



BMC

Bundesverband
Managed Care e.V.

international

In cooperation with

FORUM
MANAGED
CARE *fmc*

BMC Study Trip

Tel Aviv

May 14th – 17th, 2016

Program May 14th



Saturday, May 14th 2016

09:00 - 16:00	Supporting program: city tour Jerusalem	Departure 08:00 at Alexander Hotel
09:30 - 12:30	General Walking City Tour (Meeting Point Jaffa Gate)	
12:30 - 15:00	Free time	
18:00 - 22:00	Dinner Talk Restaurant "The Old Man and the Sea"	Departure 15:00 at Jaffa Gate
18:00 - 18:30	Welcome Prof. Dr. Volker Amelung, President, BMC	Departure 17:30 at Alexander Hotel
18:30 - 18:45	Opening Session / Dinner Talk: The Political Situation in Israel Prof. Ronni Gamzu, Director General, Tel Aviv Sourasky Medical Center	



Program May 15th



Sunday, May 15th 2016

Departure 08:45 at Alexander Hotel

09:30 - 12:00	Israel Export Institute
09:30 - 10:00	Introduction at the Israel Export Institute
	Welcome by Linor Konitzki, Vice Director General, Head of Technology Industries Division, Israel Export Institute Presentation Angela W. Rabinovich, Director, Life Sciences Department, Israel Export Institute
10:00 - 12:00	Israel's Digital Health Strategy Ministry of Health Dr. Niva Ezuz, Community Department Manager, Ministry of Health Nir Yanovsky Dagan, MD, Digital Health Implementation Manager, Ministry of Health
12:00 - 13:00	Lunch at Export Institute

Departure 13:00 at Export Institute

Program May 15th



Sunday, May 15th 2016

14:00 - 17:00	Rabin Medical Center
14:00 - 14:45	Israel's Healthcare System Rabin Medical Center – overview Financial challenges in hospital management Eyrar Halpern, M.D., CEO
14:45 - 15:15	Management notifications: computing systems as a hospital operational necessity Hagit Hendel, CIO Prof. Arnon Wiznitzer, Director of Women's Hospital Dr. Rinat Gabai, Women's Hospital
15:15 - 15:45	Hospital Integration – community Gad Neumann, M.D., Deputy CEO for Surgery and Ambulatory Services
15:45 - 17:00	Walking tour Observation point – 8 th floor, Davidoff Center
Evening	Free Evening

Departure 17:00 at Rabin Medical Center

Program May 16th



Monday, May 16th 2016

Departure 09:00 at Alexander Hotel

10:00 - 13:20	Blumenthal Clinic
10:00 - 11:20	Introduction Clalit Health Services / Clalit Research Institute overview Integrated Care principles Prof. Dr. Ran Balicer, Director, Clalit Research Institute, Clalit Health Services
11:20 - 11:40	Virtual Nephrology Dr. Yael Reichenberg, Clalit Health Services
11:45 - 12:10	Walking tour to Blumenthal Primary Care and Diabetes Clinic
12:30 - 13:20	Short walking tour in the nearby Concord Clinics Center

Departure 13:20 at Concord Clinics Center

Program May 16th



Monday, May 16th 2016

14:00 - 17:00	Hasharon Hospital
14:00 - 14:30	Patient Experience and Proactive Medicine Dr. Dana Florentin, Family Physician, Rabin Medical Center
14:30 - 15:00	Attention and Concentration Dr. Iris Manor, Geha Mental Health Center
15:00 - 15:30	Breast Cancer Center Dr. Eran Arie Sharon, Head of the Comprehensive Breast Care Clinic, Rabin Medical Center
15:30 - 16:00	Gastroenterology Center Prof. Ram Dickman, Rabin Medical Center
16:00 - 17:00	Discussion and Summary

Departure 17:00 at Hasharon Hospital

Program May 16th



SILICONWADI



Monday, May 16th 2016

19:00 - 22:30

Joint Dinner with Start-up Pitches at Alexander Hotel

Orpheus Medical

Gaddi Menahem (CEO), Matan Katz (Sales Director Europe)

EIMindA

Ronen Gadot (CEO), Uri Antman (VP, Business Development), Charlotte Baumeister (Responsible German market)

Zebra Medical Vision

Eyal Gura (Co-Founder and Chairman)

Data2Life

Ianiv Eisenscher (COO)

Mededuce

Rafael Barkan (Co-founder)

Optimax Investments Ltd. / Glasses USA

Daniel Rothman (CEO), Michael Sarfaty (VP Strategy & Business Intelligence)

