

24 JUNE 2020, 09:00 – 12:30

High Level Virtual Policy Summit POST-COVID-19: EUROPE'S DIGITAL HEALTH FUTURE – FROM SHARING TO EMPOWERING



SPEAKERS BIOS

Antonella Cardone **Director at European Cancer Patient Coalition**



Antonella Cardone is the Director of the European Cancer Patient Coalition, which is the largest cancer patient umbrella organization in Europe with over 450 members from 46 countries. She has over twenty years of international activity in health, social and employment sectors. Prior to ECPC, Antonella was the Executive Director of the Fit for Work Global Alliance, a multi-stakeholder coalition championing change in health and work policy.

She was previously Director of the Global Smokefree Partnership of the American Cancer Society, leading a movement of over 100 members to coordinate the development of smokefree laws in 40 countries.

She holds a Master's in Science and one in Business Administration. She currently represents ECPC on the Board of Pancreatic Cancer Europe.

Antonija Mandić (Moderator)
Journalist, TV & Radio host



Antonija Mandić is a Croatian journalist, TV & radio host with almost 20 years of media experience. After starting out as a news reporter for Nova TV, she moved to RTL Television and for almost 10 years covered all major entertainment events, mostly film festivals such as Cannes, Mostra, Berlinale, Sundance. Throughout her career, Antonija interviewed all the biggest movie stars, and hosted some of the biggest RTL's projects, like Croatia's entering European Union. She was the editor and the host of daily talk-show Studio 45, that covered variety of topics - from entertainment to current affairs. Upon leaving RTL, she was named program director for Soundset radio, a national radio network where she hosted the morning show.

She currently works as a media consultant in her own company and serves as a moderator for the biggest business and media conferences in Croatia, such as Dani komunikacija, Weekend media festival, New media market Dubrovnik & Zagreb, FMCG summit, ATP Croatia Open.

Bernard Gršić
State Secretary of the Central State Office for the Development of Digital Society



Bernard Gršić is State Secretary in charge of the development of the Croatian digital society, i.e. focusing on digitising public administration, economy, enhancing digital skills of citizens and promoting cybersecurity. He is a member of the Council of State Information Infrastructure and National Coalition for Digital Skills and Jobs. He participates in the work of National Council for the Digital Economy, and he chairs the Working Group for the Digital Society, one of the groups preparing the national development strategy until 2030. He was also Assistant Minister (2016-2017) for public administration. He was responsible for e-government.

His work and teaching activities focus on digital policy, informatisation, use of digital technology and cybersecurity within private and public sector. His fields of interest include the implementation of projects which facilitate the deployment of evolving and emerging technologies. He studied electrical engineering.

Bryce Olson**Global Strategist for Intel's Health and Life Sciences group**

Bryce Olson is the Global Strategist for Intel's Health and Life Sciences group. One of the areas he focuses on is bringing technology and science together in the exciting area of genomics and precision medicine with a powerful message on how this saves lives.

Genomic sequencing and precision medicine gave him a life he didn't think he'd get to live. Bryce is inspired by connecting the advances in technology and life sciences into clinical settings and helping physicians and patients understand these new opportunities.

He is a sought after keynote speaker and his story has been covered by national and international media. Bryce started FACTS ('Fighting Advanced Cancer Through Songs'), a movement that used the power of music to build awareness for a new way to fight cancer and bring molecular testing and precision medicine to other advanced cancer patients.

In 2017, Bryce wrote and co-produced a rock-n-roll album with proceeds going towards the FACTS movement, that brought together a variety of musicians and singers including international stars Jenny Conlee from the Decemberists and Martha Davis from the Motels (both women are cancer survivors).

Bryce also started the 'www.sequenceme.org' movement, a patient driven call to action to accelerate the adoption of new genomic sequencing innovation in the fight. You started some patient drive movements to build awareness and drive adoption for these new digital tools for advanced cancer. Can you tell us about these?

Cecilia Bonefeld-Dahl**Director-General, DIGITALEUROPE**

Cecilia Bonefeld-Dahl is Director General of DIGITALEUROPE, the leading digital technology industry association representing over 35.000 digital companies Europe. She is a Member of the European Commission's High Level Expert Group on Artificial Intelligence, a Board Member of the European Commission's Digital Skills and Jobs Coalition, a Board Member of the European Parliament-led European Internet Forum and a member of the Supervisory Board of EIT Digital IVZW.

