

# MEDinISRAEL 2019

## GOES DIGITAL HEALTH

**Practicing Tech for Human Longevity:**  
**How to think. How to co-design. How to Implement.**

The Israeli medical device industry is well known for its innovative spirit and diversity in both technological implementation and medical applications. And yet, there is much we can learn from experts around the world as they share how senior citizens can help companies and entrepreneurs think, co-design and implement, in order to improve patient care.

**Join us for a great mix of keynote speakers, a tech showcases, networking opportunities and individual meetings!**

**09:00 – 09:30** **Gathering & Networking**  
Light morning refreshments will be served

**09:30 – 10:00** **Greetings & Opening Remarks**  
The Israel Alzheimer's Medical Center, Israel Export & International Cooperation Institute and the Ministry of Health and Foreign Trade Administration.

**10:00 – 13:00**

### Key Note Speakers:

**Prof. George Demiris**

PIK Professor at University of Pennsylvania | **USA**

**Prof. Allison Sekuler**

Vice-President Research, Baycrest Health Sciences | **Canada**

**Prof. Lutz Frölich**

Head of Department Gerontology, Central Institute of Mental Health (CIMH), Mannheim | **Germany**

**Prof. Mary Sano**

Director of the Alzheimer's Disease Research at Mount Sinai School of Medicine, New York | **USA**

**M.B.A Judith Kornfeld**

Chief Business and Operations Officer, Oregon Center for Aging Technology (ORCATECH) | **USA**

\* Program is subject to changes

# 10 Incredible Techs Showcase!

**Monday,**  
**March 25, 2019**  
**09:00 – 13:00**

**The Alzheimer Medical Center**  
**1 Aharon Katzir Street,**  
**Ramat Gan**



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Chair:

**Prof. Michael Davidson**

Professor of Psychiatry at the Sackler School of Medicine and chairman of the Israel Alzheimer's Medical Center.

**Registration >**



### In collaboration with the Israeli Alzheimer Medical Center

The Israel Alzheimer's Medical Center is a hospital exclusively devoted to dementia related issues. In addition to the 190 inpatients, the Center treats outpatients and their families through services such as consulting, diagnosis, and support. The Center trains professionals, engages in collaborative research with academic institutions, operates a 24/7 call center and a technology incubator aimed at developing assistive technologies to improve the quality of life for Alzheimer's patients.

THE 5<sup>th</sup> INTERNATIONAL CONFERENCE & EXHIBITION

**MARCH 25–28, 2019**

AVENUE Convention Center | Airport City | ISRAEL

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