Program May 17th



Tuesday, May 17th 2016

Departure 08:15 at Alexander Hotel

09:00 - 10:30

Sanara Ventures: Innovation funding

Assaf Barnea, CEO, Sanara Ventures

Dorit Sokolov, VP Business Development, Sanara Ventures

11:00 - 11:55

K2View: Potential of Big Data

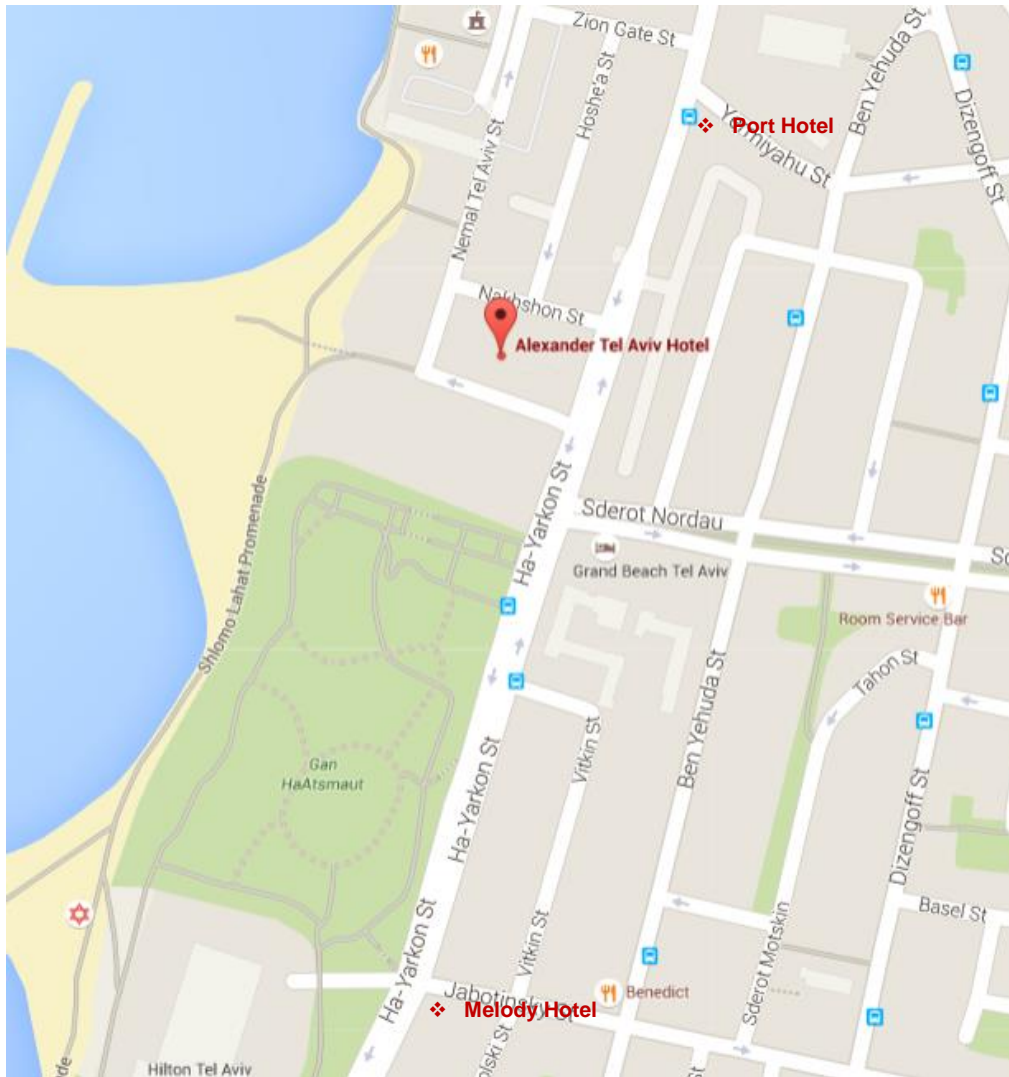
Mony Ben Avi, Achi Rotem, Galit Bukaei, K2View

