



TRANSFORMING THE HEALTHCARE INDUSTRY

A 5-DAY **EXECUTIVE** IMMERSION PROGRAM IN SILICON VALLEY

**Meet leading innovative
companies and learn:**

*What are the biggest trends defining the present
and future of healthcare?*

*How are wearables and smartphones disrupting
established models of care?*

*Why is AI a breakthrough
technology for medical imaging?*

CUSTOM PROGRAM SAMPLE AGENDA



**SILICON VALLEY
INNOVATION CENTER**



TRANSFORMING THE HEALTHCARE INDUSTRY

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TRANSFORMING THE HEALTHCARE INDUSTRY

PROGRAM HIGHLIGHTS

Keeping up with the pace of change in healthcare is no easy task. With hundreds of startups in the sector utilizing the latest technologies, industry disruption could come at any moment. That's why we created the executive immersion program [Transforming the Healthcare Industry](#). A five-day experience in Silicon Valley, the program cuts through the noise surrounding innovation. It brings participants into direct contact with the areas of the healthcare sector where we see the most disruptive activity today. These include:

- Health data, hospital digitization and biotechnology
- Health insurance, wellness and mental health
- Medical imaging, mobile medical care and wearables
- Diabetes management, genomics and elder care

Participants connect with companies innovating in each of these branches of healthcare. These interactive, curated sessions provide both data on current trends and insights into how those trends will create the industry's future. Having gained that knowledge and met leading disruptive companies, participants will be ready to lead their own innovation initiatives.

Such initiatives are set to prove crucial as digital transformation continues. An ability to innovate will enable healthcare sector stakeholders to respond positively to the questions posed by disruption, including:



How will digital reshape my organization in the coming years?



What investments need to be made, in technology, talent and resources?



When does my organization need to launch new products and partnerships to secure its future position?

Transforming the Healthcare Industry provides answers to these questions and much more.

Turn over for an overview of the program and a detailed agenda for each day





TRANSFORMING THE HEALTHCARE INDUSTRY

FIVE DAYS OF INSIGHT

AGENDA OVERVIEW

In 20 interactive sessions over 5 days, [Transforming the Healthcare Industry](#) connects participants to some of Silicon Valley's most disruptive companies. These enterprises are harnessing emerging technologies and digital business models to fundamentally rethink every aspect of medical care.

The overview for the five-day experience is as follows:

DAY 1

Major Healthtech Trends

Connect to innovators in health data, biotechnology and vaccines

DAY 2

Rethinking Consumer Health

Learn how emerging technologies are transforming health insurance, wellness and mental health

DAY 3

Next-Generation Health Hardware

See how AI, wearables and smart devices are disrupting established models of medical care

DAY 4

Deploying Digital to Fight Disease

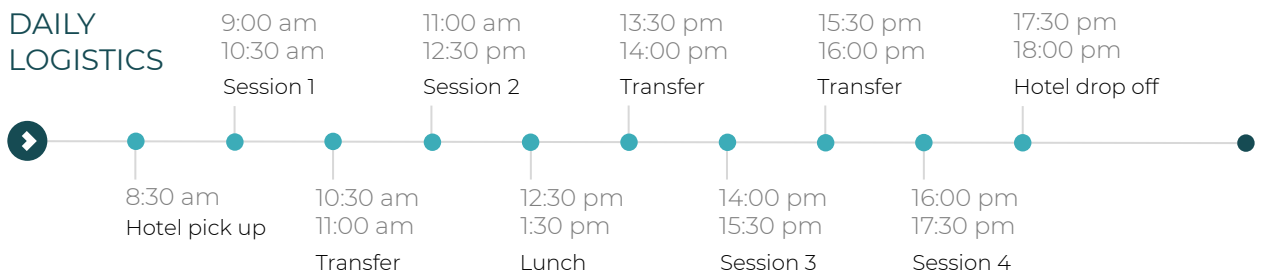
Meet the entrepreneurs striving for cures to humanity's most widespread conditions

