

**Invitation to Roche Experience Days (RED) 2020**  
**Virtual Event**

***17<sup>th</sup> – 19<sup>th</sup> November 2020***

ROCHE EXPERIENCE DAYS

**REIMAGINE**  
**DIGITAL**  
**HEALTHCARE**

A large, stylized image of the Earth as seen from space, showing the curvature of the planet and a bright light source (the sun) creating a lens flare effect over the horizon. The image is in shades of blue and white, with a soft, ethereal glow.



Dear Guest,

In a year where everything is different, Roche Experience Days 2020 is no exception. The event will come to you virtually over 3 days from 17<sup>th</sup> to 19<sup>th</sup> November. The virtual conference will re-ignite your imagination with exciting developments in the evolving healthcare landscape. We cordially invite you to join us on this journey.

Digital transformation in healthcare is happening at an increasingly rapid pace. The current global health care crisis is only strengthening the need for technology to provide meaningful solutions. This year, our theme is to bring together key opinion leaders to discuss healthcare transformation, specifically on how data plays a pivotal role in moving into the future of healthcare, all of these on an immersive cutting-edge 3D virtual scenography event platform.

The sessions will explore new approaches to laboratory management that can unlock previously untapped sources of clinical value, especially during these unprecedented times of COVID-19. It will also bring you new perspectives of how to utilize the untapped potential of data to benefit the healthcare industry beyond laboratories.

Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB) has kindly granted its auspices for this event, which aims to benefit laboratory directors, managers and personnel, who are interested in improving their laboratories' efficiencies.

Please register for the event at [go.roche.com/red2020](https://go.roche.com/red2020) or via the QR Code provided below.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'A. Gutscher'.

Anton Gutscher  
Head of Business Development  
Roche Diagnostics Asia Pacific



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## Speaking Faculty

### *Name & Organization*

<b>Mr. Tony Estrella</b>	Director Taliossa Pte Ltd, Singapore
<b>Mrs. Caroline Riady</b>	Vice President Director Siloam Hospitals Group, Indonesia
<b>Dr. Ingel Demedts</b>	Pulmonary Physician and Thoracic Oncologist Department of Pulmonary Diseases AZ Delta Roeselare, Belgium
<b>Dr. Yang Guirong</b>	Assistant Medical Director Doctor Anywhere Pte Ltd, Singapore
<b>A/Prof. Cherdchai Nopmaneejumrulers</b>	Vice Director Siriraj Hospital Mahidol University, Thailand
<b>Dr. Hu Bo</b>	Director of Clinical Examination Center and Laboratory Sun Yat-Sen University, China
<b>Mr. Bharath Uppiliappan</b>	Chief Executive Officer Dr. Lal PathLabs Ltd, India
<b>Mr. Neil Martin</b>	Director Random Logic Ltd, United Kingdom
<b>Dr. Gurpreet Singh</b>	Founder Respiree Pte Ltd, Singapore
<b>Mr. Will Greene</b>	Healthcare Engagement Manager Roche Diagnostics Asia Pacific Pte Ltd, Singapore
<b>A/Prof. Ngiam Kee Yuan</b>	Group Chief Technology Officer National University Hospital, Singapore
<b>Mr. Jared Sebhatu</b>	Chief Executive Officer digital health transformation eG, Germany
<b>Mr. Andrew Wu</b>	Co-Founder & CEO Mesh Bio Pte Ltd, Singapore



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## Agenda

***Tuesday, 17<sup>th</sup> November 2020***

***THEME: TRANSFORMATION***

***TOPIC: Healthcare policy & guidelines***

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14:00 – 14:15	<b>Opening Speech</b>	Mr. Lance Little <i>Head of Asia Pacific Roche Diagnostics Asia Pacific</i>
14:15 – 15:00	<b>Linking the transformation of healthcare including the role of labs with insurance innovation</b>	Mr. Tony Estrella <i>Singapore</i>
15:00 – 15:45	<b>Patient-centric: Strategy and business innovations behind the success of Siloam Hospitals in COVID-19</b>	Mrs. Caroline Riady <i>Indonesia</i>
15:45 – 16:00	<b>Virtual Coffee Break &amp; Networking</b>	
16:00 – 16:45	<b>Value-Based healthcare in daily clinical practice: A digital transmural care pathway for lung cancer patients</b>	Dr. Ingel Demedts <i>Belgium</i>
16:45 – 17:00	<b>Startup Introduction</b>	Mr. Anton Gutscher <i>Head of Business Development Roche Diagnostics Asia Pacific</i>
17:00 – 17:30	<b>Featured Startup: Doctor Anywhere</b> Diagnosis and follow up of diabetes at home: Just a pipe dream?	Dr. Yang Guirong <i>Singapore</i>



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**Wednesday, 18<sup>th</sup> November 2020**

**THEME: DATA CENTRICITY**

**TOPIC: Unlocking data driven healthcare**

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14:00 – 14:30	<b>Reimagining patient journey: Siriraj Hospital</b>	A/Prof. Cherdchai Nopmaneejumruslers <i>Thailand</i>
14:30 – 15:15	<b>Lab director's thoughts after COVID-19 outbreak: How to make the lab safer and more efficient</b>	Dr. Hu Bo <i>China</i>
15:15 – 16:00	<b>Reimagining diagnostics service delivery at scale</b>	Mr. Bharath Uppiliappan <i>India</i>
16:00 – 16:15	<b>Virtual Coffee Break &amp; Networking</b>	
16:15 – 17:00	<b>Competing on analytics</b>	Mr. Neil Martin <i>United Kingdom</i>
17:00 – 17:30	<b>Featured Startup: Respiree</b> The Open Box Concept: A new revolutionary way of remote-patient monitoring for heart failure patients	Dr. Gurpreet Singh <i>Singapore</i>



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**Thursday, 19th November 2020**

**THEME: FUTURE OF HEALTHCARE**

**TOPIC: Managing care and providing more accurate treatment**

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14:15 – 15:00	<b>Is your lab future-ready?</b>	Mr. Will Greene <i>Singapore</i>
15:00 – 15:45	<b>Liquid Gold – The secret of real time data in precision medicine</b>	A/Prof. Ngiam Kee Yuan <i>Singapore</i>
15:45 – 16:00	<b>Virtual Coffee Break &amp; Networking</b>	
16:00 – 16:45	<b>Step by step towards digital health transformation</b>	Mr. Jared Sebhatu <i>Germany</i>
16:45 – 17:15	<b>Featured Startup: Mesh Bio</b> Transformation of primary care delivery with predictive analytics and workflow automation	Mr. Andrew Wu <i>Singapore</i>
17:15 – 18:00	<b>In Conversation with Dr. Severin Schwan</b>	Dr. Severin Schwan <i>Chief Executive Officer</i> <i>Roche Group</i>

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