11:55 – 12:00

Wrap-up and Goodybye

Departure 12:00

Our Meeting Point: Alexander Hotel



Alexander Hotel

Havakuk Hanavi St, 6350503,
Tel Aviv-Yafo
Tel:+972-3-545-2222

Port Hotel

4 Yirmiyahu St.
(Corner of 288
HaYarkon St.),
6350704, Tel-Aviv
Tel:+972-3-544-5544

Melody Hotel

Ha-Yarkon St 220,
Tel Aviv-Yafo
Tel:+972 3-542-5555

Taxi – Tel Aviv

Kastel Taxi: +972 3-6992255

Speakers

Prof. Ran D Balicer, MD, PhD, MP



**Director,
Clalit Research Institute,
Clalit Health Services**

- Prof. Ran Balicer, MD, PhD, MPH serves as Founding Director of the Clalit Research Institute. In parallel, he serves as Director of Health Policy Planning for Clalit - Israel's largest healthcare organization
- In his academic roles, Balicer serves as Associate Professor and Track Director in the MPH program at the Ben-Gurion University, Israel, mentoring doctoral students and has authored over 100 scientific papers. He received his Medical Doctor degree from the Tel-Aviv University, PhD in Healthcare Management and an MPH from the Ben-Gurion University
- Balicer serves as Chair of the Israeli Society for Quality in Healthcare, as immediate past president of ISPOR-Israel, and as an Advisor to Israeli Ministry of Health. He also serves as a Board Member of the International Foundation for Integrated Care. Balicer serves in senior advisory groups to the WHO Regional Office for Europe, and is involved in projects focusing on chronic diseases monitoring, prevention and control, and healthcare systems integration.

Prof. Ram Dickman



**Head of Neurogastroenterology Service,
Gastroenterology Division,
Beilinson Hospital, Rabin Medical Center**

- Dr. Ram Dickman, Gastroenterologist, Director of the Neurogastroenterology Service at Rabin Medical Center, Gastroenterology Division, Beilinson Hospital
- Researcher and Prime Lecturer in Internal Medicine Course, The Sackler School of Medicine, Tel-Aviv University, member of the Neurogastroenterology Board which deals with promoting research in the area of Neurogastroenterology
- Prime clinical lecturer, Medical School, Tel-Aviv University

Speakers

Prof. Ronni Gamzu, PhD



Director General,
Tel Aviv Sourasky Medical Center

- Ronni Gamzu studied medicine in Tel Aviv and received his doctoral degree in 1996. He holds a Master in Healthcare Administration and Master in Business Administration from Tel Aviv University as well as a Bachelor of Laws and attended the European Health Leadership Program in 2008.
- From 2002 till 2008 he was Deputy Director, Health Economics of the Tel Aviv Sourasky Medical Center (Ichilov).
- Most recently, Gamzu worked at the OECD in France as Senior Health Policy Analyst in the health division. After being four years Director General of the Israeli Ministry of Health.
- Gamzu currently works as Director of the General Hospital, Tel Aviv Sourasky Medical Center since 2015.
- Several lectureships at Tel Aviv University and Sackler School of Medicine.

Eyran Halpern, M.D.



CEO,
Rabin Medical Center

- Dr. Halpern is an alumnus of Hebrew University — Hadassah School of Medicine, and also holds a Masters Degree in Public Administration (MPA) from the Kennedy School of Government at Harvard University (1989).
- After completing his residency in Internal Medicine he joined the administrative staff of HaEmek Hospital in Afula where he served for four years as Deputy Director. In 1997 Halpern returned once more to HaEmek Hospital, this time as the CEO. During his five years in this position the hospital dealt with repeated multi-victim terrorist attacks and placed great efforts on improving the capabilities and readiness for multi-trauma events. Dr. Halpern also held various senior level positions within Clalit and from 2002-2007, he served as Deputy Director General of Clalit with responsibility for all Clalit hospitals nation-wide.
- Since February 2007, Dr. Halpern holds the position of CEO of Rabin Medical Center, the largest adult medical facility in Israel. Halpern was in 2011 elected chairman of the Israeli Association of Hospital Directors.

Speakers

Linor Konitzki



Vice Director General, Head of Technology Industries Division
Israel Export Institute

- Course Manager, Medical and Educational Perspectives at Johns Hopkins University, USA
- Vice Director General, Head of Technology Industries Division, The Israel Export & International Cooperation Institute
- Lior Konitzki joined IEICI in 2004, where before being appointed to his current position he served as Aerospace business development manager and later as Director of the security related industries department.
- He has more than 15 years of broad experience in business management and development for Israel's defense related industries and in particular homeland security

