

HEALTHWORLD

The Healthcare Sector in a Changing World: Are we ready?

ORGANIZER

AMERICAN-HELLENIC
CHAMBER OF COMMERCE



UNDER THE AUSPICES OF



HELLENIC REPUBLIC
Ministry of Health



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AbbVie is a global research-driven biopharmaceutical company. We are committed to developing innovative advanced therapies for some of the world's most complex and serious health issues. AbbVie's mission is to leverage our experience, dedicated people, and unique approach to innovation to significantly improve treatments across five therapeutic areas: Immunology, Hematology, Eye Care, Neuroscience and Aesthetics. More than 47,000 AbbVie employees around the world work daily to develop therapeutic options for patients worldwide.



Johnson & Johnson Innovative Medicine

About Johnson & Johnson

At Johnson & Johnson, we believe health is everything. Our strength in healthcare innovation empowers us to build a world where complex diseases are prevented, treated, and cured, where treatments are smarter and less invasive, and solutions are personal. Through our expertise in Innovative Medicine and MedTech, we are uniquely positioned to innovate across the full spectrum of healthcare solutions today to deliver the breakthroughs of tomorrow, and profoundly impact health for humanity. Learn more at www.janssen.com/greece . Follow us on LinkedIn.

Johnson & Johnson MedTech

At Johnson & Johnson MedTech, we unleash diverse healthcare expertise, purposeful technology, and a passion for people to transform the future of medical intervention and empower everyone to live their best life possible.

For more than a century, we have driven breakthrough scientific innovation to address unmet needs and reimagine health. We are saving lives and creating a future where healthcare solutions are smarter, less invasive and more personalized.

With a dynamic presence in the Greek market, we responsibly support patients, Healthcare Professionals and society as a whole. We specialize in general surgery, cardiology and electrophysiology, orthopaedics, breast reconstruction, neurovascular care and eye health.

GOLD SPONSORS



About AstraZeneca

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialisation of prescription medicines in Oncology, Rare Diseases, and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, and Respiratory & Immunology. Based in Cambridge, UK, AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide. Please visit astrazeneca.com.



About BD

BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. The company develops innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD has more than 70,000 employees and a presence in virtually every country around the world to address some of the most challenging global health issues. BD helps customers enhance outcomes, lower costs, increase efficiencies, improve safety and expand access to health care. bd.com



Bristol Myers Squibb is a differentiated company, led by our unique BioPharma strategy that leverages the reach and resources of a major pharma company paired with the entrepreneurial spirit and agility of a biotech firm. We work every day to deliver innovative medicines for patients with serious and life-threatening diseases. Each day, our employees around the world work together for patients – it drives everything we do. We are focused on helping millions of patients around the world in disease areas such as Oncology, Cardiovascular, Immunoscience and Fibrosis. Through our R&D organization, we have built a sustainable pipeline of potential therapies, and actively partner to access external innovation to broaden and accelerate our work. For more information visit our website www.bms-greece.gr



<http://newsroom.cisco.com/overview>

Cisco (NASDAQ: CSCO)

Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected. An integral part of our DNA is creating long-lasting customer partnerships, working together to identify our customers' needs and provide solutions that fuel their success.

We have preserved this keen focus on solving business challenges since our founding in 1984. Len Bosack and wife Sandy Lerner, both working for Stanford University, wanted to email each other from their respective offices, but technological shortcomings did not allow such communication. A technology had to be invented to deal with disparate local area protocols, and as a result of solving their challenge, the multiprotocol router was born.

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GE HealthCare

Who we are

GE HealthCare (Nasdaq: GEHC) is a leading global medical technology, pharmaceutical diagnostics, and digital solutions innovator, dedicated to providing integrated solutions, services, and data analytics to make hospitals more efficient, clinicians more effective, therapies more precise, and patients healthier and happier.

Serving patients and providers for more than 125 years, GE HealthCare is advancing personalized, connected, and compassionate care, while simplifying the patient's journey across the care pathway.

Our key metrics

- 1B+ patients served annually
- 125+ years legacy
- 51,000+ colleagues
- 4M+ installed base equipment
- \$19.6B annual revenue in 2023
- \$1B+ annual R&D and product investment spend
- 58 AI-enabled medical device authorizations, topping U.S. FDA list a)

Our four business units

Imaging: Medical imaging solutions including CT, MR, molecular imaging, X-ray, women's health, image-guided therapies, enterprise imaging software, service capabilities, and digital solutions.

Ultrasound: Consoles and probes, handheld devices, intraoperative imaging systems, visualization software, service capabilities, and digital solutions.