Formerly, Cecilia Bonefeld-Dahl has been Executive Board Member of the Royal Danish Export Ministry and Chairman of the Export Grant Committee. She also served as Executive Board member in DIGITALEUROPE, and as a Member of the association's high level Digital Advisory Council. Cecilia Bonefeld-Dahl has served as Board Member of the Danish Chamber of Commerce and Chairman of the Board of the Danish ICT association (ITB) where she has led the development of policy

positions on issues such as: Business Digitalisation, ICT security, disruptive business models, telecoms and education.

Cecilia Bonefeld-Dahl has more than 20 years of experience in the ICT industry. She previously held international positions at IBM and Oracle as well as with SMEs, building business across Europe and China and founding the cloud provider GlobeIT. She has deep insights into the digitalisation of business and society, and the data-driven economy, and is regularly invited to deliver keynote speeches on these issues at high-level events across the world.

Darine Ghanem

Head of Personalised Healthcare and Patient Access at Roche Global Medical Affairs



Darine Ghanem is the Head of Personalised Healthcare and Patient Access at Roche Global Medical Affairs. She and her team collaborate together with all relevant stakeholders to make personalised healthcare a reality for patients. They leverage data and digital technology to co-create and establish the clinical meaningfulness of novel personalised healthcare solutions. Together with patient associations, the scientific community and healthcare systems they aim to improve patient care and outcomes across different disease areas.

Darine has more than 15 years' experience in the pharma and healthcare industry and she has been with Roche for 10 years in several leadership roles within Global Medical Affairs.

Darine is a pharmacist by training and holds a PharmD from the University of Camerino, Camerino, Italy, and a Master in Pharmaceutical Medicine. She started her clinical development career at the European Institute of Oncology in Milan, Italy, and in January 2017, Darine was awarded the Top 40 Healthcare Transformers award for her digital health leadership.

Ioana-Maria Gligor**Head of Unit, European Reference Networks and Digital Health, DG SANTE**

Ioana-Maria Gligor is Head of Unit for European Reference Networks and Digital Health in the European Commission, in DG Health and Food Safety (SANTE). Before joining DG SANTE, Ioana was Deputy Head of Unit in the Secretariat General of the Commission and in DG Employment and Social Affairs (EMPL) and assistant to the Director General of DG EMPL. She started her career in the European Commission in the cabinet of Commissioner Orban.

Before joining the European administration, she was adviser and spokesperson to the Romanian Minister Delegate, Chief Negotiator with the EU. Ioana graduated from the College of Europe and has a PhD in international relations and EU affairs.

Ivan Malenica**Croatian Minister of Public Administration**

Ivan Malenica is Minister of Public Administration in the Government of Republic of Croatia. He has PhD in Public Law and Public Administration, dissertation topic: Execution of administrative court decisions in Croatian and comparative law, Faculty of Law, Zagreb. Previously, he worked as the dean, senior lecturer, lecturer and assistant at the Polytechnic of Šibenik. He published several publications, scientific and professional papers about Croatian labour law and public administration.

His work as Minister of Public Administration focus on Informatization, use of digital technology in public sector and improvement of public administration.

Ivica Belina**President of Coalition of Associations in Healthcare (Koalicija udruga u zdravstvu KUZ)**

Ivica Belina is a president of Koalicija udruga u zdravstvu KUZ (Coalition of Associations in Healthcare), Croatian umbrella patient organization since 2014.

From 2016, under his leadership, CAH got actively involved in the process of bringing and adopting of first Croatian National Cancer Control Plan, as one of the main drivers of the process. CAH also founded informal platform of cancer patient organizations Onkologija.hr, for increased impact of cancer patient advocacy on national level and greater impact on cancer policy. Platform Onkologija.hr managed to get 18 cancer patient representatives in 20 working groups dedicated on making of NCCP.

