

3. PRODUCT DEVELOPMENT

This bundle of lectures covers key aspects in the process of the conceptualization and creation of a new product. Students will learn how to design medical devices, as well as about the new materials used in the design. This pack will also give the participants an introduction to new tools in the field of digital health, such as the use of artificial intelligence in healthcare sector. Finally, it will deep on two of the main challenges to face while developing a new product: the IP principles and the regulatory requirements.

- **Number of sessions:** 4
- **Starting date:** 13 June 2023
- **Whole Package Price:** 150 €
- **Buy one or more sessions:** 50 €/individual session
- **Platform:** Microsoft Teams; dial-in details will be sent before the lecture.

SESSIONS:

3.1. Robotics and sensors

Lecturer: Alicia Casals & Dani Prades (head of Robotics Research Group at UPC/ CSO at ColorSensing)

Date: 13 June 2023

Time: 17h – 18:30 h

Price: 50 €

Course outline: This lecture will be divided in two parts. In one hand will help you to comprehend what robotics is and the different types of medical robotics available. The lecturer will also discuss different trends of the field and will introduce you the main companies that are currently working on the ecosystem. On the other hand, the second part of the lecture will cover the basic principles about sensing technologies and the different types and mechanisms relying behind the diversity of wide spread and newly adopted sensors in the field of healthcare.

3.2. Artificial Intelligence in Healthcare

Lecturer: Àtia Cortes (recognized researcher at BSC)

Date: 20 June 2023

Time: 17h – 18:30 h

Price: 50 €

Course outline: In this lecture, you'll be introduced to one of the most important topics of our time: artificial intelligence (AI). AI is already revolutionizing our world, and this lecture will explain how it can benefit the healthcare industry. You'll learn about the opportunities and challenges of using AI in healthcare, and how it can be used to improve human health and transform the world. By the end of the lecture, you'll have a basic understanding of how AI is changing healthcare, and how you can use this knowledge to your advantage.

3.3. Legal and IP basics

Lecturer: Alejandro Griffiths (partner of dwf-RCD)

Date: 21 June 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: The scope of this session is to bring our participants with the basics requirements and steps that any entrepreneurs must follow in order to protect its innovation and add value to it.

3.4. Medical products regulatory

Lecturer: Dominique Monferrer (head of Regulatory Affairs at Werfen OEM)

Date: 18 July 2023

Time: 17h – 18:30h

Price: 50 €

Course outline: This talk will provide information about the regulation of medical devices and digital health solutions, specifically in comparison to the pharmaceutical process. You will also take an in-depth look at the European regulatory process under the CE Marking process, and the key differences between both EMA and FDA

approvals. To take the ideal and trickiest path in the regulatory adventure, can make the difference in the success or failure of your bussiness model.

PROMOTIONS

Students:

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to aalbacete@biocat.cat, with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: aalbacete@biocat.cat. If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.