



By Informa Markets

## **Business & Innovation Health Hub**

### **Programme**

**Day one | Wednesday, 19 June 2024**

**Location: Miami Beach Convention Center**

#### **Health Biz and Innovation Talks:**

*Dive deep into the latest healthcare innovative technologies, trends and strategies shaping the future of healthcare business.*

**Emcee: Demi Radeva, CEO, Akros Advisory Services, USA**

**11:00 Next gen of telemedicine will revolutionize the current remote digital health universe**

*Experience the transformative potential of next-generation telemedicine, poised to revolutionize the current landscape of remote digital health*

**Dr Melvin Martinez, CEO, GAL3N Health, USA**

**11:20 Driving Hospital Innovation: Collaborating with Startups & Med-Tech Companies**

*In this session, explore how hospitals cultivate innovation by forging partnerships with startups and medical device firms, fostering transformative advancements in healthcare delivery*

**Moderator:**

- **Dr Susan Amat, Founder and CEO, Venture Hive, USA**

**Panellists:**

- **Dr Bernardo Perez-Villa, Senior Engagement Partner | Innovations, Cleveland Clinic, USA**
- **Humberto Lee, CEO, Alpine Health Systems, Inc, USA**
- **James Davies, CEO, Inicio Health, UK**
- **Moeko Tagaki, Global Partnerships Division Manager, Digireha, Japan**

#### **Innov8 Start-up Competition (Group 1)**

*Experience the future of healthcare with the top Healthtech startups competing in front of an esteemed panel of judges. Be prepared to be inspired by their innovation and creativity*

**12:00 MEET THE START-UPS:**

- **Samer Mansour, Founder & CEO, Blue Care, USA**
- **Robert Parada Zuluaga, CEO, COCO AI & e-Health, USA**
- **Yuki Oka, CEO, Digireha, Japan**
- **Trillitye Paullin, Co-Founder and CEO, Free to Food, USA**
- **Ayushya Verma, Chief Technology Officer, Safehaven, India**
- **Nitin Deshpande, CEO, Global Products LLC, USA**
- **Sidney Pratt, CEO, Pratt Labs, USA**

**MEET THE JUDGES:**

- **Jamie Moore, CEO, Industry Grants, USA**
- **Tom McNamara, Associate, DeepWork Capital, USA**
- **Dr Susan Amat, Founder and CEO, Venture Hive, USA**
- **Humberto Lee, CEO, Alpine Health Systems, Inc, USA**
- **Greg Horowitz, Vice President of Economic Development, Life Sciences and Healthcare, Miami-Dade Beacon Council, USA**



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**Target attendees for the morning session:**

*Entrepreneurs, Founders, Investors, C-Suites, Healthcare Executives, Hospital Administrators, Industry Experts and Researchers*

**13:00 Lunch Break**

**Business and Trade Series:**

*Gain essential insights into navigating global healthcare business complexities, including LATAM, US, and other markets. Learn strategies for managing regulations, expanding ventures, and optimizing sales cycles*

**Emcee: Kenneth C. Wong**, FACHE Consultant, Adjunct Professor, **Board Member**

**14:00 How to Navigate the US Health System Sales Cycle**

*Discover key strategies for navigating the US healthcare system sales cycle in this session moderated by Kenneth Wong. Hear from industry experts representing supply chain, contracting, distribution, and hospital finance sectors as they share insights on streamlining processes and overcoming challenges in the complex US healthcare market*

**Moderator:**

- **Kenneth C. Wong**, FACHE Consultant, Adjunct Professor, **Board Member**

**Panelists:**

- **Jen Cerami**, Executive Account Director, **Medline Industries, USA**
- **Geraldine Radovanovic**, MBA, Value Analysis Director, **Leading Healthcare System in the US, USA**
- **Judy Webb-Hapgood**, MBA, RN, Chief Supply Chain Officer, **University of Miami, University of Miami Health System Miller School of Medicine, USA**

**15:30 We Put the No in Innovation**

*The presentation describes common mistakes we've seen start-ups make when trying to submit devices to the US FDA and what to avoid in those submissions*

**Tracy Eberly**, CEO, **Fang Consulting, USA**

**16:00 End of Day 1**

**Target attendees for the afternoon session:**

*Healthcare Sales Professionals, Supply Chain Managers, Regulatory Affairs Professionals, Dealers, Distributors, Founders, Entrepreneurs, Medical device Manufacturers, Suppliers, and Consultants*

**Business & Innovation Health Hub**

## Programme

Day two | Thursday, 20 June 2024

Location: Miami Beach Convention Center

### Business and Trade Series

Gain essential insights into navigating global healthcare business complexities, including LATAM, US, and other markets. Learn strategies for managing regulations, expanding ventures, and optimizing sales cycles

**Emcee:** Demi Radeva, CEO, Akros Advisory Services, USA

#### 11:00 Main regulatory issues for LATAM - How to surf LATAM's regulatory issues

*This session explores LATAM's regulatory landscape, with expert speakers offering insights and strategies for success across the diverse region. Gain valuable perspectives on overcoming hurdles and capitalizing on opportunities in the dynamic healthcare market of LATAM*

##### Speakers:

- 11:00 – Laura Baroni, Regulatory Affairs Analyst, Vera Rosas, Brazil
- 11:15 - Monica M. Guaita, Director, MMGC, Latin American Countries
- 11:30 - Jorge Daniel Alarcón, Director, CANIFARMA, Mexico

