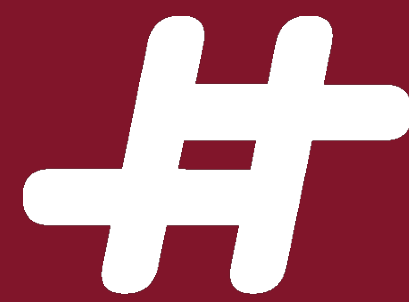


# INNOVATION AND PRODUCTIZATION OF MEDICAL TECHNOLOGIES IS IT WORTH?



**STREAMING  
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MEDICAL TECHNOLOGIES  
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Streaming  
H. 7.00 PM



YOUR COMMUNITY OF MANAGERIAL IDEAS, NETWORKING AND EVENTS

The extraordinary achievements of modern medicine is fundamentally based on the extensive use of medical technologies.

Around the world, several bio-clusters and new high tech ecosystems have been strategically developed, representing nowadays real pole of attraction for huge capital investment and high skilled professionals. Nevertheless, innovation and productization in the field of medical technologies is probably one of the most complicated, expensive, time-consuming and regulated process, making the beginning of new ventures in this business very difficult and success extremely rare.

- # Is this only a “game for giants”?
- # Which are the most common mistakes and wrong believes?
- # Are there best practices we can learn from?
- # Are there “social implications” in this?

Discussing about the true story of an ongoing highly innovative surgical robotic venture, it will be a good opportunity to analyze the up and downs of such a complicated pathway.

**SPEAKERS:**

**Patrizio Armeni** • Associate Professor of Practice, CERGAS SDA Bocconi  
Coordinator of Health Economics and HTA area, Coordinator of projects  
in the area of robotics surgery

**Antonello Forgione** • MD, Medical Doctor, Surgeon, Researcher,  
Technology Innovator, Entrepreneur

**Maurizio Poli** • Senior Lecturer Decision Sciences & Business Analytics,  
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