Patient Care Solutions: Monitoring, anesthesia and respiratory care, maternal infant care, and diagnostic cardiology solutions, as well as consumables, service capabilities, and digital solutions.

Pharmaceutical Diagnostics: Contrast media and radiopharmaceuticals agents that enhance diagnostic images.

Creating a world where healthcare has no limits

- **We are a \$19.6 billion business** with approximately 51,000 colleagues working to create a world where healthcare has no limits
- **We execute on our precision care strategy** at the forefront of care delivery across the patient journey
- **We play a central role in healthcare digitization** with 200+ software apps driving breakthroughs in clinical insights
- **We are an industry-defining innovator** with 9,700 engineers and scientists focused on R&D
- **We are a leader in an attractive \$87B global healthcare market**, growing mid-single digits over the medium term
- **We are led by an experienced leadership team** with the right strategic vision:
 - o Peter J. Arduini- President and Chief Executive Officer
 - o James (Jay) Saccaro- Vice President and Chief Financial Officer

Our care pathway approach

Our global teams collaborate to deliver products, services and solutions that touch nearly every part of the patient journey across key disease-specific states like cardiology, neurology and oncology.

We are innovating to help clinicians improve patient outcomes and reduce the time from diagnosis to treatment.

Innovation

We are a proven innovator with a history of delivering industry firsts to advance the future of healthcare: first full-body CT, commercialization of MR, handheld ultrasound, first and only iso-osmolar contrast medium, first hospital command center, and topping the FDA's list with the most AI-enabled device authorizations of any medtech company, with 58a). We are developing new capabilities for the future, leveraging AI and machine learning to connect healthcare workflows across operations, data silos, and analytics.

Trusted partner

Our portfolio of solutions addresses the biggest challenges facing the healthcare industry today, including helping clinicians provide better outcomes, improve operational efficiencies and enhance productivity. These qualities foster trust, loyalty, and partnership with our global customer base in over 160 countries.

Notes: Figures as of 2024 unless otherwise noted

(a – Source: As of October 2023: <https://www.fda.gov/medical-devices/software-medical-device-samd/artificial-intelligence-and-machine-learning-aiml-enabled-medical-devices>

*All data is accurate as of February 2024



As a result of the merger of **IMS Health**, a world leader in data analysis & technology solutions exclusively in the field of Health, and **Quintiles**, one of the world's leading companies in Clinical Studies, **IQVIA, based in the USA, has a presence in 100+ countries with 90K employees.**

In **Greece**, we have been active since 1968, counting now **over 400 employees** and collaborating with all Healthcare professionals as well as Hospitals. In numerical terms, IQVIA Hellas has a network of 3.5K doctors and 3K pharmacies for data collection & primary research studies, while conducting at least 120 clinical studies at over 100 sites. We also **work closely with all partners in Healthcare ecosystem**, such as institutions, authorities, collective bodies of health scientists and pharmaceutical companies, as well as patient associations, providing our services to **over 150 clients.**

Ακολουθείστε την IQVIA στα **social media**: / Follow IQVIA in **social media** to learn more:

 <https://www.iqvia.com/locations/greece>

 <https://www.linkedin.com/company/iqvia>

 https://twitter.com/IQVIA_global

 <https://www.facebook.com/IQVIA/>

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Medtronic

Medtronic plc (www.medtronic.com) based in Dublin, Ireland, is among the world's leading medical technology services and solutions companies - alleviating pain, restoring health and extending the lives of millions of people worldwide. Medtronic employs more than 90K people worldwide, providing services to doctors, hospitals and patients in more than 160 countries. The company aims to develop partnerships around the world to move healthcare even Further, Together. The main areas in which Medtronic operates are cardiovascular (aortic and peripheral vascular, heart rhythm and coronary heart disease and structural heart disease), diabetes (intensive insulin management, non-invasive diabetes treatments and services) , the least invasive treatments (kidney care, respiratory solutions, gastrointestinal and IT sector, surgical innovations), rehabilitation therapies (brain therapies, pain therapies, special therapies, spine treatments), but also other services and solutions (clinical care optimization, functional treatment, patient management, patient management, in value). We have been active in Greece since 1997 with now more than 130 employees in Athens & Thessaloniki. Today, Medtronic Hellas is a pivotal company in the Greek health care industry and a leader in the transformation of health care delivery through unique innovative therapies and with the focus on new business & services models. Our goal is to create outstanding innovations and to be a partner in healthcare – always with the focus to improve patient care



MSD

At MSD, known as Merck & Co in the United States and Canada, we are unified around our purpose: We use the power of leading-edge science to save and improve lives around the world. For more than 130 years, we have brought hope to humanity through the development of important medicines and vaccines. We aspire to be the premier research-intensive biopharmaceutical company in the world – and today, we are at the forefront of research to deliver innovative health solutions that advance the prevention and treatment of diseases in people and animals. We foster a diverse and inclusive global workforce and operate responsibly every day to enable a safe, sustainable and healthy future for all people and communities.

