

**BUSINESS  
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**HEALTH TUESDAY 6.4.2021**

**Future of Clinical Trials**

**How to bring new innovative medicines faster for the patients?**

**Sampo Sammalisto, Ph.D.**

**Head of Personalized Health Finland**

**NOTE THAT THIS WEBINAR  
WILL BE RECORDED AND  
MADE AVAILABLE ON  
PUBLIC EVENT SITE**

## **8.00 Opening Words**

Sampo Sammalisto, Head of Personalized Health Finland, Business Finland

## **8.05 Advancing Data Science and Patient Centricity in Clinical Trials**

Jussi Leinonen, Principal Clinical Data Scientist, Bayer Oy

## **8.25 Digital Endpoints in Clinical Trials**

Jaakko Parkkinen, Country Medical Director, Pfizer Finland

## **8.40 Fingenious ecosystem and clinical trials**

Pekka Simula, Senior Advisor, Finnish Biobanks - FINBB

## **8.55 Closing words**

Sampo Sammalisto, Head of Personalized Health Finland, Business Finland

## **9.00 Health Tuesday event ends**

## **9.15 Market opportunities Roundtable: Pharma sector in Switzerland**

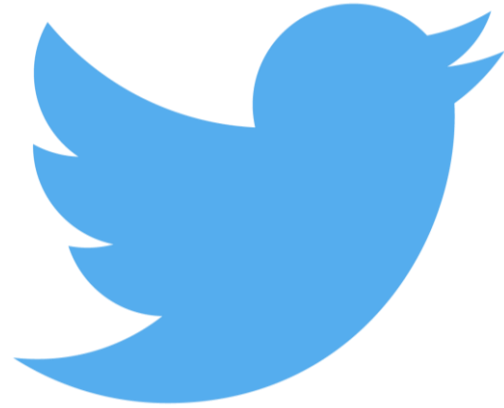
The Swiss Pharma and Digital Health Markets

Frank Kumli, Head of Innovation and Entrepreneurship, Basel Area Business & Innovation and Rob Scott, Global Head of Product Novartis Biome

