

We would like to invite you to the Digital Immersion Session:

Date: January 23th 2018

Venue: PwC, Rieterstrasse 6, 8002 Zürich

Costs: Non Toolpoint-Member Fr. 200.--
 Toolpoint-Member Fr. 100.--
 Premium Toolpoint-Member Free

Digital trends and applications

The word 'Digital' is being used everywhere. Why? What does it really mean and what are the possible applications for you?

In this half day workshop held in PwC's brand new Digital Experience Centre, we will start by providing some structure to help you better understand how and where digital presents opportunities for your business. We will explore digital case studies in relevant fields (Medtech, Labtech, healthcare) as well as other sectors in order to see what we can learn from others who are on the journey.

We will then select a few digital concepts which are deemed most relevant to the participants and break into smaller groups. In an interactive session, each group will brainstorm and agree a particular application related to their assigned digital concept and prepare a short pitch which they will present back to the group. This collaborative approach will uncover new ideas and challenge your current opinions.

Registration per email to janet.grolimund@toolpoint.ch until December 20th 2017.

Timing	Agenda Topics
09:15	Arrival
09:45	Short tour of the Experience Center
10:00	Introduction and objectives
10:15	Presentation of digital trends and relevant case studies (incl. LabTech, MedTech, & other sectors)
	Vote for top 3-4 areas within digital operations which the group would like to explore further.
11:15	Break-out groups to create a 'mini pitch': a) Groups to identify a specific opportunity/application within their areas b) Develop a vision and description of what this could look like c) Key challenges and ways to address them
12:15	Lunch & networking
12:45	Presentations from each group (5min presentation / 5min questions & discussion)
13:20	Voting for best 'mini pitch' (including prize)
13:25	Presentation from ETH
13:55	Wrap-up and closing
14:30	End of workshop





Bodo Baumeister

Partner, PwC

Bodo is a Partner leading PwC Switzerland's Pharma & Life Sciences Strategy & Operations consulting practice and has extensive experience in driving transformation projects from definition to implementation.



Rob Ballantine

Director, PwC

Rob leads digital for PwC's Pharma and Life Sciences practice and has nearly 20 years experience in digital transformation, user-centric design and delivery.

Recent projects have included the delivery of a digital platform to set and run remote clinical trials and the implementation of cloud based system for the regulatory information management.



Samuel Wiedmer

Manager, PwC

Samuel is a Manager at PwC Digital Services, focusing on accelerating digital transformation for clients. He has five years of experience in consulting and digital agencies, worked on a wide range of projects and industries.

He is leading all Immersion Sessions and Design Sprints at PwC's Experience Center in Zurich, helping clients to kick-start their digital transformation.



Peter Anderson

Senior Manager, PwC

Peter has over 10 years combined experience within industry and management consulting with a focus on strategy & innovation in the Pharmaceuticals and Medical Devices sectors.

Peter was recently involved in developing a digital manufacturing and supply chain strategy for a manufacturer in the pharmaceutical industry.



Philip van Hoevell

Senior Manager, PwC

Philip is from PwC Switzerland's Advanced Analytics team and is the project lead for PHREND - a team responsible for developing and scaling a predictive healthcare model based on real world evidence focusing on patients with multiple sclerosis.



Nina Geilinger

Chair of Strategic Management and Innovation, ETH Zurich

Nina is a lecturer and senior researcher at the Chair of Strategic Management and Innovation of ETH Zurich. Her research is located at the intersection of strategic management, technological innovation, and innovation ecosystems. Nina is currently engaged in a research project which examines the strategic implications of digitalization and technological change for manufacturing firms in Zurich.

