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Dr. Afua van Haasteren has over a decade of experience in digital health projects spanning philanthropy, academia, and industry. As Director of Health Policy & External Affairs at Roche Diagnostics, she leads Data & Digital Policy within the Global Access & Policy team. In this pivotal role, she actively shapes government policies to enhance patient access to Roche's innovative data, digital, and AI-driven health solutions. Dr. van Haasteren is a key representative for Roche Diagnostics in various data and digital health-related working groups within medtech and broader industry associations, including the Digital Health Committee, Data Governance, and Funding & Reimbursement working groups at MedTech Europe and the Digital Health Working Group at Digital Europe. She also co-chairs the Digital Health Working Group at The G20 & G7 Health and Development Partnership, demonstrating her commitment to international policy dialogue on global health. Through these engagements, she has gained critical insights into the impact of legislations like the EU AI Act on the medtech industry. Her academic background includes a PhD in Health Ethics and Policy from ETH Zurich, where her research focused on Trust in Digital Health, providing a strong foundation for her policy advocacy.