Maya Leventer Roberts MD, MPH



Director Translational Policy,
Clalit Health Services

- 1999-2003: BA Physics, Wesleyan University
- 2004-2009: Yale University School of Medicine
- 2007-2009: MPH, Family and Community Health, Harvard T.H. Chan School of Public Health
- 2009-2012: Pediatric Resident, Mount Sinai Medical Center
- 2010-2012: Consultant, Numa, San Francisco Bay and surrounding
- 2012-today: Pediatric Environmental Health Fellow; Mount Sinai Medical Center and NYC DOHMH; Research, projects, policy, PEHSU, Obesity and the Urban Environment
- 2013-today: Director of Translational Policy; Clalit Research Institute, Tel Aviv, Israel

Speakers

Eyal Lewin



**Chief Executive Officer,
InsuLine Medical Ltd**

- Eyal Lewin serves as the Chief Executive Officer at InsuLine Medical Ltd.
- Lewin served as the Managing Director of SHL Telemedizin Germany at SHL Telemedicine Ltd., until January 1, 2013. He served as Managing Director of Personal Healthcare Telemedicine Services Germany of ShL Telemedicine Ltd., since August 2004. He held the position of Vice President of International Strategic Marketing & Sales for Comverse.
- Prior to SHL in Germany he worked in the telecommunication arena with Comverse, bringing significant success in penetrating green field large customers in Europe and east Europe, Africa and far east Asia. He served for eight years in the Israeli Air Force, reaching the rank of Major. He served as a Director of InsuLine Medical Ltd.
- Lewin holds a BA in Economics and Management, from the Tel Aviv University.

Dr. Iris Manor



**Associate Professor of Psychiatry
Head of the ADHD Unit,
Geha Mental Health Center**

- Dr. Iris Manor is the Head of the (Attention Deficit Hyperactivity Disorder) ADHD Unit, Geha Mental Health Center, Petach-Tiqva, Israel
- Senior Lecturer of Psychiatry, Sackler School of Medicine, Tel Aviv University, Israel
- Dr. Iris Manor is a Board Member in the European Network of Adult ADHD (ENAA), as well as the American Professional Society of ADHD and Related Disorders (APSARD). She is also a Board Member and Secretary of the ADHD section of the World Psychiatric Association (WPA) and has herself organised several ADHD meetings and symposia. Dr Manor was Chair of the Scientific Committee of the 2013 ADHD Worldwide conference in Israel and is Head of the medical branch of the non-profitable Israeli organisation Kavim U'Machshavot, which is dedicated to ADHD in the community.
- Dr. Manor is the author of many acclaimed scientific publications, including more than 70 peer-reviewed articles, most of them on ADHD.

Speakers

Angela W. Rabinovich



**Director Life Sciences Department,
Israel Export Institute**

- Angela W. Rabinovich holds a BA in International Relations and an EMBA in Integrative Management from the Hebrew University of Jerusalem
- She worked as International Business Manager at Inverness Medical Innovation from 2006-2008.
- Most recently, Rabinovich worked at CureLight Medical Ltd. as Clinical specialist for one year.
- Rabinovich currently works as Director of Life Sciences Department at the Israel Export Institute since October 2010.
- She is fluent in English, Hebrew, Russian and Ukrainian.

Dr. Eran Arie Sharon



**Head of the Comprehensive Breast Care Clinic,
Rabin Medical Center**

- Dr. Eran Arie Sharon is the Head of the Comprehensive Breast Care Clinic at Rabin Medical Center.
- He holds an MD with a specialization in general surgery and breast surgery.

Speakers

Prof. Arnon Wiznitzer



**Director of Women's Hospital,
Rabin Medical Center**

- The Women's Hospital is directed by Prof. Arnon Wiznitzer, a distinguished expert in Obstetrics and Gynecology, a full Professor at Tel Aviv University, Sackler School of Medicine.
- Professor Wiznitzer completed his fellowship in Maternal fetal Medicine in Philadelphia, USA. He has published over 200 peer-reviewed papers focusing on Risk Pregnancy. In addition, Prof Wiznitzer is a member of distinguished national and international committees including the National Committee of Obstetrics, Neonatology and Genetics, the Diabetes in Pregnancy study group of North America and the National Board Exams in Obstetrics and Gynecology.