*Moderated by Sanna Sipilä-Axnix, Advisor, Business Finland*

## **10.15 Roundtable session ends**

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**#healthtuesday**

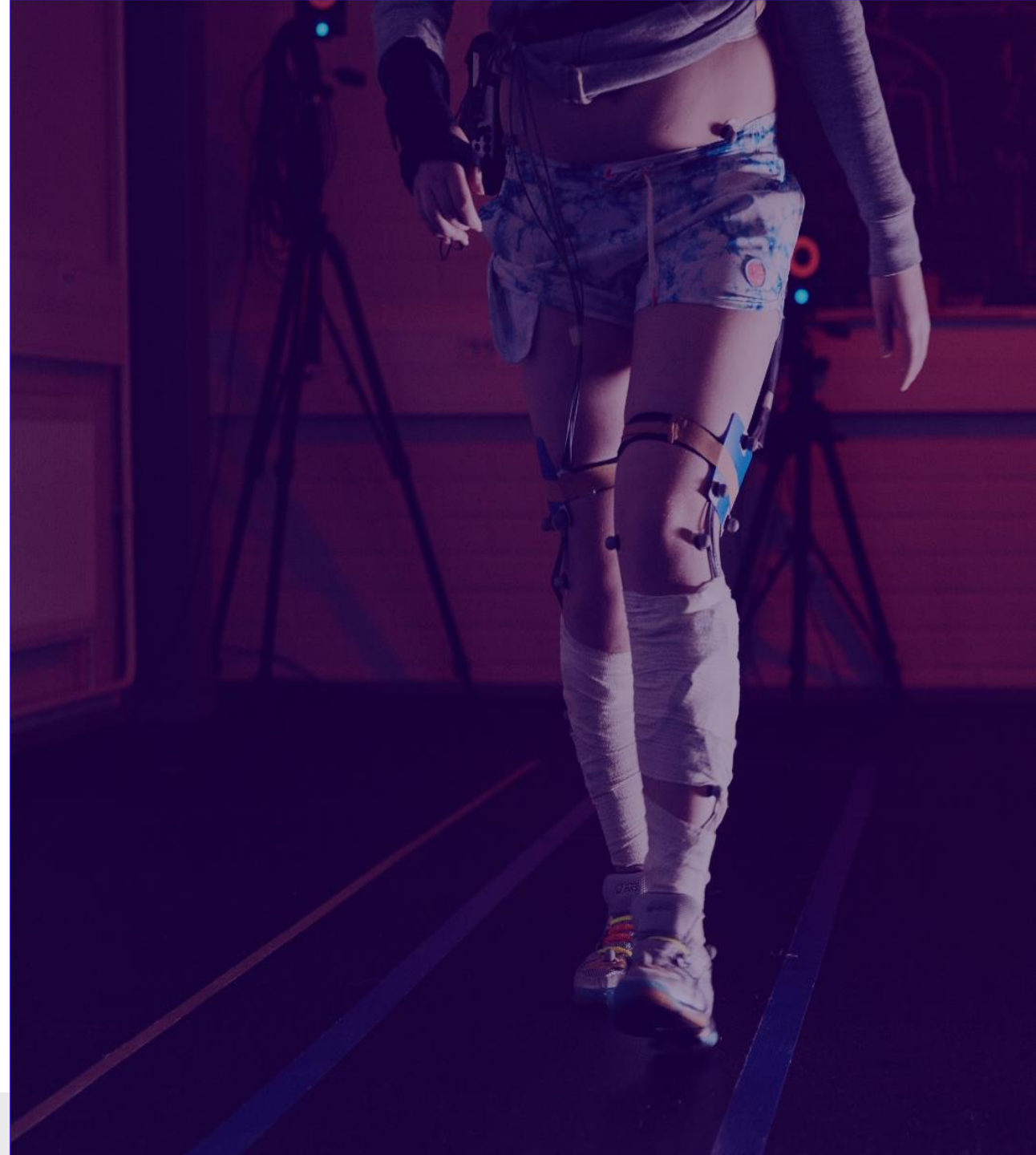
# For more information on BF activities

- **Order our Health & Wellbeing monthly newsletter** to stay up-to-date on all upcoming event and other important information
  - [businessfinland.fi/newsletter](https://businessfinland.fi/newsletter)
- **Personalized Health Finland program**
  - [businessfinland.fi/personalizedhealth](https://businessfinland.fi/personalizedhealth)
- **Smart Life Finland program**
  - [businessfinland.fi/smartlifefinland](https://businessfinland.fi/smartlifefinland)
- **Market opportunities**
  - [marketopportunities.fi](https://marketopportunities.fi)

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# *Clinical trials recruiting patients in Finland*

<https://neurocenterfinland.fi/hakeudu-tutkimuspotilaaksi/>



# Some housekeeping remarks

1. Note that this webinar will be recorded.
2. Kindly **mute** your microphones and disable the video.
3. We encourage you to **introduce yourself** in the chat giving the other participants the possibility to reach out and network with you later.
4. Pro tip: you can also **add a link to your LinkedIn profile in the chat**, if you want to network with speakers and/or other participants
5. Our **timing is tight** and may not allow time for live Q&A
6. Please **write your questions to the speakers in the chat**. We will monitor the chat and will address your questions one way or another

# Next Health Tuesday 4.5.2021: Regenerative Medicine

Time	Title	Speaker(s)
8:00-8:05	Opening words	Sampo Sammalisto, Head of Personalized Health Finland, Business Finland
8:05-8:20	3D bioprinting – the future of tailor-made medicine	Susanna Miettinen, Group leader - Adult Stem Cell Group
8:20-8:35	StemSight - stem cell based therapies for blindness	Laura Koivusalo, CEO, Stemsight
8:35-8:50	EpiHeart's approaches for cardiac regeneration and heart failure treatment	Kai Kronström, CEO, Co-founder, EpiHeart
8:50-9:00	Q&A and closing words	Sampo Sammalisto, Head of Personalized Health Finland, Business Finland
9:00-9:15	Break	
9:15-10:30	Market opportunities round table	TBD

**Registration link in the Thank You Email**





# THANK YOU!

**P.S. CLICK OUR FEEDBACK LINK IN TEAMS CHAT WINDOW NOW**

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Head of Personalized Health Finland

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# **BREAK UNTIL 9:15**

**Please stay on the line if you wish to attend the  
Market Opportunities Roundtable**

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