DAY 5

Diverse Medical Innovations

Gain insight into how genomics, and agetech are reshaping healthcare

DAILY LOGISTICS





DAY 1
MONDAY

TRANSFORMING THE HEALTHCARE INDUSTRY

MAJOR HEALTHTECH TRENDS

Connect to innovators in health data, biotechnology and vaccines

Session 1

Harnessing the World's Health Care Data

The healthcare industry is a rich source of data yet much of that information remains difficult to access by patients, administrators and clinicians. Technology startups are seeking to remedy this situation; they have built digital platforms that bring transparency, convenience and compliance to medical record-keeping. This trend is opening up unprecedented possibilities for collaboration, patient-centricity and healthcare management. In this session participants will learn about the revolution in healthcare data as they meet a company driving the transformation we see today.

Session 2

The Digital Hospital

The hospital experience is changing for doctors, patients and administrators. Thanks to a number of innovative companies, administering and receiving medical care have both been subject to a technology upgrade. This means that doctors can now use wearable technology to automatically update patient health records, or that patients can take advantage of natural language processing to get access to the treatments they need. In this session we immerse participants in these and other innovations changing the face of medical care by connecting them to a company leading the disruption.

Session 3

Biotechnology Innovation

Silicon Valley has long been a hub for biotechnology. Today the sector is as vibrant as ever, with countless companies in the Bay Area developing new drugs and treatments for a huge range of applications. What will this work mean for the future of medicine? In this session participants will meet a leading biotechnology company to learn the answer to that question.

Session 4

Vaccine Development for the 21st Century

Vaccines have been a key part of medical technology for centuries. Their history is commonly traced back to the 18th and 19th centuries, when innovators including Edward Jenner and Louis Pasteur developed vaccines to provide immunity against diseases such as smallpox. Today, scientists and entrepreneurs continue to pursue new methods and techniques in vaccinology. In this session attendees will hear from an innovator in the field to learn how their work will impact the future of healthcare.

Sessions led by:





DAY 2
TUESDAY

TRANSFORMING THE HEALTHCARE INDUSTRY

RETHINKING CONSUMER HEALTH

Learn how emerging technologies are transforming health insurance, wellness and mental health

Session 1

The Future of Employee Health Coverage

Health insurance has long been a standard benefit to workers yet the growing financial burden of premiums and deductibles has left many companies and employees wondering if the current system is sustainable. But it has also stimulated a wave of entrepreneurial activity, with startups bringing innovative solutions to market that tackle employer pain points. In this session participants will meet a company driving the transformation of employee health in order to learn about the trends which, though now in their early stages, are set to define the future of the sector.

Session 2

Innovation in Health Insurance

Cutting costs for consumers and employers, improving access to doctors and, ultimately, achieving better health outcomes: these are all objectives of innovators in health insurance. The companies operating at the leading-edge of the sector are using AI to match patients to treatments and build wearables to monitor health metrics and reduce insurance premiums. This session will take participants on a deep dive into health insurance innovation through a meeting with one of the sector's most disruptive companies.

Session 3

Innovation in Proactive Health and Wellness

A catch-all term encompassing a wide range of industries from beauty to weight loss, wellness is becoming an increasingly important part of the healthcare ecosystem. Its growing popularity has been put down to a trend among consumers to take a more proactive approach to both their mental and physical well-being. Entrepreneurs and established companies alike are responding to this demand, bringing to market innovative products and services that include everything from smartphone apps for meditation to AI-enabled platforms for health coaching and counselling. This session will take participants on a deep dive into wellness, connecting them with an innovator in the space to hear what the future holds for this growing trend.

Session 4

Transforming Mental Health through Apps, Wearables and More

Around the world millions of people suffer from mental health issues. These can range from anxiety and depression to insomnia or stress. Unlike for physical ailments, access to remedies for these conditions is not, typically, readily available. Barriers of cost, logistics and cultural stigmas all play a part. But the good news is that a wave of tech companies is seeking to address these shortfalls. They are tackling mental health issues through new approaches such as wearable devices and apps that provide monitoring and real-time, personalized interventions. In this session participants will gain insights into the digital transformation of mental health as they connect to a company pioneering innovation in the space.