Nir Yanovsky Dagan

**Digital Health Implementation Manager,
Digital Health Program,
Ministry of Health**

- Nir Yanovsky hold a Master`s degree in Economics from Tel Aviv University.
- He is an experienced product manager and intelligence consultant working with R&D teams, sales directors and customers in the Cyber & Intelligence market, with particular emphasis on identifying market needs and designing innovative solutions
- He worked as Intelligent Officer for Israel Defense Forces from 2004-2006 and most recently as methodologies product manager at NICE systems from 2009-2015.
- Nir Yanovsky currently works as Digital Health Implementation Manager within the Ministry of Health's national Digital Health Program since May 2015. In this role, Nir is responsible for the design and implementation of a variety of innovative solution for Israel's health challenges, and establishing a national health oriented Big-Data platform for Israel, and designing Israel's national data de-identification solution.

Further speakers include...

- Dr. Niva Ezuz
- Hagit Hendel
- Dr. Rinat Gabai
- Gad Neumann M.D.
- Dr. Yael Reichenberg
- Dr. Dana Florentin

Orpheus Medical Center

Orpheus Medical is a **provider of clinical video and imaging documentation solutions** that help healthcare providers improve quality of patient care and outcomes by focusing on enhancing care coordination and collaboration.

Healthcare providers around the world use our **solutions** to **capture, archive, consume and share clinical video** and **visible light images** and actively improve quality of care and patient outcomes, with intuitive workflow tools that are interoperable with EMR and VNA. By utilizing existing imaging, clinical and IT infrastructure, healthcare providers have a clear path to implement an ubiquitous and affordable medical quality system across the enterprise.

Founded in 2010, Orpheus Medical has locations in the **United States, Europe** and the **Middle East**.



Matam #22, Haifa Israel
www.orpheus-medical.com

ElMindA Ltd.

ElMindA was founded in 2006, with the **vision of revolutionizing the management of brain disorders and injuries**, by transforming state of the art neuroscience into bed-side clinical practice, opening a new window into our brain's functionality, and **enabling well-informed clinical decision making**.

ElMindA has developed the **BNA™ technology platform**, which for the first time **allows high resolution visualization and evaluation of the complex neuro-physiological interconnections of the human brain at work**, capturing information on the composition, connectivity, synchronization and operation of brain networks.

The company has already **completed several clinical trials** establishing the utility of the BNA™ technology, and its technology is already being utilized by leading pharmaceutical companies as an integral part of their clinical development programs for monitoring drug effect on the brain.

BNA™ as a measure of brain state and brain changes, can potentially be applied to a wide spectrum of indications and their therapeutic interventions including Alzheimer's disease, Parkinson's disease, Concussion, ADHD, pain, stroke, depression, and other Central Nervous System related conditions.



16 Haminhara St. Herzliya
46586 Israel
www.elminda.com

Zebra Medical Vision

Zebra was founded to help patients, physicians and healthcare providers receive and provide better, faster, more accurate care by using the most advanced machine learning and computer vision tools available.

We deliver **the largest, open, clinical research platform globally** – giving researchers **access to millions of anonymized, indexed clinical records**, with the aim of accelerating scientific discovery. Our platform shortens development cycles, fosters collaboration and increases the pace of innovation.

In addition, we develop our **constantly growing Analytics Platform**, which **delivers automated algorithms and clinical insight decision support tools in a SaaS based model to healthcare institutions**.

Using both platforms, and our **partner network which reaches over 1,100 hospitals and providers**, we are able to leverage the tremendous powers of the global research community, and channel subsequent insights to healthcare institutions, directly impacting and improving patient care.



Shefayim Commercial Center,
Kibbutz Shefayim 6099000, Israel
www.zebra-med.com

Data2Life

Data2Life **delivers advanced intelligence on drug therapeutic and negative side effects** (adverse events) based on multi-sourced and cross-referenced drug safety data. By combining and standardizing real-world inputs (including electronic health records (EHRs), regulatory system reports and social media posts), Data2Life **provides product's related effects and risk profiles for individual drugs and therapeutic classes**, with additional insight into their effects on specific populations and demographic categories.

With this new visibility, pharmaceuticals and other healthcare organizations can focus research and clinical trials, enhance their clinical studies development, repurpose current ingredients based on positive effects, strengthen pharmacovigilance practices, reduce regulatory risk and promote drug safety.

Data2Life has an **exclusive partnership with Clalit Health Services**, the world's 2nd-largest HMO unique in having an integrated, centralized EHR system in practically all of its community care clinics, pharmacies and labs, for almost two decades in over 4.5 million patients. Our direct engagement and ongoing collaboration with Clalit and other healthcare leaders help ensure that Data2Life's products are built on the highest standards of medical excellence, serve the needs of the healthcare industry and reflect the market's leading edge.



www.data2life.com

MeDeduce

MeDeduce is a **healthcare informatics startup** that focuses on **devising simple-to-use clinical data mining platforms and chronic disease management tools**.

