

# FINLAND *Team*

Join the pioneers  
of health and  
wellness

Health 2.0 conference  
and networking excursion  
to the USA 2014



**Tekes** The Finnish Funding Agency for Innovation  
[www.tekes.fi/en](http://www.tekes.fi/en)

**Sitra** The Finnish Innovation Fund  
[www.sitra.fi/en/self-care](http://www.sitra.fi/en/self-care)



## Wed 17 Sep, New York

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- 8:30–13:00** Workshop “Huomisen palvelut”, [Seutula Airport, T2, Congress Center, Pohjanmaa](#)
- 14:10** Flight AY 5 Helsinki – New York
- 15:50 EDT** Arrival, to JFK airport, bus transportation to hotel, [Tryp by Wyndham, Times Square](#)  
Contact: **Mike Klyszeiko**, AmCham & **Mirja Gröhn**, Sitra

## Thu 18 Sep, New York

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- 8:00** Meet at the lobby of Sullivan & Worcester, [1633 Broadway, New York City 10019, \(subway or 30–40 min walk from Tryp by Wyndham\)](#) [www.sandw.com](http://www.sandw.com)  
Contact: **Mike Klyszeiko, AmCham**
- 8:00–9:00** Breakfast and Arrivals
- 9:00** Welcome – Team Finland reps Introduce our hosts Sullivan & Worcester
- 9:10** **Oded Har-Even**, Managing Director, Sullivan & Worcester  
[www.sandw.com/professionals-204.html](http://www.sandw.com/professionals-204.html)  
**Expanding Your Business to the U.S. Market**
- 9:45** **Anuj Desai**, Vice President of Market Development, New York eHealth Collaborative  
**THE SHIN-NY Vision!** The Statewide Health Information Network of New York (SHIN-NY) is a network of information transmitted between users.  
<http://nyehealth.org/what-we-do/statewide-network>
- 10:30** **Laurie Giddins**, Senior Vice President, Partnership Fund for New York City  
**The Case for New York as Health Tech Hub!** <http://pfnyc.org/our-investments/our-team>
- 11:15** Morning Session Ends
- 12:00** Lunch (provided by Borenus Law Office, Sitra and Tekes)  
[Battery Gardens Restaurant, 1 Battery Park, Inside Battery Park, on the water, opposite 17 State Street](#)  
**Keynote, Obamacare** (special interest in Public-Private-Partnership structures)
- 14:00–16:00** **Introduction of a new health system: Hospital visit**  
New York Presbyterian Hospital / Columbia University Medical Center  
[Harkness Pavilion, 180 Ft. Washington Ave. \(167th Street\), 8th Floor Conference Room \(immediate right when you exit the elevator\)](#)  
<http://nyp.org/facilities/columbia.html>  
Participants:  
**Dr. Peter Stetson**, CMO & CMIO, ColumbiaDoctors  
**Dr. Karen Scott**, VP for Quality and Patient Safety, New York Presbyterian Hospital  
**Dr. Jeffrey**, Lieberman Lawrence C. Kolb Professor and Chairman of Psychiatry, Columbia University College of Physicians and Surgeons, Director, New York State Psychiatric Institute Psychiatrist-in-Chief, New York Presbyterian Hospital-Columbia University Medical Center  
**Jonathan A. Javitch**, MD, PhD (Possible attendee), Lieber Professor of Experimental Therapeutics in Psychiatry and Professor of Pharmacology in the Center for Molecular Recognition and in Physiology and Cellular Biophysics, Columbia University Chief, Division of Molecular Therapeutics, New York State Psychiatric Institute
- 16:00** Break (get ready for the night)

- 18:00–22:00** **Health Technology Company Showcase and Advisor Panel & Networking Reception**  
(hosted by Consulate General of Finland in NYC and Sitra)  
[518 West 38th Street New York, NY 10018](#), [www.studio45ony.com/pillars38](http://www.studio45ony.com/pillars38)  
Registration and networking  
Opening words, Consul General of Finland in New York, Ambassador **Jukka Pietikäinen**  
Housekeeping issues, moderator of the the event Commercial Attaché **Silve Parviainen**
- 18:30** **Six top growth companies' presentations with expert panel feedback**  
  - [Cuckoo Workout](#)     • [Emotion Tracker](#)     • [RemoteA](#)
  - [Emfit](#)     • [Nolla Antimicrobial](#)     • [Sports Tracking Technologies](#)
- 20:00–22:00** **Reception & Networking** – drinks & hors d'oeuvres will be served

