

Program

Moderator

Shalini Trefzer, Diplomatic Courier

- 14.00 Welcome and Introduction**
Shalini Trefzer, Diplomatic Courier
- 14.15 Drug Design with Machine Intelligence**
Gisbert Schneider, ETH Zurich
- 14.45 Conversation**
Bertrand Bodson, Novartis
Charlotte Lindsey-Curtet, ICRC
- 15.15 Break
- 15.45 Leveraging Technology When Lives Are At Stake**
Charlotte Lindsey-Curtet, ICRC
- 16.00 Towards AI-Driven Real Automation in Radiology**
Rasmus Rothe, Merantix
- 16.15 Securing Medical Prescriptions with Blockchain**
Eveline Hardmeier, ELCA Informatik AG
- 16.30 Digital Interactions: Do's and Don'ts**
Erika Meins, Mobiliar Lab for Analytics at ETH Zurich
- 16.45 Q&A and Closing**
- 17.00 Networking Reception**

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Health's Digital Future

Friday, 27 September 2019

14.00 h – 17.00 h

Schiffbau

Schiffbaustrasse 4, 8005 Zürich

Presented by ETH Zurich

ETH Zurich researchers and partners present a glimpse into a future in which blockchain technology builds trust in digital healthcare systems; artificial intelligence aids in the development of drug therapies; and the healthcare industry benefits from IT adoption. Honing in on societal perception, you will learn about the “dos” and “don'ts” of digital interaction with patients and users. You will also discover that success in health research and health technologies requires the interplay of researchers, industry, and society.

We invite you to engage in the debate on how to connect the digital era of health research to the needs of society.



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Speakers



Shalini Trefzer expands the business and reach of young and emerging companies of the future, from start-up to scale-up; most of whom are applying artificial intelligence to solve problems in various market segments. Originally from

the US, she spent more than a decade working in San Francisco for companies such as Cisco Systems, before moving to Switzerland in 2008. There, she worked for six years as a corporate finance and operations professional in drug development, before branching off on her own into the field of AI-driven business applications.



Bertrand Bodson has been Chief Digital Officer of Novartis since January 1, 2018. He is a member of the Executive Committee of Novartis.

From 2013 to 2017, Mr. Bodson served as chief digital and marketing officer of Sainsbury's Argos, where he led Argos' successful transformation from a traditional catalogue business to the third-largest online retailer in the United Kingdom. Prior to that, he was executive vice president of the global digital business at EMI Music from 2010 to 2013. He co-founded Bragster.com, a social networking and content sharing website, and has also held senior roles at Amazon.

Mr. Bodson earned a Master of Business Administration from Harvard Business School in the United States, where he was a Baker Scholar, and a master's degree in commercial engineering from the Solvay Business School (Belgium)/McGill University (Canada). He is a member of the board of directors of Electrocomponents PLC.



ICRC's Director of Digital Transformation and Data since July 2018, **Charlotte Lindsey-Curtet** leads the transversal efforts related to the ICRC's digital transformation, focusing on accessibility and data agility, and oversees the

implementation of the ICRC's Information Environment Strategy.

Charlotte joined the ICRC in 1993 and has previously held the following positions: Director of Communication and Information Management, Deputy Director of Communication, Deputy Head of Division for Policy and Movement relations, Head of the Women and War Project, as well as serving for five years in various ICRC field delegations.

Charlotte Lindsey-Curtet has a degree in Business Studies and a Master's degree in Communication Management. She is the author of Women facing War.



Gisbert Schneider is a full professor at ETH Zurich, holding the Chair for Computer-Assisted Drug Design, and the Associate Vice President for ETH Global. His research focuses on the integration of artificial intelligence into practical

medicinal chemistry. His career has led him from the Pharmaceuticals Division at Roche, Basel, to academia, initially to the Goethe-University in Frankfurt where he held the Beilstein Endowed Chair for Chem- and Bioinformatics, and then to his current position at ETH in Zurich. He is an elected Fellow of the University of Tokyo, and the recipient of the 2018 Herman Skolnik Award for his contributions to *de novo* design of bioactive compounds. He has co-founded several start-up companies including inSili.com LLC, AlloCyte Pharmaceuticals AG, and Endogena Therapeutics Inc.



Rasmus Rothe is co-founder and CTO of Merantix, a Berlin based AI venture studio. In close collaboration with leading European industry players, Merantix is currently incubating companies in industries such as medical imaging

and autonomous driving. Rasmus went to Oxford and Princeton, and received his Ph.D. in Deep Learning and Computer Vision from ETH Zurich. Furthermore, he co-founded HackZurich and Digital Festival and therefore still maintains close ties with Switzerland's tech eco system.



Eveline Hardmeier has several years of experience in requirements engineering, business analysis, project management and testing. When analysing requirements and technical framework conditions or optimizing

business processes, including consulting, she distinguished herself with her analytical way of thinking and goal-oriented work. During her studies at ETH Zurich for a Master's degree in Physics, she learned how to analyze and simplify complex systems with the help of mathematical software. She was able to apply and expand this knowledge in past roles.



Erika Meins is the Director of the Mobiliar Lab for Analytics at ETH Zurich. Her passion is solving emerging societal challenges using research and new technologies. Currently she focuses on investigating and improving digital

interactions by using digital interventions and advanced analytics. She's been working at the interface of business, public sector and academia for over twenty years. Previous positions include Head of the Labor Market Observatory for Zurich and nine other Swiss Cantons, Head of the Sustainable Real Estate Research Group at the University of Zurich, and Head of Analytics and Methods at Zurich's Office for Statistics. Erika Meins holds a PhD in Political Science from the University of Zurich. She studied Political Science and Economics at the University of Bern.