

Past Event Report: INSEAD Alumni Association Switzerland, Healthcare Club

## Healthcare Data and Point-of-Care Innovation: Masterclass with INSEAD Professor Stephen Chick & Business Leader Panels

The COVID-19 pandemic turned out to be an unexpected driver of the digital transformation trend in many parts of the healthcare industry. Just how the digital health and data transformation is evolving was what more than 70 INSEAD alumni and guests learned at **Healthcare Data and Point-of-Care Innovation: Masterclass with INSEAD Professor Stephen Chick & Business Leader Panels**.



Eight executives with exceptional healthcare experience joined INSEAD Professor Stephen Chick in Basel to share their innovative data and digital technologies, services, and solutions. The masterclass and subsequent apéro attracted well over 70 registered participants to the event at the Safran Zunft at the end of June. It was organized by INSEAD Alumni Association Switzerland, Healthcare Club (CHIC).

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### Research Results and Trial Design

INSEAD Professor Stephen Chick presented a study that showed the promising results of taking an alternative approach to clinical trial design. It is a concept with potential for both public and privately funded trials.

In partnership with a large number of collaborators the study looked into using data analytics to examine ongoing trial results with the goal of reducing spending (e.g. by stopping or modifying trials earlier on, for example), using early feedback to modify trials (e.g. recruitment) and to explore the effect of linking trials to values, such as the prevalence of a disease, cost of deploying, or health benefits.

The approach, dubbed value-based and adaptive design, is gaining interest in certain healthcare markets, with several other subsequent studies underway. There are clear indications of the areas that require further fine-tuning and research.



### Technologies Advancing Healthcare

The panel members for each of the sessions, many of whom are INSEAD alumni, represented the spectrum of healthcare industries, including healthcare services, pharmaceutical, diagnostics, and MedTech, shared how their teams are innovating on the frontiers of data, analytics, and digital patient solutions.

The **Data in Healthcare** panel discussed financing, using, sharing, and capitalizing on data in the emerging areas of drug discovery, drug development, and commercialization. Data can improve diagnostics, and even the management of chronic conditions, but challenges remain. For example, unclear incentives, who owns data, should patient data be paid for, how to make it easily accessible, not to mention unresolved ethical considerations.

The panel members talked about the disruptive potential of behaviour modification enabled by digital health applications. Such personal data solutions could either complement, replace, or be integrated into state of the art medical and therapeutic approaches. Participants speculated

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about the future of medicine, how insurance schemes will adapt, and an industry-wide switch to prevention.

As for who is most likely to be entrusted with healthcare data, an audience poll suggested that it is not necessarily industry players (neither Pharma nor MedTech), nor privately-owned startups with “vaults” either. Rather the majority felt that data is most likely to be stored with the government via their healthcare systems, or an independent body, such as a foundation, or an NGO.



The **Scaling Point-of-Care Innovations** panel shed light on products and services for health-related genetics, diabetes care, personalized health, and rapid testing. Speedier test results and more empowered patients were reported as the current benefits of products mentioned by the panel members.

A poll during this session revealed that the US and China are seen as the most advanced in point-of-care transformations, with Europe and India lagging. Leadership is expected from neither public, nor private stakeholders on their own, rather the transformation will be led by public-private partnerships.

### Speakers and Moderators

**Keynote:** Stephen Chick, INSEAD Professor of Technology and Operations Management, The Novartis Chaired Professor of Healthcare Management, Academic Director Healthcare Management Initiative

#### Data in Healthcare

Dr. Stephen Chick, INSEAD Professor  
Dr. Tom Gibbs, Director, Debiopharm Innovation Fund  
Jean-Frédéric Petit-Nivard, Chief Commercial Officer, Owkin  
Remy Rivard, MBA'15J, International Innovation Leader, Roche  
Meni Styliadou, VP Distinguished Fellow, Data Science Institute, Takeda

#### Moderators

Zoe Billinghamurst Puskas, MBA'02D, Senior Global Director, Novo Nordisk  
Eric de La Fortelle, MBA'99D, Managing Partner, Cathay Health  
Aleksandar Ruzicic, MBA'97J, Partner, Executive Insight  
**Scaling Point-of-Care Innovations**  
Alessio Ascari, MBA'94J, CEO GenomSys  
Dr. Marcel Gmünder, Global Head of Roche Diabetes Care  
Dr. Christian Rebhan, MBA'09J, Chief Medical & Operations Officer, Unilabs  
Dr. Bram Stieltjes, Head Personalized Health, Basel