## Fri 19 Sep, New York

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- 8:00–9:15** **Doing business in New York – Erno Tauriainen and Toni Toikka**  
[Hotel Tryp by Wyndham](#)
- 10:00–11:00** **Blueprint health accelerator, 483 Broadway, 2nd floor (corner of Broome street)**  
Track B for entrepreneurs  
[www.blueprinthealth.org](http://www.blueprinthealth.org)  
Contact: **Kimmo Koponen**, Greater Helsinki Promotion & **Mike Klyszeiko**, AmCham
- 8:15** **Company visit to Pfizer, 235 East 42nd St (between 2nd & 3rd avenues), New York**  
Track A  
[www.pfizer.com](http://www.pfizer.com)  
Contact: **Pekka Kahri**, Tekes & **Tuula Tiihonen**, Sitra  
Meet at the lobby; Registration and coffee  
Preliminary agenda:
- 9:00**
1. Introduction (**Tuula Tiihonen**, Sitra and **Jaakko Parkkinen**, Pfizer)
  2. Pfizer company presentation (**Danielle Rollmann**, Public Affairs, Pfizer)
  3. Precision medicine at Pfizer (**Morten Sogaard**, VP, Worldwide R&D, Pfizer)
  4. Overview of Real World Data at Pfizer (**Aaron Galaznik**, Senior Director, Global Health&Value, Pfizer)
  5. General discussion
- 11:30** Closing
- 10:30–11:30** **Meeting with the City of New York Deputy Mayor Ms. Lilliam Barrios-Paoli**  
Track C (full)  
[City Hall \(meet at City Hall Park with a representative of the Consulate General of Finland in New York\)](#)  
Contact: **Silve Parviainen**, Consulate General of Finland in New York  
Topics: Service innovations and solutions in the health care sector. Integration of social and health sectors, division of responsibilities in production and oversight of the services. Information on Center for Innovation thru Data Intelligence  
<http://www1.nyc.gov/office-of-the-mayor/lilliam-barrios-paoli.page>
- 12:00** Arrival and lunch (provided by IBM), [IBM office 590 Madison Avenue \(corner of E57 & Madison Av.\)](#); the same venue 12:00–16:00  
Contact: **Mike Klyszeiko**, AmCham

- 12:40**      **Welcome to IBM and Introduction**  
*Rhonni Vazquez*, International Briefing Coordinator
- 12:45**      IBM Strategy, *Dr. SHIVA Kumar*, Vice President, Services and Solutions
- 13:25**      IBM Venture Capital - Accelerating Innovation with the Venture Ecosystem  
*Wendy Lung*, Director, IBM Venture Capital Group
- 14:15**      Break
- 14:30**      Watson Strategy – Healthcare Solutions, *Michelle Unger*, Vice President WW Sales, IBM Watson, [www-03.ibm.com/press/us/en/pressrelease/43444.wss](http://www-03.ibm.com/press/us/en/pressrelease/43444.wss)
- 15:15**      Wrap up
- 15:30**      Departure
- 16:00**      Wrap up, [Hotel lobby](#), [Tryp by Wyndham](#), [Times Square \(tbc\)](#)

## Sat 20 Sep, New York

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- Free programme
- 18:00**      Get-together and wrap-up (informal), [Tryp by Wyndham](#), [Times Square](#)

## Sun 21 Sep, Santa Clara

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- 7:30**      Transportation to airport, [Tryp by Wyndham](#), [Times Square](#)  
Contact: *Mike Klyszeiko*, AmCham & *Mirja Gröhn*, Sitra
- 10:30**      Flight New York – San Francisco,  
Recommended: AA 179 10:30 JFK-San Francisco 13:40
- 14:00 PDT**      Bus transportation to Santa Clara  
Contact: *Mirja Gröhn*, Sitra
- 19:00–22:00**      Get-together, moderator *Dr. Minna Hendolin*, Tekes  
Lessons learnt in New York the previous week, *Antti Kivelä*, Sitra  
Introduction of Team Finland in Silicon Valley, *Tiina Tanninen-Ahonen*, Tekes  
How to succeed in Bay Area? Local Finnish entrepreneurs  
Contact: *Tiina Tanninen-Ahonen*, Tekes  
[Santa Clara](#), [Hyatt hotel](#), [Cypress room](#), <http://santaclara.hyatt.com/en/hotel/home.html>

## Mon 22 Sep, Santa Clara

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- 8:30–10:00**      Pitching Training, [Convention Center, 2nd floor, Team Finland room \(201\)](#)  
Contact: *Harri Ojansuu*, Tekes and *Jussi Salonen*, Consulate General of Finland in Los Angeles
- 10:30–13:00**      **Californian Digital Health session**  
[Convention Center, 2nd floor, Team Finland room \(201\)](#)  
Panelists: *Donald Jones*, Chief Digital Officer, Scripps Translational Science Institute, former Vice President of Qualcomm Life, *Michael Penley*, Annai Systems, *Steven Steinhubl*, Scripps Translational Science Institute and *Dan March*, Trial Fusion  
[www.qualcomm.com](http://www.qualcomm.com), [www.scripps.edu](http://www.scripps.edu), [www.annaisystems.com](http://www.annaisystems.com)  
Moderator *Dr. Madis Tiik*, Sitra (starting his research work at Scripps in San Diego in October 2014)
- 10:30–11:30**      Panel discussion

