



Agenda

'Morning Health Talks: Pharma and Digital Health' **Wednesday 13 October 2021**

The **EIT Health HUB** for Greece, coordinated by National Documentation Centre (EKT), organises the Morning Health talk event ***'Pharma and Digital Health'***, on **Wednesday 13 October 2021, 11:00-12:30 EEST**.

Digital transformation in the field of pharma and health with the adoption of new technologies can have multiple benefits and a positive impact, including cost reduction and resource efficiency, improvement of the patient experience, as well as benefits throughout the value chain.

Specifically, the event targets :

- Companies from the pharmaceutical sector, logistics and transport etc. that are interested in the digital transformation and the adoption of new innovative technologies
- research organizations and academic institutions at the forefront of digital technologies for pharmacology and health
- start-ups in the digital health, biotechnology and pharmaceutical sectors

The event aims for:

- Raising awareness of newly established digital innovation hubs focusing on digital health and pharma;
- Presenting support initiatives for startups that offer digital technologies in pharma and health sectors;
- Promoting the dialogue and networking among participants;
- Raising awareness and mutual understanding of opportunities, challenges, needs of the stakeholders;
- Presenting EIT Health programs and activities.

The event will take place in the form of a panel. Following presentations, the audience will have the opportunity to pose their questions and have an open discussion.

Discussions will take place in **Greek** and **English**.

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11:00 – 11:10	Welcome, Ewa Guzek, EIT Health and George Megas, EKT
11:10 – 11:25	Key presentation: Pfizer Center for Digital Innovation HUB (CDI), Nico Gariboldi
11:25– 12:30	Presentations and discussion, Q&As Lefteris Pilalis, E-Nios Zoe Cournia, Biomedical Research Foundation, Academy of Athens Mentimeter session – Interaction with audience on Digital Health Spyros Arsenis, NBG Seeds Accelerator Manager, National Bank of Greece George Megas, EIT Health Hub Greece, EKT Varvara Vasilaki, EIT Health Hub Greece, EKT

The event is organised by the EKT in the framework of the actions of the EIT Health HUB for Greece.

The National Documentation Center (EKT) is the Greek EIT Health Hub, an initiative of the European Institute of Innovation & Technology for Health. EKT is also the coordinator of the Greek node of the Enterprise Europe Network - Hellas (EEN-Hellas), the largest business support network in the world, and the National Contact Point for Horizon Europe and more specifically for Cluster 1 Health and Cluster 4 Digital, as well as Marie Curie Actions.