

# DISTINGUISHING FEATURES IN THE ASSESSMENT OF MHEALTH APPS AND DIGITAL THERAPEUTICS



**SDA Bocconi**  
SCHOOL OF MANAGEMENT

**23 MARCH  
2021**

## DISTINGUISHING FEATURES IN THE ASSESSMENT OF MHEALTH APPS AND DIGITAL THERAPEUTICS

10.00 • 12.30

The webinar will focus on the regulation and assessment of digital technologies such as mHealth Apps and Digital Therapeutics. Differences across jurisdictions will be debated with key stakeholders.

### **10.00 • WELCOME AND INTRODUCTION**

**GIUSEPPE SODA**, Dean SDA Bocconi School of Management

**ROSANNA TARRICONE**, Associate Dean, Government, Health and Nonprofit Division, SDA Bocconi School of Management, Bocconi University.

**YUJI AMAMIYA**, Consul General - Consulate-General of Japan in Milan.

**RICCARDO BRAGLIA**, Vice Chairman and CEO of Helsinn Group.

### **10.20 • ASSESSING DIGITAL HEALTH SOLUTIONS. STATE OF THE ART AND CURRENT CHALLENGES**

**ORIANA CIANI**, Associate Professor of Practice, CERGAS SDA Bocconi.

### **10.40 • ROUNDTABLE**

**FRANCESCO GABBRIELLI**, Director National Centre for Telemedicine and New Technologies, Italian Public Health Institute

**FLORA GIORGIO**, Head of Sector HTA, European Commission

DG SANTE - Health Systems, Medical Products and Innovation

**HIROAKI KITANO**, President and CEO of Sony Computer Science Laboratories and Professor at Okinawa Institute of Science and Technology Graduate University

**SEBASTIAN KUHN**, Professor at Universität Bielefeld

**RITU NALUBOLA**, Director Food and Drug Administration, Europe Office

**MARK SALMON**, Programme Director – Information Resource, National Institute for Health and Care Excellence

### **12.30 • CONCLUSION**

IN COLLABORATION WITH



Building quality cancer care together

MILANO • ITALY