



21 January 2015

8:00 - 9:30

**BREAKFAST DEBATE**

## **The way ahead for mHealth - a paradigm shift from traditional healthcare models**

Europe is on the verge of a paradigm shift from a traditional healthcare delivery model to a “continuum of care” solution based on harnessing the transformational power of digital technologies. Traditional healthcare models are also under strong pressure as they will no longer be sustainable as European society ages.

mHealth solutions have the potential to bring tremendous benefits to the public, including improved efficiency of healthcare services (wherever and whenever needed), enhanced accessibility, significant healthcare cost savings and increased user engagement in self-health management. This event aims to be a focused and results-oriented discussion on the benefits of mHealth, but also on related key policy and regulatory challenges, such as privacy and security of mHealth data and clarity with respect to the application of EU medical device regulation. These important challenges need to be addressed in order to realise the full potential offered by mHealth in Europe/encourage the adoption of digital solutions in healthcare and the move towards integrated and patient-centred care.

## Programme- 21st January 2015

### Welcome and introduction:

Michal Boni, MEP and EIF Steering Committee Member

### Speakers:

DS Park, Executive Director of European Public Affairs, Samsung Electronics

Alexis Normand, Healthcare Development Manager at Withings

Dee O'Sullivan, Director, myhealthapps.net

Constance Colin, EU Policy Advisor, Standing Committee of European Doctors

Anja Strootker, Director mHealth Policy - Connected Living Programme, GSMA

Céline Deswarte, Policy Officer Health and Well-being Unit, European Commission DG CNECT

### Exchange of views with participants

## Speakers



**Mr Michal Boni**

MEP, EIF Steering Committee  
Member



**Mr DS Park**

Executive Director of European  
Public Affairs  
Samsung Electronics



**Mr Alexis Normand**

Healthcare Development Manager  
Withings



**Ms Dee O'Sullivan**

Director  
myhealthapps.net



**Ms Constance Colin**

EU Policy Advisor  
Standing Committee of European  
Doctors



**Ms Anja Strootker**

Director mHealth Policy -  
Connected Living Programme  
GSMA



**Ms Céline Deswarte**

Policy Officer unit Health and  
Wellbeing  
European Commission DG  
CONNECT

## Venue

European Parliament, Members' Salon, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



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