

Technology, innovation and change in health and healthcare

Geneva, 18-19 October 2007

Thursday October 18

- 8.45 Shuttle-bus leaves the Hôtel Longemalle (13 place Longemalle, 1204 Genève)
- 9.30 Reception and Registration (Brocher Foundation, Route d'Hermance 471, 1248 Hermance)
- 10.00 **An Overview of Technology Innovation and Diffusion**
Chair: Joan Costa Font, LSE
- The process of Innovation: Incentives, Behavior and Organization*
Stan Metcalfe, Manchester University
- Innovation Technology in Health Care*
Alistair McGuire, LSE
- 11.15 Coffee break
- 11.30 **Innovation, Adoption and Diffusion in Health Technology**
Chair: Christophe Courbage, The Geneva Association
- Technology change in hospital and primary care*
Nick Bosanquet, Imperial College
- Diffusion of health technologies in the pharmaceutical sector*
Victoria Serra, LSE
- 12.45 -14.00 Lunch
- Medical technology adoption under uncertainty with learning*
Joshua Graff Zivin, Columbia University
- Dynamics of emergence and evolution of health technologies*
Andrea Mina, University of Cambridge
- Ageing and pharmaceutical innovation*
Roland Eisen, University of Frankfurt
- 15.45 Coffee break
- 16.00 **The Regulation and Consumption of New Health Technologies**
Chair: Alistair McGuire, LSE
- Intellectual property rights and pharmaceuticals development*
Joan Rovira, University of Barcelona
- Demand for health information on the internet*
Caroline Rudisill, LSE
- Institutional pathways for integrating genetic testing into mainstream health care*
Hristina Petkova, University of Exeter
- 18.00 Pre dinner Break
- 20.00 **Dinner** at the "Hôtel Longemalle" (13 place Longemalle, 1204 Genève)

Friday 19 October

8.30 Shuttle-bus leaves the Hôtel Longemalle (13 place Longemalle, 1204 Genève)

09.15 **Medical Technology and Insurance Incentives**

Chair: Christophe Courbage, The Geneva Association

Health technology - A challenge to insurance

Peter Zweifel, University of Zurich

Genetic advances and health insurance

Michael Hoy, University of Guelph

Insurance coverage and the demand for new drugs: Evidence from the United States

Marin Gemmill, LSE

11.30 Coffee Break

12.00 **New Health Care Technologies**

Chair: Joan Costa Font, LSE

Pharmacogenetics: a new concept in health care

Klaus Lindpaintner, Roche Genetics

The convergence of nano-, bio- and information technology leading to innovation in healthcare

Nicola Pangher, Ital TBS S.p.A

The limits and challenges of economic evaluation of new health technologies

Adam Oliver, LSE

14.00 End of conference– Farewell cocktail (lunch)

15.00 Shuttle bus to the Hôtel Longemalle and Geneva airport