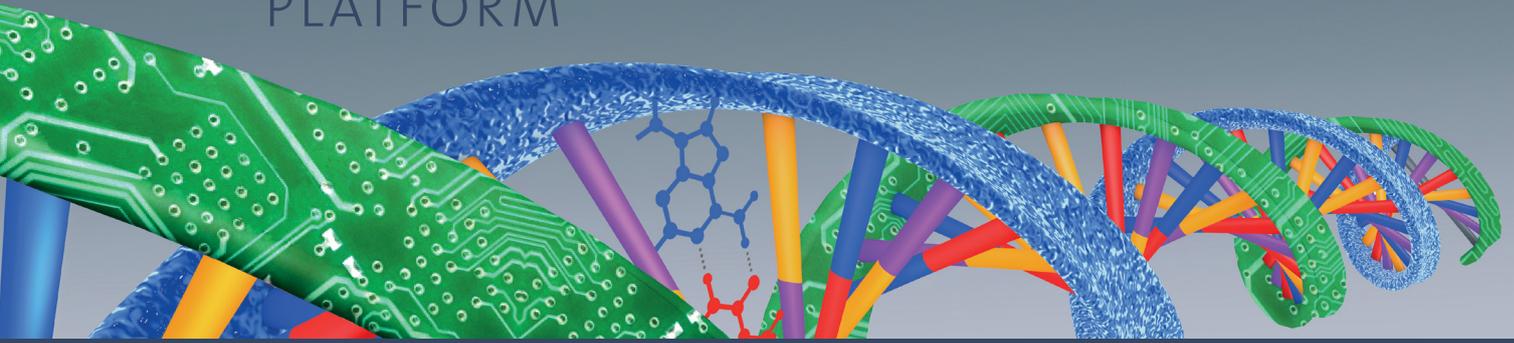


# MEDTECH & PHARMA PLATFORM



## Call for abstracts - Pharma and Medtech innovation in times of societal, technological and regulatory shifts

24 – 25 October 2019  
Basel, Switzerland

Information and registration:  
[www.medtech-pharma.com](http://www.medtech-pharma.com)

### The Medtech & Pharma Platform (MPP) association

The MPP is an international industry association aiming to enhance the synergies between the medtech and pharmaceutical industries. It represents a forum for exchange of knowledge and collaboration in technology and regulatory areas, as well as promotion of product development and innovation.

Since its foundation in 2017, the association has established its presence with key European stakeholders as the only industry association focusing specifically on combined products at the European level.

The MPP association is the proud organizer of the international annual conference, which has gained increasing interest since its initiation in 2014 and continues to attract key stakeholders from the medtech and pharma industries.

### The MPP annual conference

As the leading conference in the sector of products/solutions that combine medtech and pharma components, the MPP annual event is dedicated to partnerships between the two industries.

By providing thought-provoking presentations and cutting-edge discussions, chaired by global experts, the conference offers the ideal setting to form new and lasting connections and extend professional networks.

The annual conference takes place in Basel, a global hotspot in the development and commercialization of healthcare products and solutions, and host to some of the world's leading innovators in healthcare.

### Target audience

The program of the MPP annual event focuses on new technologies improving current healthcare systems through the combined use of medical devices and medicines. Thus, the target audience includes experts and professionals from both pharmaceutical and medtech industries, as well as regulators and scholars interested in the field.

### Topics for the call for abstracts

The two-day meeting features keynote lectures, case studies and presentations delivered by subject experts. Key focus areas and possible sub-topics for the MPP 2019 annual conference are:

- Medical applications enabled by new technology
  - Blockchain
  - Industry 4.0
  - Virtual and augmented reality
- Are new regulations going to slow down innovation?
  - Effect on big corporations, start-ups and academia
  - Effect of MDR on software classified as medical devices
  - Changes for combination products
  - Real world problems and case studies
  - Clinical evidence requirements
- Open innovation within ecosystems
  - Digitalization
  - Crowdfunding
  - Lifecycle management
  - End to end process
  - Disease management

- Precision medicines and patient perspective
  - Accuracy, interpretation and sampling
  - Companion diagnostics
  - Ethics
  - Patient perspective on risk assessment
  - Remote clinical trials
- From development to market and back
  - Early market feedback
  - Business models
  - Value streams
  - Reimbursement
  - Distribution
  - Regulatory perspective

To share your experience and expertise, in any of the above focus areas, we invite you to submit an abstract for a 20-minutes oral presentation. **Authors of abstracts that are selected for oral presentation will receive one complimentary registration to attend the conference.**

#### Author instructions

Abstracts should briefly summarize your investigation or observation within 300-500 words. Each abstract should describe novel information and, ideally, include case studies. A structured format should be used (e.g. Background, Results, Conclusions) with each section written in concise flowing text. A maximum of two illustrations (figures and/or tables) can be included.

All submissions must be in English and must include a meaningful title, author names and affiliations (not included in the word count). The deadline for abstract submission is **22 March 2019**.

#### Supporting partners - Tabletop exhibitors

Showcase your company or organization to industry and regulatory professionals as an exhibitor, or act as a supporting partner and benefit from additional presentation and networking opportunities.

#### 1-on-1 partnering

This event offers opportunities for participants to arrange direct 1-on-1 meetings directly with other conference attendees.

#### Program committee

Chair: Muriel Didier (Novartis)

Clotilde Aubertin (GSK), Michel Dard (Straumann), Daniel Diezi (Zühlke), Jürg Leemann (Ypsomed), Dorit Prüfer (Roche), Karin Schulze (SFL), Andy Tonazzi (konplan systemhaus), Derrill Wolkins (Medtronic).

#### Point of contact

Email: [program@medtech-pharma.com](mailto:program@medtech-pharma.com)

#### Website for further details and registration

[www.medtech-pharma.com](http://www.medtech-pharma.com)

#### Organizers:



SWISS MEDTECH

#### Event partner:



[Submit here](#)