MSD in Greece

Since 2010, MSD has been steadfastly pursuing its vision in Greece: to save and improve people's lives by offering treatments in the fields of oncology, vaccines, infectious diseases, diabetes, and cardiology that cover the needs across lifespan. At the same time, it ensures that its activity has a positive impact on society, implementing actions that contribute to a sustainable Greece and developing partnerships that invest in the country's productivity and development.

Today, MSD boasts a workforce of over 250 dedicated employees, providing an exceptional work environment that is certified as a Great Place to Work.

Furthermore, in 2024, MSD was once again honored for its commitment to sustainability, reaffirming its status among "The most sustainable companies" in Greece. More info available at the [new ESG brochure](#) in our site <https://www.msd.gr> and in our Social Media channels, LinkedIn, Facebook, Twitter και YouTube.



About Roche

Founded in 1896 in Basel, Switzerland, as one of the first industrial manufacturers of branded medicines, Roche has grown into the world's largest biotechnology company and the global leader in in-vitro diagnostics. The company pursues scientific excellence to discover and develop medicines and diagnostics for improving and saving the lives of people around the world. We are a pioneer in personalised healthcare and want to further transform how healthcare is delivered to have an even greater impact. To provide the best care for each person we partner with many stakeholders and combine our strengths in Diagnostics and Pharma with data insights from the clinical practice.

In recognising our endeavour to pursue a long-term perspective in all we do, Roche has been named one of the most sustainable companies in the pharmaceuticals industry by the Dow Jones Sustainability Indices for the fifteenth consecutive year. This distinction also reflects our efforts to improve access to healthcare together with local partners in every country we work.

Genentech, in the United States, is a wholly owned member of the Roche Group. Roche is the majority shareholder in Chugai Pharmaceutical, Japan.

For more information, please visit [roche.com](https://www.roche.com)

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SILVER SPONSORS



Alcon is the global leader in eye care, with complementary businesses in Surgical and Vision Care, dedicated to helping people see brilliantly. Our over 75-year history of success rests on a foundation of industry expertise, leading brands and winning mindset.

We aspire to improve lives, strengthen communities and create long-term value by innovating products that improve sight. Our dedicated and energized workforce is committed to serving customers, expanding access and fulfilling our mission to help people around the world see brilliantly. We are an innovation leader with 1600 dedicated Research & Development (R&D) associates, more than 100 projects in our development pipeline, and one of the largest R&D commitments in the market. In 2022, we invested over \$702 million in R&D.

Alcon is the global leader in Surgical eye care, delivering better patient outcomes and customer experiences. We are committed to serving the evolving needs of eye surgeons with our equipment ecosystem, which includes our best-in-class equipment platforms for cataract, refractive and vitreoretinal surgery and the leading IOLs. In order to increase customer experience, we offer surgeons world class training, education and service with global scale and reach.

Alcon has a leading position in Vision Care, helping address the growing consumer need for improved vision, comfort, ocular health and convenience, with a differentiated portfolio of leading brands. Ocular health comprises our dry eye business and contact lens care.

Alcon aspires to lead a world in innovating life-changing vision products because when people see brilliantly, they live brilliantly.



About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology. Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.



Advancing science for life™

Boston Scientific is a global medical technology leader for over 40 years having 48,000 employees. Our company is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world. We work with a broad range of medical specialists including interventional cardiologists and radiologists, electrophysiologists, gastroenterologists, oncologists, gynecologists and urologists. We help physicians treat about 37 million patients each year using a wide range of more than 16,000 products. Our commitment to innovation drives us to invest approximately 1,4 billion usd annually on research and development. Our culture and values are what differentiate Boston Scientific from other companies:

- Caring: with integrity
- Meaningful Innovation
- High Performance: to benefit patients, clinicians and shareholders
- Global Collaboration
- Diversity: we embrace the value of the unique talents, ideas and experiences of our employees
- Winning Spirit: agility and accountability to further improve patient care

For more information, visit www.bostonscientific.com and connect on Twitter, LinkedIn and Facebook.

CSL Behring

CSL is a global biotechnology company with a dynamic portfolio of lifesaving medicines, including those that treat hemophilia and immune deficiencies, vaccines to prevent influenza, and therapies in iron deficiency and nephrology. Since our start in 1916, we have been driven by our promise to save lives using the latest technologies.

