



SEII is pleased to invite you to participate in its first webinar, which will take place on

Wednesday, the 13th of January 2021, at 6 p.m. sharp

during which

**Mr Pascal VERDONCK, Professor of medical technology at
Ghent University**

will deal with the following subject :

An Engineer's Views on the Future of Healthcare



Born in 1963 in Ghent, Pascal VERDONCK graduated as Master of Science in Civil Engineering in 1986 from Ghent University, where he later obtained the following qualifications : Master of Business Administration (1989), Master of Science in Biomedical Engineering (1993) and PhD (1993).

For twenty years he has been full time at Ghent University, successively as assistant, post-doctoral researcher, assistant professor and finally – still today – full professor of medical technology. And this with visiting professorships at Imperial College London and at the Universities of Paris XII, Groningen and Bologna. He is currently visiting professor at the KU Leuven.

From 2007 to 2015, he was on sabbatical as CEO of the private hospital AZ Maria Middelaere, in Gentbrugge, of which he is the chairman of the board since 2015.

He is a member of the Royal Flemish Academy of Belgium for Sciences and Arts, an active member of the board of directors of four hospitals, chairman of the National Committee of Biomedical Engineering, vice Chairman of Artevelde University College and of the Belgian Association of Hospital Managers, CEO of MedTech Flanders, member of the board of the European Association of Hospital Managers, of ACERTA and of VOKA (Flanders Chamber of Commerce and Industry).

Belgium is at the European top when it comes to clinical trials, but what about the technological side of the medical sector ? Efforts are already being made : hospitals are evolving into a collection of high-tech rooms, where interventions can take place, simultaneously with imaging and the support of robots. But we will have to step up a gear in order to achieve an even better quality of healthcare.

Actually, today, traditional medicine is based on patients who are present before the doctor. Where little information is available, however, is the moment when the patient leaves the hospital and suddenly disappears from the radar. Connectivity, digitization and automation have become crucial components of a high-performance healthcare system. Networking and the development of integrated data platforms are necessary for a smooth and continuous information exchange. In this domain, a tsunami of new developments, such as mobile health applications, will overwhelm the medical sector.

But the digital revolution is not the only one in healthcare. The change will also come from mechanical and

robotic engineering, and it is there, even more than in digitalization, that engineers have a key role to play : they bring to medicine an approach - their knowledge of process control - that the medical professions do not have.

Hospitals are under growing pressure to give their patients better experiences and outcomes simultaneously at lower cost and adding value for all stakeholders in this complex ecosystem. In order to achieve that, they embrace new med-tech innovation partners. However, developing and implementing these innovations come always at a cost in the beginning of their life period. Setting priorities – and allocating budget and resources to the right project at the right time – is vital both for company and hospital.

Follow our webinar in which we will debate the balance between the improvement of public health and the economic impact of those innovations in healthcare.

As said above, the webinar will start precisely at 6 p.m. (18 h 00). The presentation will be made in English and last for about 45 minutes. After that, some time will be provided for questions and answers.

Participation to this first webinar is FREE, but registration is MANDATORY. The number of participants is limited to 100. Registered participants will receive the connecting link in the morning of the webinar.

To register, a form is available on our website : www.seii.org

You can also **register by an e-mail** addressed to info@seii.org ; you have to specify your first and last name, a phone or mobile number, and what event you are registering to : webinar of January 13.

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