



EUCOPE'S WEBINAR:

“Health 4.0 in the post-Covid 19: Small & medium healthcare companies at the forefront of innovation”

27 January 2021

The webinar will take place on **January 27th, 2021, at 4 PM CET**. It will be open to the public and foreseen to last ca. **1.5 hour**. The debate is planned to take place as a moderated discussion, structured as follows:

EVENT AGENDA

5 mins Opening remarks - **Dr Alexander Natz**, Secretary General, EUCOPE

6-7 mins Presentation of a video speech by **Ambassador Pedro Lourtie** – Portuguese Permanent Representation to the EU

I. Discussion with Business and the EU Executive

Ceri Thompson, Deputy Head of Unit for eHealth, Well-Being and Ageing, DG CNECT

30 mins **Dr Loubna Bouarfa**, Founder and CEO, OKRA Technologies

Michele Calabrò, Policy Adviser, European Patients' Forum (EPF)

João Duarte, Chief of Staff and Regulatory Science, Alexion Pharmaceuticals

6-7 mins **Q&A**

II. Exchange of Views – Members of the European Parliament

30 mins **MEP Seán Kelly** (EPP, Ireland)

MEP Romana Jerković (S&D, Croatia)

6-7 mins **Q&A**

5 mins Concluding remarks - **Dr Alexander Natz**, Secretary General, EUCOPE



SPEAKERS



Pedro Lourtie

Mr Lourtie acts as the Deputy Permanent Representative of Portugal to the EU since 2016. He entered the Portugal Diplomatic Services in 1995, was Secretary of State for European Affairs in the Portuguese government from 2009-2011 and is a former Ambassador for Portugal in Tunisia. Mr Lourtie has Degree in Economics (University of Lisbon - ISEG) and a Master in European Economic Studies from the Bruges College of Europe.



Alexander Natz

Alexander Natz is the Secretary General of EUCOPE, and advises innovative pharmaceutical and biotech companies, including start-ups, in regulatory and pricing & reimbursement matters from the EU law and German law perspective.



Ceri Thompson

Ceri Thompson is Deputy Head of the eHealth, Well-Being and Ageing Unit in DG CNECT. Prior to working on digital health policy within the Commission, Ceri worked for Eurostat, and for DG SANTE. Before joining the EU institutions in 2002, Ceri worked on global health policy at the UK's Department for International Development, for KPMG's international healthcare practice, and on epidemiological research projects in the UK and Brazil. She has a degree in Mathematics from Durham University, UK and a Doctor of Public Health (DrPH) from the London School of Hygiene and Tropical Medicine.



Dr Loubna Bouarfa

Loubna is a machine learning scientist turned entrepreneur. She is the founder and CEO of OKRA Technologies - an artificial intelligence data analytics company for healthcare. Loubna has been a member of the European Union High-Level Expert Group on Artificial Intelligence, where she is particularly focused on healthcare and achieving competitive business impact with AI. She was named an MIT Technology Review Top Innovator Under 35, a Forbes 50 Top Women In Tech, and won several prizes, including CEO of Year 2019 at the Cambridge Independent Science and Technology Awards and Best Female-Led Startup at the StartUp Europe Awards.



Michele Calabro

Michele is Policy Adviser at the European Patients' Forum where he leads the Forum's activities on digital health policy. Before joining EPF in 2020, Michele worked as Policy and Communications Manager at the European Health Management Association (EHMA) (2016-2020). Michele is also part of several youth health policy networks, including the Young Forum Gastein (YFG) - currently as YFG Task Force Member - and the European Health Parliament alumni group.



Joao Duarte

João Duarte is currently Chief of Staff and Regulatory Science within the Global Regulatory Affairs team at Alexion Pharmaceuticals, heading the Regulatory Intelligence & Policy team. He held several roles since 2012 in Regulatory Intelligence & Policy, notably at Lundbeck and Takeda. João represents Alexion Pharmaceuticals in several EUCOPE groups, and was one of EUCOPE's representatives at the EMA's focus group on qualification of digital technologies for medicines development. João is a Pharmacist by training, graduating from the University of Lisbon, and obtained a MSc in Pharmaceutical Medicine from Trinity College Dublin.



MEP Romana Jerković

Romana Jerković joined the European Parliament in 2011 as an observer Member of the European Parliament. She served as the chair of the Committee on Health and Social Policy of Croatian Parliament between 2013 and 2014. Romana Jerković served on Helsinki Group on Gender in Research and Innovation of the European Commission between 2012 and 2016. She was elected once again a Member of the European Parliament in February 2020, when she secured a seat among the British seats that were redistributed after UK's departure from the EU. Currently, she serves as a full member of the Committee on Industry, Research and Energy and a substitute member of the Committee on the Environment, Public Health and Food Safety. Jerković was appointed shadow rapporteur for ITRE's opinion on ENVI's own initiative report on "shortage of medicines." She holds a doctorate in Medicine and a doctorate in Philosophy in Biomedical sciences from University in Padua and formally serves at the Head of the Department of Anatomy at the School of Medicine in Rijeka.



MEP Seán Kelly

Sean Kelly is an Irish politician who has been a Member of the European Parliament (MEP) since 2009. He is currently serving as a member of the Committee on Industry, Research and Energy (ITRE) and as a substitute of the Committee on International Trade (INTA), where he has been leading the discussions on the EU's SME Strategy. Moreover, MEP Kelly sits in the Intergroup on Artificial Intelligence and Digital, and has won the MEP of the Year award twice: in 2012 for Research and Innovation and in 2014 in the Digital Agenda category.