

2nd Summit

When **Medicine** Meets **Industry** 9.9.2024
Valley, Kfar Saba

AGENDA

08:00-09:00 **Registration & Coffee, Light Refreshments**

SESSION I: Waking up to AI and Innovation in Everyday Practice

09:00-09:10 **Opening Remarks**
Medicine Meets Industry: Together for Patient Wellbeing
Hedva Voliovitch MD, PhD, MBA
Chair, Israeli Society for HealthTech

09:10-09:40 **OPENING KEYNOTE**
Swifties, Startups and the Singularity
Stephen K. Klasko MD, MBA
XIR, North American Ambassador
General Catalyst, Sheba Medical Center

Pharma - AI Included

09:40-09:50 **Innovative AI Solutions for Pharma's R&D Challenges**
Eran Harary MD
SVP, Clinical Development, R&D, Teva Pharmaceuticals

09:50-10:10 **Med Tech Dialogue I**
Pharma: Thinking Inside and Outside of the Pillbox
Amir Amedi PhD
Founding Director, Baruch Ivcher Institute for Brain, Cognition & Technology (BCT Institute)
The Amedi Clinical Neuro Immunology Lab, Reichman University
Chief Scientist and Co-founder, Remepy
Dr. Michal Tsur
Co-founder and Co-CEO, Remepy

10:10-10:20 **AI in R&D**
Tamara Mansfeld
VP Data and AI Strategy, Pfizer Oncology

Genetic Therapies: Pioneering Medical Breakthroughs in Clinical Practice

10:30-10:55 **Panel Discussion**
Realizing the Promise of CRISPR-Based Drugs: The Challenges
Neomi Siegal MD
Head of Medical Technologies Division, Maccabi Health Services
The Journey of Gene Therapy for Duchenne Muscular Dystrophy - Cutting Edge Biomedical Technologies Reached Everyday Practice
Talya Dor MD
Director, Pediatric Neuromuscular Clinic, Hadassah Medical Center
Market Access Challenges in Gene Therapy
Ariel Hammerman PhD
Health Technology Assessment (HTA) Director, Medison Pharma

Education - The Future

10:55-11:10 **Exploring the Future of Medical Education**
Prof. Dina Ben Yehuda MD
Director, Hematology Department, Hadassah Medical Center
Former Dean of the Faculty of Medicine, Hebrew University

11:10-11:40 **Networking Coffee Break**

Robotics in Development and in Practice

11:40-12:00 **Med Tech Dialogue II**
AI in the Operating Room: Hype Vs. the Real World
Amir Szold MD, FACS
Clinical Professor of Surgery, MSR, Sheba Medical Center and School of Medicine, Tel Aviv University
Medical Director, Assia Medical Group
Moti Freiman
Assistant Professor, Faculty of Biomedical Engineering, Technion, Israel Institute of Technology
Principal Computer Vision Engineer, Asensus Surgical, A Karl Storz company

Innovative Transformation within a Healthcare Organization

12:00-12:25 **Case Studies from Clalit Health Services**
Introduction
Hedva Voliovitch MD, PhD, MBA
Oncology
Transformative Rapid diagnosis of Cancer Clinic: Putting the Patients on the Right TRAC(K)
Idit Peretz MD
Head of the Rapid Diagnosis Program and Davidoff in Yoseftal - Eilat, Rabin Medical Center
Emergency Care
Pulse of the ER: Smart Data Transforming Emergency Care Flow
Uri Goren
Head of Innovation, Meir Medical Center
Psychiatry
Resilience Trainers: Pioneering a New Profession in Mental Health
Rinat R. Yedidya MD MHA
Deputy Director of the Open Psychiatric Ward, Shalvata Mental Health Center
Pediatrics
Schneider's PedTech Ecosystem
Shirley Saar MD
Head of Innovation, Schneider Children's Medical Center

Ultrasound with a Difference

12:35-12:50 **Caring Amidst Chaos: Prenatal Care in Wartime**
Mira Altmark-Sofer
VP Marketing, Pulsenmore - Home Ultrasound
From Concept to Clinic: The Vital Role of Clinicians in Bringing Ideas to Market
Danny Spiegelstein MD
VP Medical, UltraSight

12:50-13:00 **Unveiling East Jerusalem's Health-Tech Revolution**
Mahmoud Khweis
CEO, Jinnovate

13:00-14:30 **Networking Lunch**
Exhibition

13:30-14:15 **Lunchtime Round Tables**
More information

SESSION II: Discovering the Power of HealthTech in Wartime

RehabTech - Time to Make a Change

14:30-14:40 **Advanced Computer Assisted Technologies in Treating Complex War-Injuries**
Prof. Meir Liebergall
Director of the Musculoskeletal Division, Hadassah Medical Center

14:40-14:50 **Helmsley Rehabilitation Center – Opportunities and Challenges**
Dr. Noam Yehudai
CEO, Tzafon Medical Center (Poriya)

14:50-15:00 **Virtual Reality and Gamification in Gait Rehabilitation**
Hilik Harari
Co-founder & CEO, GaitBetter

15:00-15:10 **3D Printing of Bones and More**
Ortal Segal MD
Orthopedic Surgeon, Tel Aviv Sourasky MC

Startups & The War

15:15-15:30 **Improving Combat Casualty Care During Wartime**
Col. Dr. Avi Shina MD MHA MPA
Commander, IDF Medical Corps Medical Services Center

15:30-15:50 **Panel Discussion**
Startups Respond to the Needs of War
Moderator:
Yaron Daniely
General Partner, aMoon Fund
Miki Levy
Co-Founder & CTO, GM, Xhealth IL
Nimrod Zilcha
Co-Founder & CEO, Cognishine
Noga Shiloach
Chief Product Officer, Startup Nation Central

Transforming Trauma

15:50-16:00 **Treating Trauma and Building Resilience in Israeli Society Following October 7th**
Sharon Yeheskel-Oron
Director, NATAL Global

16:00-16:20 **Med Tech Dialogue III**
Transforming Trauma: Bridging Gaps with Innovations in PTSD Care
Dr. Nadav Goldental
Head of Neurodevelopmental Disorders in Adults Clinic, Sheba Medical Center
Einat Duvdevany Fabian
Outsource Manager, Rafael R&D Center

16:20-16:35 **CLOSING KEYNOTE**
Positive Leadership - Now More Than Ever
Dina Nir, PhD
Head of the Executive MBA, Ono Academic College

16:35-16:45 **Summing Up**
Join us in 2025 - The 3rd Summit of the Israeli Society for HealthTech