#### 11:50 Building the Optimal Sales Organization to sell into the US Market

*Discover how to build an optimal sales organization for the US market with industry expert Zack Selch. Learn the roles of distributors, reps, and agents, and how their collaboration efficiently navigates complexities for effective penetration and sustainable growth.*

Zach Selch, Principal, Global Sales Mentor, USA

### Innov8 Start-up Competition (Group 2)

*Experience the future of healthcare with the top Healthtech startups competing in front of an esteemed panel of judges. Be prepared to be inspired by their innovation and creativity*

#### 12:10 MEET THE START-UPS:

- Nikhil Shah, Founder & CEO, Nephrodite Inc, USA
- Himanshu Bhatia, CEO, Ricovr Healthcare, USA
- James Davies, CEO, Inicio Health, UK
- Gokce Yildirim, CEO, Vent Creativity, USA
- Vipula Tailor, Founder & CEO, Sonix Medical Devices, USA
- Laura Epstein, CEO, Pulse Charter Connect, USA
- Steven Charlap, CEO, SOAP Health, USA

#### MEET THE JUDGES:

- Etienne Gillard, Head of Ventures, ManaTech, USA
- Vlad Cazacu, Ex-VC, Angel Investor, Co-founder & CEO, Flowlie, USA
- Nancy G. Allen, President and CEO, WBECFlorida, USA
- Elena Dolinski, Council Advisor, Hispanic Latino Franchise Leadership Council (HLFLC), USA
- Dra Omidres Pérez de Carvelli, President, International Organization for Telemedicine and Telehealth, Cuenca Canton, Ecuador

Target attendees for the morning session:
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*Founders, Entrepreneurs, Healthcare Executives, Regulatory Affairs Professionals, Supply Chain Managers, Dealers, Distributors, Medical device Manufacturers, Suppliers, and Consultants*

### **13:00 Lunch Break**

#### **Business and Trade Series:**

*Gain essential insights into navigating global healthcare business complexities, including LATAM, US, and other markets. Learn strategies for managing regulations, expanding ventures, and optimizing sales cycles*

**Emcee:** Paola Isaac Baraya, Economic Development Specialist – International Trade, Broward County Office of Economic and Small Business Development, USA

### **14:00 Presentation**

**Carlos Bisio**, CEO, **FastForward**, President, **Comision de Comercio Internacional CAMACOL**, USA

### **14:15 Doing Business with the World**

*Do you want to expand your sells to healthcare buyers in international markets? This session will introduce you to opportunities to sell your products and services in selected global markets and learn the process as well as useful resources for exporting*

#### **Moderator:**

**Paola Isaac Baraya**, Economic Development Specialist – International Trade, **Broward County Office of Economic and Small Business Development, USA**

#### **Panellists:**

- **Jaime Alejandro Silva Toledo**, Trade Manager, **Trade Commission of Chile (ProChile)**, USA
- **Adriano Leli**, President, **Italian Healthcare Buyers Association**, Italy
- **Ivan Rey**, International Advisor & Buyer, **Provedora Gama Medical**, USA
- **Sheirly Reyes**, Consumer Safety Officer(CSO) and Import Specialist, **U.S. Food and Drug Administration**, USA

### **16:00 End of Day 2**

#### **Target attendees for the afternoon session:**

*Healthcare Sales Professionals, Supply Chain Managers, Regulatory Affairs Professionals, Dealers, Distributors, Founders, Entrepreneurs, Medical device Manufacturers, Suppliers, and Consultants*

**Business & Innovation Health Hub**

**Programme**

**Day three | Friday, 21 June 2024**

**Location: Miami Beach Convention Center**

**Health Biz and Innovation Talks**

*Dive deep into the latest healthcare innovative technologies, trends and strategies shaping the future of healthcare business.*

**Emcee: Demi Radeva, CEO, Akros Advisory Services, USA**

**11:00 Investing in Tomorrow's Health: VC Insights into Healthcare Startup Funding**

*Gain valuable insights into the investment strategies, trends, and opportunities in healthcare startup funding from experienced venture capitalists at the forefront of healthcare innovation*

**Moderator:**

- **Demi Radeva, CEO, Akros Advisory Services, USA**

**Panellists:**

- **Etienne Gillard, Head of Ventures, ManaTech, USA**
- **Jackson Streeter, Director, University of Florida Ventures, USA**
- **Mike Lingle, CFO, Medzoomer, USA**

**11:45 Research Park at FAU - Florida Atlantic University Presentation**

**Andrew Duffell, President, Research Park at Florida Atlantic University, USA**

**12:00 Presentation**

**Dr Susan Amat, Founder and CEO, Venture Hive, USA**

**Innov8 Start-up Competition (Final)**

*Experience the future of healthcare with the top 6 HealthTech startups competing in front of an esteemed panel of judges. Be prepared to be inspired by their innovation and creativity in this final competition*

**12:20 MEET THE START-UPS:**

**MEET THE JUDGES:**

- **Kevin Cox, Director, Adams Center for Entrepreneurship at Florida Atlantic University, USA**
- **Cristian Olea Simunovic, Managing Partner, Manutara Ventures, USA**
- **Jackson Streeter, Director UF Innovate Ventures, University of Florida Ventures, USA**
- **Demi Radeva, CEO, Akros Advisory Services, USA**
- **Pao Correa, Investment Associate, Techstars, USA**

**Target attendees for the morning session:**

*Entrepreneurs, Founders, Investors, C-Suites, Healthcare Executives, Hospital Administrators, Industry Experts and Researchers*

**13:00 End of Day**