In 2019 KUZ and platform Onkologija.hr conducted a survey on cancer patient relevant outcomes, that gathered data from 12 countries in the CEE Region (more than 16 500 participants of the survey) in collaboration with local cancer patient organizations. The results of the survey should be used for purposes of advocacy activities on national and regional level, and locally in the implementation of National Cancer Control Plan in Croatia.

Other areas of CAH's activities are focused on development of patient pathways, advocating for establishing of comprehensive disease related registries, access to innovative medicines, promotion of clinical trials, and as a broader picture, protection and promotion of patient's rights and patient's obligations, patient safety and healthcare policy.

Jean-Pol Detiffe**Founder & CEO OncoDNA**

Jean-Pol Detiffe is CEO and founder of OncoDNA. He has over 20 years of experience in industrial pharma and entrepreneurship. In 2004 he founded DNAVision, the first company in Europe to provide the pharmaceutical industry with accredited pharmacogenetic tests (exit in 2012).

[More on OncoDNA](#)

Luka Burilović
President of the Croatian Chamber of Economy



Luka Burilović has been elected for the President of the Croatian Chamber of Economy in April 2014 and then re-elected in April 2018. He was a Chairman of the Board „SLADORANA d.d.” Županja, the Assistant Minister in Ministry of Agriculture, Forestry and Water Management of the Republic of Croatia, the Deputy Chief of Municipality of Nijemci and Manager/Owner of „AGROTEHNA“ Lipovac. Mr Burilović was a Croatian Homeland War Army member and was awarded with the Homeland War Memorial medal.

Currently, he is also the President of the Croatian National Committee of the International Chamber of Commerce (ICC), a member of the Board of Directors of the Association of European Chambers of Commerce and Industry (Eurochambres), a member of the Croatian President’s Council for Economic Affairs and a member of the Management Board of the Foundation of the Croatian Academy of Sciences and Arts.

Mike Holmes MD FRCS
Associate Vice President and Head, Oncology Medical Affairs
EMEAC, MSD



Mike has 20 years of experience in the pharmaceutical industry, with a strong focus on oncology. Mike has worked in a variety of roles in Medical Affairs, Clinical Development and Business Development at county, regional and global level.

Mike qualified as an MD in 1990 and was in surgical training until 2000. Mike became Fellow of the Royal College of Surgeons of England in 1996 and was granted the Diploma of Pharmaceutical Medicine (Royal College of Physicians) in 2003. Mike is married with 2 children and lives in London.

Nikolina Brnjac**State Secretary, Ministry Foreign and European Affairs, Croatia**

- 2019 Ministry of Foreign and European Affairs State Secretary.
- 2017 – 2019 Ministry of the Sea, Transport and Infrastructure State Secretary.
- 2016 Zagreb University, Faculty of Transport and Traffic Sciences Intermodal Transport Department.
- 2016 – 2017 Ministry of the Sea, Transport and Infrastructure Special Advisor to the Minister.
- 2015 Croatian Chamber of Commerce, Vice President of the Intermodal Transport and Logistics Union.
- 2015 European Commission, DG Research & Innovation, Brussels Evaluator for Horizon 2020 COV2 projects
 - 07/016 / review, monitoring and evaluation in transport and logistics sector

Susana Solís Pérez**Member of European Parliament (RE, ES)**

Committees: REGI, ENVI, ITRE, FEMM

Delegations: D-KOR, D-US

Susana Solís is an Industrial Engineer from the University of Oviedo, Machine Engineer from the Fachhochschule de Osnabrück (Germany), holds an MBA and a Master's Degree in Marketing Management from the Insituto de Empresa (Madrid). She also holds a Master's Degree in Public Administration and Leadership from IESE (Madrid).

She has over 18 years of professional experience in several multinationals in Germany (Mercedes Benz, Robert Bosch) and in Spain (Rexel, Essilor and Johnson & Johnson).

In May 2015, she was elected Deputy in the Parliament of Madrid, being the spokeswoman for Ciudadanos in the Committee on Budgets, Economy, Finance and Employment. Since May 2019, she is MEP in the European Parliament in the Renew Europe group and a member of the REGI, ITRE, ENVI, and FEMM Committees. She is also Vice-Chair of the Delegation for Relations with the Korean Peninsula.