Sessions led by:





DAY 3

WEDNESDAY

TRANSFORMING THE HEALTHCARE INDUSTRY

NEXT-GENERATION HEALTH HARDWARE

See how AI, wearables and smart devices are disrupting established models of medical care

Session 1

Building Breakthrough Medical Devices

Over the years, innovation in healthcare has often come in the form of new medical devices. That is as true now as it was in 1895, when German physicist Wilhelm Conrad Röntgen invented the X-Ray. Today, significant levels of venture capital are flowing into companies building everything from blood sampling devices that detect cancer to robots that perform eye surgery. In this session participants will connect to these breakthroughs as they meet a pioneer in the field of medical devices. Attendees will learn how emerging technologies are being applied to develop the next-generation of medical hardware.

Session 2

Medical Imaging with Artificial Intelligence

With a huge amount of the world's medical data in a visual form, it is no surprise that technologists have turned their talents to medical imaging. What we see today is the application of technologies such as AI, deep learning and cloud computing to the field. This is providing new and better tools to clinicians and better health outcomes for patients. In this session participants will learn about the advances being made in medical imaging as they meet a company leading innovation in the field.

Session 3

Wearable Technology to Drive Better Health Outcomes

In 1975 the world was introduced to calculator wristwatches. Since then, wearable technology has come a long way. Among the biggest drivers of development in the field have been healthcare applications, with devices such as the Fitbit appearing in 2002. Fitbit, now acquired by Google, remains an important player in the space, but has been joined by a range of other companies producing a variety of connected, wearable devices to monitor everything from sleep quality to blood chemistry. In this session participants will connect with leading medical wearables innovator in order to gain insights into current sector trends and understand the implications of those trends for the future of healthcare.

Session 4

Mobile Medicine: Healthcare and the Rise of the Smartphone

As treatment costs expand, waiting room times rise and physicians' workloads get heavier, entrepreneurs are looking for solutions. Their answer: a growing roster of smartphone applications to make healthcare mobile, accessible and affordable. Today, users can get video conferencing with a doctor on demand, track their intake of medicines and order deliveries of prescription drugs, all with a few screen taps and without having to leave the house. In this session participants will meet a mobile health innovator as they see how the mobile revolution is progressing in healthcare and find out which areas of medical practice it will disrupt next.

Sessions led by:





DAY 4
THURSDAY

TRANSFORMING THE HEALTHCARE INDUSTRY

DEPLOYING DIGITAL TO FIGHT DISEASE

Meet the entrepreneurs striving for cures to humanity's most widespread conditions

Session 1

Next-Generation Cancer Treatments

Cancer as a curable disease: that is the vision toward which many in the medical and entrepreneurial community are striving. Today, the scientists working on the next-generation of cancer treatments are focused on personalized vaccines, cell therapy and gene editing. In this session participants will learn about current and future prospects for these and other techniques as they meet a company leading the way in the oncology field.

Session 2

The Future of Cardiology: Smart Diagnostics and Predictive Medicine

Modern cardiology can be traced back to the beginning of the 20th century, its birth roughly coinciding with the discovery of the X-ray. Since those early days, the study and treatment of the heart has become steadily more sophisticated, as evidenced by the first successful human heart transplant, which took place in South Africa in 1967. Today, the field has moved on yet again, with innovative companies pioneering non-invasive solutions to monitor and treat heart conditions even before they arise. In this session participants will meet a leading cardiology innovator and find out what the future of the field will look like.

Session 3

Deploying Emerging Technologies to Fight Global Diabetes

Worldwide, the number of sufferers from diabetes is in the hundreds of millions and that figure is rising. Seeking to tackle this growing health problem are a range of technology companies, whose smartphone apps, wearable devices and cloud data platforms are providing those with diabetes with the means to better manage their condition. This session will impart insights on the future of diabetes management as participants meet disruptive company operating in the field.