In CSL Behring we are using the latest technologies to discover, develop and deliver innovative therapies for people living with rare diseases in the immunology, hematology, respiratory, and transplant therapeutic areas. We use three strategic scientific platforms of plasma fractionation, recombinant protein technology, and cell and gene therapy to support continued innovation and continually refine ways in which products can address unmet medical needs and help patients lead full lives.

Our portfolio consists of innovative medicines for treating bleeding disorders, immune deficiencies and chronic inflammatory demyelinating polyneuropathy, as well as hereditary angioedema and Alpha 1 Antitrypsin Deficiency, among others.

Our parent company, CSL, headquartered in Melbourne, Australia, employs more than 32,000 people, and delivers its lifesaving therapies to people in more than 100 countries.



GENESIS Pharma: The Greek pharmaceutical company that invests in global innovation for nearly three decades

GENESIS Pharma is a biopharmaceutical company specializing in the commercialization of innovative pharmaceutical products for serious and rare diseases in Central and Eastern Europe. Established in 1997, GENESIS Pharma was the first pharmaceutical company in Greece and one of the first in Europe to focus on the sales, marketing and distribution of biopharmaceutical products. Shortly after its founding, the company began to steadily expand at a regional level, currently covering most countries in the CEE region.

The robust network of its strategic partnerships comprises leading international pharmaceutical companies dedicated to cutting-edge R&D, alongside fast-growing biopharmaceutical companies with pioneering research and disruptive innovations in the development of targeted, specialized treatments for orphan diseases.

In total, GENESIS Pharma holds a portfolio covering over thirty serious and rare diseases, predominantly within the therapeutic areas of neurology, genetic diseases, oncology, hematology, rheumatology, dermatology, nephrology, gastroenterology, and cardiology.

In Greece, the company is the largest among Greek companies specializing in innovative medicines, based on turnover, as well as one of the most awarded companies in the country for its commitment to sustainable development and good working environment.



GILEAD SCIENCES is a research-based biopharmaceutical company that discovers, develops, and delivers innovative therapeutics for people with life-threatening diseases.

At Gilead, we set and achieve bold ambitions in our fight against the world's most devastating diseases. We are driven by our purpose of making the world a healthier place for all people. That means delivering innovative therapies that offer new hope for patients.

Our ambitions have led us to a cure for Hepatitis C and to transforming the treatment and prevention of HIV. Our innovation is helping people with diseases and conditions that include cancer, viral hepatitis, HIV and COVID-19.

By investing in world-class science, driving access to our medicines, addressing societal barriers to care, and building a culture where our employees can make a real impact, we will continue to confront the biggest public health challenges of our day for the benefit of generations to come.

Gilead is a global company of over 18,000 employees with 28 currently marketed therapies. Gilead entered the Greek market in 2001, currently delivering innovative medicines to treat HIV, Hepatitis B, D and C, Hematology/Oncology, Covid-19 and Invasive Systemic Fungal Infections as well as Cystic Fibrosis. Today, Gilead Sciences Hellas occupies 52 people focusing on medical, regulatory, and commercial activities.



GSK is a focused, global biopharma company with the purpose to unite science, technology, and talent to get ahead of disease together.

We aim to positively impact the health of 2.5 billion people by the end of 2030 and our bold ambitions for patients are reflected in new commitments to growth and a step change in performance.

We prioritize innovation in vaccines and specialty & generic medicines, maximizing the growing opportunities for disease prevention and treatment. At the heart of this is our R&D focus on the science of the immune system and advanced technologies, and our world-leading capabilities in vaccines and medicines development, while focusing on four therapeutic areas: Infectious Diseases, HIV, Oncology/ Haematology, and Respiratory / Immunology.

In Greece, we deliver more than 80 innovative vaccines and medicines for the prevention and treatment of diseases. In parallel, by holding a leading role in the development of vaccines, we deliver vaccines for the prevention of all diseases described in the National Immunisation Program for infants, children, and adults.

We contribute to the acceleration of the transition towards a more sustainable, resilient, and inclusive healthcare environment in Greece, in favour of patients, while actively participating in the Greek economy, directly employing more than 200 employees, and investing in the conduction of clinical trials and other initiatives with socio-economic impact.

We undertake initiatives that complement the work of the State and the National Healthcare System, on the one hand, and on the other, improve patients' lives and contribute to the initiatives of the Healthcare Professionals who care for them.

Our values and aspirations are at the heart of what we do and guide us in fulfilling our ambition and purpose: to unite science, technology, and talent to get ahead of disease together.



