

10:30 - 11:00 Café de bienvenida y registro

11:00 - 11:05 Bienvenida institucional



Fernando Campos
CEO Grupo DKV

11:05 - 11:15 GenAI & Trends in Insurance Disruption (ERGO)



Mark Klein
CDO ERGO Group AG

11:15 - 11:45 Keynote: Health(care) innovation “between hope & hype”



Lucien Engelen
CEO Transform. Health

11:45 - 12:30 Desafío 2025 Finals: Disruptive Digital Screening - Pitches



Manmohan Jain
COO Salcit Technologies



Lasse Leppäkorpi
Operations Executive Cardiosignal



Séverin Benizri
CEO Apneal



Diana Heinrichs
CEO | Founder Lindera

12:30 - 13:00 Brunch & networking

13:00 - 13:10 Revolutionizing cardiovascular prevention – DKV & Lifelight



Laurence Pearce
CEO | Founder Lifelight



Elena Torrente
Directora Estrategia y Salud Digital Grupo DKV

13:10 - 14:00 Mesa Redonda: retos para la adopción de Salud Digital y foco en prevención



Ignacio Salvatierra
Director General de Salud DKV



Jaime del Barrio
Senior Advisor EY
Presidente Consejo Asesor ASD



Moderadora:
Angeles Barrios
Public Affairs & Stakeholder Relations Lead EIT Health



Ali Parsa
Entrepreneur | Founder
Quadrivia, Babylon, Circle



Mireia Sans
Directora CAP Comte Borrell
CAPSBE

14:00 - 14:15 Ceremonia entrega de premios y Clausura



Bessem Ayari
Head of Innovation ERGO



Silvia Vinyes
Responsable de innovación DKV



Eva Rossell
CEO Barcelona Health Hub