

L4

**DATE & LOCATION**

12.00 – 13.30

Thursday 5 October 2017

Hotel Das Alpenhaus

*(online update: 25 Sept 2017)*

## Early diagnosis linking Big Data – hope or nightmare?

How can Big Data leverage the progress of personalised healthcare & innovation regarding early diagnosis? Attendees of this lunch workshop are invited to discuss this issue with leading experts.

Two disease patterns will serve as focal points. For breast cancer patients, early diagnosis combined with the use of readily available treatments has resulted in successful outcomes, while for Alzheimer's disease, early diagnosis seems to remain an elusive goal with serious ethical issues linking the changing definitions of the disease. Will the increasing amount of information that delivers indicators on patient's predispositions join the dots in treatment or rather menace the civil and human rights? Will Big Data lead to fewer diseases or to a perspective in which humans are seen primarily as producers of data?

Different scenarios concerning both opportunities and challenges regarding Big Data driven advancements in early diagnostics will be discussed from the perspectives of patients, healthcare practitioners and policy leaders alike.

**REINHARD RIEDL**

Head of Transdisciplinary BFH Center Digital Society, Berne, Switzerland

**DIETMAR BERGER**

Global Head, Clinical Hematology and Oncology, Genentech

**MARC WORTMANN**

Former Executive Director, Alzheimer's Disease International

**HOSTED BY**

Roche



Moderated by **ARMIN FIDLER**, Senior Lecturer and Member of the Faculty, Management Center Innsbruck (MCI), and former Lead Adviser for Health Policy and Strategy, Human Development Network, The World Bank