It all begins with a Promise: To make people's lives better

About Pharmaserve-Lilly

Pharmaserve was founded in Athens in 1984. Pharmaserve-Lilly was formed in 1994, a joint venture between the Greek pharmaceutical company Pharmaserve and the American multinational pharmaceutical company Lilly.

Today, Pharmaserve-Lilly, is among the top five pharmaceutical companies in Greece. Being an innovative company in the health care sector, Pharmaserve-Lilly invests in its expertise and experience to implement research & development programs of innovative products in cooperation with Lilly around the world and from collaborations with eminent scientific organizations.

The therapeutic areas we provide solutions:

• Diabetes • Oncology - Haematology • Dermatology • Rheumatology • Musculoskeletal Diseases • Urology • Central Nervous System • Pain • Cardiology

Clinical Research in our Company

The Medical Department of Pharmaserve-Lilly, since its establishment in 1996, is firmly committed to the vision of excellency in the conduct of Clinical Research Programs. Today, our research department has been recognized on a national and international level for its important scientific activity.

For further information visit our website www.lilly.



PHILIPS: Health without limits means better life

Philips, with more than 125 years of experience worldwide and 90 years of presence in Greece, is at the forefront of medical care.

With health as a set of benefits, Philips promotes innovations that help improve healthcare outcomes, reduce healthcare costs and evolve healthcare professionals' working conditions.

Our vision is to improve the lives of the planet's 2.5 billion inhabitants by the year 2030.



SOFMEDICA is a member of the SOFMEDICA GROUP, an education-driven group of healthcare companies that has been operating in Europe since 1994, with a presence in Romania, Greece, Hungary, Bulgaria, Cyprus, and Croatia. This year, we proudly celebrate 30 years of dedication to advancing healthcare across the region.

Our mission is to make Life Saving Technologies available to the Remotest Patients in Europe by empowering the Healthcare Professionals with the most reliable Ecosystem of Innovation & Learning. As part of SOFMEDICA GROUP, we are committed to bridging the gap between the latest medical innovations and the patients and healthcare professionals who need them, ensuring progress and access to cutting-edge medical technologies for thousands of patients.

With the combined power of technological Innovation, lifelong Education and human Passion we enable HCPs and provide Patients with the best healthcare available in the world – regardless of their social or financial status.

We fight the top life-threatening diseases: cancer, cardiovascular and neuro-degenerative diseases. And we are winning by ensuring early & precise diagnosis on the one hand and innovative therapies with minimal impact on Patients' lives on the other.



Inspired by **patients.**
Driven by **science.**

Everyone deserves to live the best life that they can – as free as possible from the challenges and uncertainty of disease. At UCB, our work is never done – because we always strive to find new ways to deliver solutions, peace of mind and opportunity to people living with severe diseases. We act with focus and care to create value and make real improvements in the lives of the people we serve, now and into the future.

We are driven by our commitment to people living with severe diseases who inspire our research and development across neurology, immunology, and other areas where our expertise, innovation and ambition align with unmet needs. We forge strong connections with the patients, caregivers and healthcare professionals who face these conditions each day – and with peers and partners who share our passion for meeting the challenges of severe diseases. By listening to and learning from them, we continually ensure that our work has the greatest impact, delivering purposeful innovations and differentiated solutions that create value that cannot be expressed in numbers alone: moments celebrated, dreams pursued, simple pleasures enjoyed. We do this by seeking out new tools, technologies, and partners that connect us with the people we serve, enable us to understand them at a deeper level, and let us see where promising innovation can create valuable health solutions.

At UCB, we nurture and value diverse perspectives and backgrounds and practice respect and care for each other, for our communities, for the planet and for the people who inspire and define our purpose. From our headquarters in Belgium to nearly 40 countries around the world, we live our purpose each day, making critical investments in biopharmaceutical research and embracing technologies and scientific innovations to craft solutions that make a truly meaningful impact on the lives of those living with severe diseases.

We make informed choices to pursue the solutions that deliver the greatest value and respond to unique patient needs with purposeful innovation that sets us apart – this strengthens our foundations so that we can live our ambition and commitment to delivering patient value now and into the future. We are thoughtful leaders, acknowledging that the ingenuity and expertise we bring to this challenge is only one piece of an ongoing dialogue with people whose health needs have too often been ignored. To ensure we deliver solutions and respond to the needs of those we serve, we listen with intent, we question our preconceptions, we reflect on our work and its impact, we innovate with agility and purpose, and we make tough choices to pursue what's right for those who live with severe diseases.