Session 4

Innovative Approaches to Neurodegenerative Disease

Coming up with cures for illnesses that have long challenged medical science has always been a goal for Silicon Valley entrepreneurs. Alzheimer's and other neurodegenerative disorders are no exception, with a number of companies and venture funds in the Bay Area directing significant resources toward finding solutions for affected sufferers, caregivers and clinicians. This session will show participants the work being done today in the field of neurodegenerative conditions and shed light on the breakthroughs that are expected in the coming years. Participants will meet a company leading innovation in the sector.

Sessions led by:





DAY 5
FRIDAY

TRANSFORMING THE HEALTHCARE INDUSTRY

DIVERSE MEDICAL INNOVATIONS

Gain insight into how genomics, and agetech are reshaping healthcare

Session 1

The Evolution of Genomics

In 1953 scientists discovered the double helix structure of DNA. Since then, genetic research has moved at speed. Today, innovative companies are using genomics to fight infectious diseases or screen individuals for hereditary conditions. Scientists in the field believe genetics could be the key to improving healthcare for billions of people worldwide. In this session participants will dive deep into the future of genomics and genetic research as they connect to a leading innovator from the industry.

Session 2

Applying Emerging Technologies to Clinical Trials

Clinical trials are an essential part of the drug discovery process yet they are widely regarded by the health industry as being too costly and inefficient. That diagnosis is exactly the kind of challenge entrepreneurs thrive on, with many seeing an opportunity to improve clinical trials with the help of technology. Innovations introduced into the space to date include AI-enabled platforms to speed up trials and software to remotely recruit participants and manage trials across multiple locations. In this session participants will learn about these and other innovations that are defining the future of clinical trials as they hear from a company disrupting the sector.

Session 3

Digital Tools for Assisted Living and Elder Care

The market for assisted living and elder care is one of the most dynamic in healthcare. Technology companies have moved into the sector, seeking to make it easier and more convenient for families to provide care to their loved ones. These businesses offer solutions such as smart sensors for in-home monitoring and online platforms to efficiently search for carers. In this session participants will connect with a company at the leading-edge of elder care in order to gain insights into how current trends will shape the future of the market.

Session 4

The Rapid Rise of AgeTech

Across the world, populations are ageing. This fact of demographics, though problematic in many ways for the wider economy, has proved to be a boon for Silicon Valley entrepreneurs. Tech-savvy founders have built companies to cater to the specific needs of older adults, tackling everything from mobility to in-home care and disease prevention. Building robotics into clothing to aid daily tasks is just one of the many innovations now making waves in what has become known as the “AgeTech” sector. To learn how this market niche will develop in the coming years, this session brings participants into contact with a leading ageTech disruptor.

Sessions led by:





TRANSFORMING THE HEALTHCARE INDUSTRY

ABOUT SVIC

Embedded in Silicon Valley for more than a decade, at Silicon Valley Innovation Center (SVIC) we have built an unrivalled network of industry experts, business leaders, entrepreneurs and technologists.

We leverage these connections to build educational programs that inspire and motivate executives to deliver on their corporate innovation agendas.

To date, we have designed and executed hundreds of programs in Silicon Valley. We have extensive practical experience of securing the participation in those programs of top industry experts and leading innovators.

We look forward to building our next program to meet your objectives. [Contact us](#) today.



Thank you SVIC for this great experience. The program was very intense and impressive: great speakers and choice of companies. For me, it was a really successful week.



Marcel Haertlein

Head of Digital Transformation
KPMG, Switzerland



The SVIC program was great in terms of looking at new trends and understanding innovation and digital transformation processes that we can apply inside our company. I was impressed by case studies that were practical and gave us a new methodology that can improve our customer experience.



Paula Campoy

Customer Excellence Director
AbbVie, Brazil

Watch our client testimonials: <https://svicenter.com/testimonials>



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TRANSFORMING THE HEALTHCARE INDUSTRY

IMPRESSIONS FROM SILICON VALLEY

PHOTOS FROM OUR RECENT PROGRAMS





SILICON VALLEY INNOVATION CENTER

To learn more about any of our programs or find out how we can custom build a program to match your specific needs and interests, [contact us](#):

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**WHERE COMPANIES
COME TO GROW
AND INNOVATE**