



Second VPH Industry Day

8-9 September 2010, Barcelona (Spain)

The second *VPH Industry Day*, organised by the European Network of Excellence for the Virtual Physiological Human (VPH), aims to increase the awareness amongst European Industry of the vision, the concepts, and the concrete technological achievements of VPH-related research.

This year the event is organised around three themes:

- **Research to Business (R2B):** VPH research projects are presented to industry experts both in terms of vision and of exploitable results.
- **Business to Business (B2B):** Companies present to other companies concepts, products and services that can be used to develop VPH-related products.
- **Regulatory to Business (G2B):** Regulators discuss standardisation and regulatory affairs in Europe and the USA relevant for VPH-based technology.

Who should attend?

The event is an excellent opportunity for technical and managerial staff in small and large biomedical companies to learn and prepare for developments in personalised and predictive medicine in the short and medium terms.

Registration

VPH Industry Day 2010 will be held 8-9 September 2010 in Barcelona (Spain), at the Universitat Pompeu Fabra. **The event is open and free to all.** However, since the number of seats available is limited we kindly request you register online to the event in advance at the following link:

<http://www.cdti.es/index.asp?IDIOMA=2&MP=15&MS=63&MN=3&idr=1264>

Once you are registered you will receive events updates via email, including the final program, suggestions for accommodation, etc.

More information on the VPH

The Virtual Physiological Human: http://en.wikipedia.org/wiki/Virtual_Physiological_Human

VPH NoE website: <http://www.vph-noe.eu/>

The first VPH conference, VPH 2010: <http://www.vph-noe.eu/vph2010>

VPH Square on Biomed Town: http://www.biomedtown.org/biomed_town/VPH

Organising Committee – The VPH Network of Excellence

Event Chair: Alejandro Frangi *Universitat Pompeu Fabra*

Program Chair: Marco Viceconti *Istituto Ortopedico Rizzoli*

Local organisation: Barbara Vallespin *Universitat Pompeu Fabra*

Industrial participation: Elena Villalba *Centro para el Desarrollo Tecnológico Industrial*

Research participation: Vanessa Diaz *University College London*

Regulatory program: Patricia Lawford *University of Sheffield*

Communication: Tara Chapman *Université Libre de Bruxelles*



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Wednesday, 8th September 2010

- 09:00-10:00 Registration
- 10:00-10:30 Welcome address from representatives of UPF, EC, VPHNOE, VPHINST
- 10:30-12:30 **R2B session #1:** VPH projects present their vision and their preliminary results focusing on clinical and industrial exploitation.
- **Scoliosis** (Stratos Stylianidis, Geoimaging)
 - **@neurIST** (Alejandro Frangi, Universitat Pompeu Fabra)
 - **Living Human Digital Library** (Debora Testi, BioComputing Competence Centre)
 - Q&A session
- 12:30-13:30 Lunch
- 13:30-15:30 **R2B session #2:** VPH projects present their vision and their preliminary results focusing on clinical and industrial exploitation.
- **HC** (Ruthy Acosta-Rojas, IDIBAPS, Hospital Universitari Clinic de Barcelona)
 - **PredictAD** (Jyrki Lötjönen, VTT Technical Research Centre of Finland)
 - **VPHOP** (Marco Viceconti, Istituto Ortopedico Rizzoli)
 - Q&A session
- 15:30-16:00 Break
- 16:00-18:00 **B2B session #3:** presentations from companies that can provide IPR, tools, products, or services to other companies for the development of products based on VPH technology.
- **BioComputing Competence Centre** (Debora Testi)
 - **Ansys** (Michel Rochette)
 - **NUMA** (Ronan Flanagan)
 - **Insigneo** (Antoni Riu)
 - **ALMA 3D** (Miguel Angel G. Ballesteros)
 - Q&A session
- 18:00-... *VPH en la movida:* get together with drinks, tapas, on the seaside.

Thursday, 9th September 2010

09:00-11:00 **B2B session #4:** presentations from companies that can provide IPR, tools, products, or services to other companies for the development of products based on VPH technology.

- **MAATG** (Luis Garrote)
- **Medtronic** (Alejandra Guillen)
- **NUUBO** (Luis Sánchez)
- **ATOS Research** (Blanca Jordan)
- **Transmural Biotech** (Ivan Amat-Roldan)
- Q&A session

11:00-11:30 Break

11:30-13:30 **R2B session #5:** VPH projects present their vision and their preliminary results focusing on clinical and industrial exploitation.

- **IMPACT** (Ronan Flanagan, NUMA)
- **COAST** (Pat Lawford, University of Sheffield)
- **preDICT** (Carlos Sánchez, Instituto de Salud Carlos III)
- Q&A session

13:30-14:30 Lunch

14:30-16:30 **G2B session #6:** four 30 min talks from regulatory affairs experts on the opportunities and issues that simulation technologies might pose in the regulatory context.

- **The role of simulation in the certification of medical devices** (Donna Lochner, Deputy Director, Division of Cardiovascular Devices, United States FDA)
- **Software as a medical device? The perspective of trade organisations** (Nicole Denjoy, COCIR)
- **Software as a medical device? The perspective of regulatory bodies** (to be defined)
- **The Application Hosting Interface DICOM standard** (Lawrence Tarbox, Chair of DICOM Working Group 23)

16:30-17:30 **Panel discussion.** Diaz (R2B), Villalba (B2B) and Lawford (G2B) wrap up their respective sessions. Organisers moderate open discussion on future activities of the VPH NoE industrial program.