

INNOVATION WEEK

Technologies transforming health



Day 1	Time	Activity	Place
March 28 TH	09:00 – 09:10	Welcome: Cristóbal Thompson (AMIIF), Yaneth Giha (FIFARMA)	On-Site Live Event Museo del Papalote Salón Sum Prior Registration
	09:10 – 09:40	Master Conference: Thomas Cueni (IFPMA)	
	10:00 – 10:45	Discussion: Social and economic value of innovation Thomas Cueni (IFPMA), Dennis Ostwald (WiFOR Institute), Yaneth Giha (FIFARMA) Moderator: Andrew Martin (Pfizer)	
	11:00 – 11:45	Panel 1: Ethics and social value in the pharma industry and the health sector Thomas Cueni (IFPMA), Russell Williams (Diabetes Canada), Chrisoula Nikidis (Takeda) Moderator: Ma. Teresa Cantú (AMIIF)	
	12:00– 12:45	Panel 2: Experiences in care for noncommunicable diseases with a gender approach Robyn Norton (George Institute), Eduardo Lazcano (INSP), Sarah Aiosa (MSD) Moderator: To Be Confirmed	
	13:00 – 13:45	Panel 3: Advances and Challenges of patient associations Rina Gitler (Fundación Alma), Laura Vidales (ANSer), Andrés Castañeda (Nosotrxs) Moderator: Vincenzo D'Elia (Alfasigma)	
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Day 2	Time	Activity	Place
March 29 TH	09:00 – 09:50	Panel 4: Overcoming challenges in cancer care: an interdisciplinary approach Ma. Fernanda Navarro (C/Can), Kenji López (Cáncer Warriors), Virginia Abello (ACHO), Matías Loyato (Mamotest) Moderator: Claudia Restrepo (Deloitte)	Virtual Event Prior Registration
	10:00 – 10:50	Panel 5: Innovations in care and delivery of treatments: expanding access Julio Lacorte (Takeda), Baxter Representative, David López (Biomarin), Ingrid Briggiler (Nuevo Método / Llamando al Doctor) Moderator: To Be Confirmed	
	11:00 – 11:50	Discussion: Artificial Intelligence in public health: innovations for immediate application Margaretta Colangelo (AI Precision Health Institute), Héctor Valle (FUNSALUD)	
	12:00 – 12:50	Panel 6: Technology as a key factor to reduce health inequities Alejandro Muguerza (Cruz Roja), Thomas Tighe (Direct Relief), Representante IMSS Moderator: Verónica Mendoza (AMIIF)	
	13:00 – 13:50	Panel 7: Facing the challenges of mental health and dementia: a multidisciplinary perspective Paola Barbarino (Alzheimer's Disease International), Jacqueline Cortés (Asociación Psiquiátrica Mexicana), Arsenio Rosado (Instituto Estatal de Salud Mental, Yucatán), Dulce Tovar (Alzheimer México I.A.P.) Moderator: To Be Confirmed	
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Day 3	Time	Activity	Place
March 30 TH	9:00 – 9:50	Master Conference: Protecting the future: relevance of industrial property in the health sector Todd Reeves (WIPO)	Virtual Event Prior Registration
	10:00 – 10:50	Panel 8: Innovation ecosystems: factor for social development in health Carsten Fink (WIPO), Eulalia Méndez (IMPI), Andrew Jener (INTERPAT), Yaneth Giha (FIFARMA) Moderator: Fernando Portugal (AMIIF)	
	11:00 – 11:50	Panel 9: Advanced therapies: changing the course in disease care Dr. Natán Enríquez (COFEPRIS), João Batista S. Junior (ANVISA), Novartis Representative Moderator: Fernando Fon (AMIIF)	
	12:00 – 12:50	Panel 10: Maximizing the impact on health with a value-based approach Enrique Ruelas (Instituto Internacional de Futuros de la Salud), Daniela Ramírez (Silverback Earth), US Chamber Representative Moderator: Karla Báez (AMIIF)	
	13:00 13:50	Panel 11: Clinical research: trends in the innovation industry EFPIA Representative, Dr. Natán Enríquez (COFEPRIS), Bristol Myers Squibb Representative Moderator: Fernando Fon (AMIIF)	
	13:50 – 14:00	Closure: Cristóbal Thompson (AMIIF), Yaneth Giha (FIFARMA)	
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