

Hackathon for Medical Technologies – Focus on the Patient & User

# What the Program is, Why is it Important...?

We are experiencing the Age of the Empowered Human - an age where workers, users and patients will no longer be dictated to as they were in previous generations. In order to respond to this shift, medical technology businesses need a new set of ingredients to design their strategies and truly resonate in the marketplace. The empowered human age offers both an opportunity and a threat for organisations.

This is an interactive working session held over 1 day. During the workshop the attendees will explore a number of these key ingredients in a practical manner that are relevant to the medical technology sector. Companies will come together to explore and utilise these ingredients in a non-competitive way.

# What the Learning Outcomes are….?

The outcome from the session is an awakening to this change and how it is impacting the medical technology sector– we will change your view, so you change where you go. The program is based around using the ingredients and a set of tools that allow creativity and breakthrough thinking within a structured framework. The focus will include:

* The dynamics of adoption and how these can be used with users and patients?
* What are the empowered human age motivations and drivers?
* How do we think in contradictions and create breakthrough solutions?
* How do we create holistic propositions that are in flow?
* How can you exploit solutions beyond your sector?

# Why I Should Attend?

In addition to engaging with like-minded progressive thinkers in an interactive session, the attendees will be exposed to leading edge thinking and insights, relevant to medical technologies, including:

* Immersion in the important new ingredients of the age of the empowered human relevant to your business.
* New perspectives on patients as customers and users.
* Understand the difference between a product and a proposition.
* Understand the sub-elements of adoption and how you can use these within your industry.
* Learn new principles of thinking.
* Enhancing with toolkit with practical new tools and techniques for a disruptive mindset.

# Who Should Attend?

This event is aimed at the individuals in forward thinking service or product based medical technologies organisations. The individuals will have responsibility to managing the lifecycle or patient/user journeys across the portfolio. Ideally these are President / Director Levels / Owners / Senior Leadership Team in

* Portfolio / Product Owners
* R&D
* Business Development
* Marketing
* Digital

# When

This event will be held in December 2015. Potential proposed date is (but may change based on demand):

**Tuesday 15th December in Dublin**