, Chairman, FENIN
Prof. Pedro Nuño, IESE
- 10:15 - 10:45 a.m. Coffee Break
- 10:45 - 12:00 p.m. **Collaboration Between Healthcare Players to Boost the Spanish Economy**
The Spanish market situation has an impact on companies' ability to sustain foreign expansion and their contribution to the country's economy.
Public Sector Support for the Industry
Carmelo Sanz, President Latin America, Spain and Portugal, BD
Finding a Common Strategy
Margarita Alfonsel, General Secretary, FENIN
Public Sector Needs
José Jerónimo Navas, General Director, Instituto de Salud Carlos III
Moderator: **Werner Knuth**, President, Palex Group; Board Member, FENIN
- 12:00 - 12:15 p.m. Break
- 12:15 - 1:15 p.m. **Healthcare Models in the World**
The sustainability discussion is ongoing. It is becoming increasingly necessary to consider formulas from other healthcare models that might enhance the viability of the European system.
Regina E. Herzlinger, Nancy R. McPherson Professor, Business Administration Chair, Harvard Business School
Moderator: **Prof. Pedro Nuño**, IESE
- 1:15 - 2:15 p.m. **Successful Innovation and Emerging Industries**
Telemedicine, e-health and biotechnology are growing opportunities for everyone involved in healthcare.
Daniel Carreño, President, GE Healthcare for Spain and Portugal
Juan Tomás Hernani, Secretary General of Innovation, Ministry of Science and Innovation
Moderator: **Ramón Roca**, Vicepresident, Laboratorios Inibsa S.A.; President, Fenin Catalonia; Vicepresident, FENIN
- 2:15 - 3:45 p.m. Lunch
Juan José Güemes, Minister of Health, Autonomous Community of Madrid
Moderator: **Carlos Sisternas**, General Manager, FENIN Catalonia
- 3:45 - 5:30 p.m. **Expansion Opportunities**
There is worldwide concern for developing better healthcare. Learning from companies that strive to seize this opportunity.
Joaquín Azpilicueta, Senior VP Europe, Middle East, Africa and Latin America, Welch Allyn, Inc.
Antonio Martínez, Chief Executive Officer, Progenika
Moderator: **Rosa M. Fité**, IESE
- 5:30 - 6:15 p.m. **Closing Presentation**
Recognizing the value of healthcare technology
Prof. Pedro Nuño, IESE

Alcon

anprosa
ASOCIACIÓN NACIONAL DE PROVEEDORES
DE LA SANIDAD

Baxter

BIOMET


Fresenius Medical Care

HOSPAL


PRIM


Roche

DATE AND VENUE

October 20, 2009

IESE
Camino del Cerro del Águila, 3
(Ctra. de Castilla, km 5,180)
28023 Madrid

REGISTRATION FEES

General fee: €990

IESE and FENIN members
and partners (30% discount): €693

IESE Alumni
(10% discount): €891

REGISTRATION

Online
www.iese.edu/encuentros

By fax
Send attached form

Deadline

October 14, 2009

Places will be assigned on a strict
first-come, first-served basis

CONTACT

IESE
Special Programs Dept.
☎ Tel.: 91 211 30 32
☎ Fax: 91 211 29 13
seminariosmad@iese.edu

FENIN
☎ Tel.: 93 202 20 02
☎ Fax: 93 201 81 09
s.martin@fenin.es
c.heras@fenin.es

www.iese.edu/encuentros
www.fenin.es