

## 1. THE LIFE SCIENCES: UNVEILING THE FUTURE OF HEALTH

Looking to the future, this pack of lectures provides an insightful overview of how the pharmaceutical, biotech, medtech and digital health industries are organized, their key stakeholders and the main trends, challenges and opportunities. Given by professionals from the sector, they also provide a historical evolution of the life sciences industry, an introduction to regulations and key reforms, and the resources available for keeping up to date. How the pharma, biotech, digital and medtech industries are like? Who are the key stakeholders? What are the main trends and opportunities? This pack of lectures provides answers to these questions.

- **Number of sessions:** 7
- **Starting date:** 7 May 2024
- **Whole Package Price:** 300 €
- **Buy one or more sessions:** 50 €/individual session
- **Platform:** Microsoft Teams; dial-in details will be sent before the lecture.

### SESSIONS:

#### 1.1 The Digital Health Industry

**Lecturer:** Jordina Arcal (Innovator & Serial Entrepreneur)

**Date:** 7 May 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The lecture on the Digital Health Industry will provide an overview of the current state of the industry. This includes discussing trends, challenges, and opportunities for growth. Moreover, it will focus on how digital health is transforming the way healthcare is delivered and the potential impact it can have on healthcare providers, payers, and patients helping all the stakeholders in increasing efficacy, reducing costs and improving patients outcomes.

## 1.2 The MedTech Industry - with a focus for the new entrepreneur

**Lecturer:** Robert Harju-Jeanty (Founder at Medical Lead Nordic)

**Date:** 8 May 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The lecture explains basic terminology in MedTech, and touches briefly on the regulatory process and reimbursement. Current market data are shown and some guidance about the business model and internationalisation process are presented. Finally, the trends are discussed.

## 1.3 Cell and Gene Therapy from a VC Perspective

**Lecturer:** Gemma Guinart (Principal at Invivo Ventures)

**Date:** 9 May 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** This lecture sheds light on factors that will influence the development of the life sciences sector over the coming years. Discover how groundbreaking approaches like gene therapy, cell therapy, and tissue engineering are reshaping the landscape of healthcare. In this session, we'll unveil the remarkable potential of gene therapy to correct genetic disorders at their root, delve into the world of cell therapy where engineered immune cells combat cancer, and explore the frontier of tissue engineering, where organs and tissues can be grown for transplantation.

Be part of the conversation as we discuss the challenges and opportunities in bringing these cutting-edge therapies from the lab to the clinic, and envision a future where personalized, precise treatments offer hope to millions worldwide.

## 1.4 The Pharmaceutical Industry

**Lecturer:** Filippo Prina (Head of Consulting and Headquarters at IQVIA)

**Date:** 28 May 2024

**Time:** 17h – 18:30

**Price:** 50€

**Course outline:** This lecture will provide you with a general overview of the industry and discuss the key concepts and principal agents that drive it. You'll learn about the value chain,

business models, main trends, challenges, and opportunities that shape the pharma landscape. The lecture will also cover the current situation of the pharma industry in Spain, providing you with unique insights into the local context and how it fits into the global picture. Whether you're a student, a professional, or simply interested in learning more about this critical industry, this lecture is sure to be informative and thought-provoking.

### 1.5 The Business of Biomedicine

**Lecturer:** Luis Ruiz-Ávila (CEO at Leukos Biotech)

**Date:** 29 May 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** Explore the dynamic world of biomedical entrepreneurship in this engaging session. Discover how innovation, collaboration, and strategic vision drive success in the ever-evolving field of biomedicine. From breakthrough research to market implementation, gain insights into the intricate journey of transforming cutting-edge science into life-changing therapies. Whether you're an entrepreneur, investor, or simply curious about the future of healthcare, this session offers valuable perspectives on the opportunities and challenges that shape the biomedical landscape.

### 1.6 Private healthcare insurances

**Lecturer:** Luis Garcia (Senior Manager at Deloitte)

**Date:** 11 June 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The objective of this session is to give attendees a clear understanding of the insurance sector, by taking an in-depth look at the Spanish market. It includes a description of the types of insurance policies around the world and the organization of the insurance market in Spain: the main players, distribution channels, processes, value chain, etc. all supported by up-to-date market data

### 1.7 Health & Disease in the Developing World

**Lecturer:** Rafael Vilasanjuan (director of Communication, Policy & Global Development at

ISGlobal)

**Date:** 18 September 2024

**Time:** 17h – 18:30h

**Price:** 50 €

**Course outline:** The goal of this lecture is to discuss the complex interplay of factors that contribute to poor health outcomes in these regions, including poverty, limited access to healthcare, inadequate infrastructure, and political instability. You will also explore the role of international aid and cooperation in addressing these challenges, highlighting both the successes and failures of past efforts. Overall, this lecture is an excellent opportunity for anyone interested in global health and development to gain a deeper understanding of the issues at play and to learn from a leading expert in the field.

## PROMOTIONS

## Students:

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to [oherrera@biocat.cat](mailto:oherrera@biocat.cat), with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

## CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: [oherrera@biocat.cat](mailto:oherrera@biocat.cat). If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.