MeDeduce core technology enables **medical data compression without loss of meaning**.

MeDeduce developed a **platform** that **combines algorithms with medical know-how**. It can **work with any data source**, and through a comprehensive process, it **turns the data into consumable information**.

MeDeduce transform medical data into clinical stories anyone can understand and act upon.

MeDeduce technology enables the **development of a variety of products**;

One type of product is at the **level of a single patient** and the second is at the **level of populations**.

Regarding a **single patient**, the integrated care product: much like a cockpit, helps the physician make sense of all the pieces of information he can access. The physician can then draw the path to the desired destination: a healthier patient.

At the **level of populations**, the Clinical BI Query Engine performs population medical & economical queries in one click. The intuitive representation of information and interfaces enables physicians and economists to run their own queries themselves.

<https://finder.startupnationcentral.org/c/mededuce>

Optimax Investments Ltd.

Optimax is a **global eyewear group** that was founded in 2008. They specialize in **optical services, solutions and retail platforms, for both the online and offline worlds.**

Optimax **stocks over 4000 unique frames**, from brand names such as Ray-Ban, Oakley, Tom Ford and Lacoste to our own in-house brands as well as many generic brands in various shapes and styles.

They **serve customers all over the globe** from our 4 fulfillment centers in the U.S, Russia, Israel & Thailand. Optimax operates GlassesUSA.com, one of the top online retailers of prescription eyewear in the U.S, as a fully owned and controlled subsidiary. The company has been chosen as a Top 500 E-Retailer for 3 years running in the U.S by Internet Retailer.

The ability to **produce affordable high quality lenses for almost any kind of prescription** provides us with a competitive edge in the eyewear industry, and makes us a beneficial partner in this arena for independent opticians, optometrists and retail chains.



34 Habarzel st., Tel Aviv
www.optimaxeyewear.com

List of Participants

Participant	Institution	Participant	Institution
Prof. Dr. Volker Amelung	German Managed Care Association/ Hannover Medical School	Walter Oberhänsli	Zur Rose Suisse AG
Rashida Bobb	Pfizer Pharma GmbH / Peppermint Ventures	Dr. Susanne Ozegowski	German Managed Care Association
Prof. Dr. Arno Elmer	Innovation Health Partners GmbH	Dr. Oliver Reich	Helsana Insurances AG
Daniel Friebe	IVM plus GmbH	Dr. Udo Richter	n:aip Germany GmbH
Dr. Dietrich Garlichs	German Diabetes Association	Eva Richter	n:aip Germany GmbH
Danny Herrmann	Novartis Pharma GmbH	Frank Schmalfuß	Gevko GmbH
Dr. Marc Jungi	Sanacare AG	Dr. Elisabeth Siegmund-Schultze	medicoles
Ralph Lägél, MBA	Pfizer Pharma GmbH	Athos Staub	Sanacare AG
Matthias Maurer	ZHAW School of Management and Law Winterthur Institute of Health Economics	Dominika Urbanski	inav
Eberhard Mehl	German Federation of General Practitioners	Dr. Peter Walther	Elsevier GmbH
Dr. Claudine Motta Koch	Sanacare group practice	Ulrich Weigeldt	German Federation of General Practitioners
Prof. Dr. Guido Noelle	Gevko GmbH	Prof. Dr. Peter Wigge	Law firm Wigge

Participants



Prof. Dr. Volker
Amelung



Rashida Bobb



Prof. Dr. Arno
Elmer



Daniel Friebe



Dr. Dietrich
Garlichs



Danny
Herrmann



Dr. Marc
Jungi



Ralph Läger



Matthias Maurer



Eberhard Mehl



Dr. Claudine
Motta Koch



Prof. Dr. Guido
Noelle



Walter
Oberhänsli



Dr. Susanne
Ozegowski



Dr. Oliver Reich



Dr. Udo
Richter



Eva Richter



Frank
Schmalfuß



Dr. Elisabeth
Siegmund-Schultze



Athos Staub



Dominika
Urbanski



Dr. Peter
Walther



Ulrich Weigeldt



Prof. Dr. Peter
Wigge

Thank you

A special thanks for the tremendous support in putting together this program to:



Prof. Dr. Ran Balicer

Dr. Maya Leventer-Roberts

Einav Talmor



Angela Rabinovich



Botschaft des Staates Israel in Berlin

Hemdat Sagi

Dana Kitschin



Eyal Lewin



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