- 11:30–12:00** Finnish startups pitching (the panelists will give feedback) [Beddit](#), [Health Puzzle](#), [Kirontech](#), [RemoteA](#) and [Digital Identity Solutions Europe](#)
- 12:00–13:00** Lunch and Networking between the Finnish delegation and the panelists
- 13:30–18:15** Conference programme, [Convention Center](#)  
[www.health2con.com/events/conferences/health-2-0-fall-conference-2014/#agenda](http://www.health2con.com/events/conferences/health-2-0-fall-conference-2014/#agenda)
- 14:00** **Health 2.0 Keynote: Topol**, [Convention Center](#), [Mission City Ballroom](#)  
[www.health2con.com/events/conferences/health-2-0-fall-conference-2014](http://www.health2con.com/events/conferences/health-2-0-fall-conference-2014)
- 16:00–19:00** **Finnish companies at Team Finland Booth 501**, [Convention Center](#), [exhibition area](#)  
Contact: **Indrek Vainu**, Helsinki Business Hub

## Tue 23 Sep, Santa Clara

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- 8:00–18:00** Conference programme, [Convention Center](#)
- 10:00–18:00** **Finnish companies at Team Finland Booth 501**, [Convention Center](#), [exhibition area](#)
- 9:50–9:53** Main Stage Session Introduction of Team Finland, **Dr. Minna Hendolin**, [Convention Center](#)
- 12:45–13:45** **Breakout Demo Session: Team Finland on stage!** [Grand Ballroom H](#)  
**Introduction to Finnish Health Technology Success**, Moderator **Dr. Minna Hendolin**  
Finnish companies pitching:  
  1. [Beddit.com](http://www.beddit.com), [www.beddit.com](http://www.beddit.com)
  2. [Digital Identity Solutions Europe](http://digital-identity.com), <http://digital-identity.com>
  3. [Fjuul Capital](http://fjuul.com), <http://fjuul.com>
  4. [Emotion Tracker](http://emotiontracker.fi), <http://emotiontracker.fi>
  5. [RemoteA](http://remotea.com), <http://remotea.com>
  6. [Relaxbirth](http://relaxbirth.com), <http://relaxbirth.com>
  7. [HLD Healthy Life Devices](http://www.physiotouch.com), [www.physiotouch.com](http://www.physiotouch.com)
  8. [Hz Wellbeing \(HeiaHeia\)](http://www.heiaheia.com), [www.heiaheia.com](http://www.heiaheia.com)
  9. [HappyOrNot](http://www.happy-or-not.com), [www.happy-or-not.com](http://www.happy-or-not.com)
  10. [HH Technology](http://hhtec.fi), <http://hhtec.fi>
  11. [Health Puzzle](http://www.healthpuzzle.me), [www.healthpuzzle.me](http://www.healthpuzzle.me)
  12. [Emfit](http://www.emfit.com), [www.emfit.com](http://www.emfit.com)
  13. [Cuckoo Workout](http://cuckooworkout.com), <http://cuckooworkout.com>
  14. [Nolla Antimicrobial](http://www.nollaantimicrobial.com), [www.nollaantimicrobial.com](http://www.nollaantimicrobial.com)
  15. [Sports Tracking Technologies](http://sportstrackintechologies.com), <http://sportstrackintechologies.com>
- 15:45–18:00** **Finnish Digital Health Startups Pitching to a Panel of Silicon Valley Investors**  
[Convention Center](#), [2nd floor](#), [Team Finland room \(201\)](#) Event hashtag: #HealthSV  
Opening words: **Ingrid Echter**, Silicon Vikings and guest speaker: **Sami Inkinen**  
Moderator **Michel Wendell**, advisor for Silicon Vikings, [www.siliconvikings.com](http://www.siliconvikings.com)  
Panelists: **Dr. David Lindeman**, CITRIS, **Bill Reichert**, Garage Technology Ventures, **Michel Wendell**, Nexit Ventures, **Eddy SM Lee**, Fenox Venture Capital and **Jack Young**, Qualcomm Life Fund  
Pitching companies: [Beddit.com](#), [Emotion Tracker](#), [RemoteA](#), [Relaxbirth](#), [HLD Healthy Life Devices](#)  
(Break) [Health Puzzle](#), [Emfit](#), [Cuckoo Workout](#), [Nolla Antimicrobial](#), [Sports Tracking Technologies](#)
- 18:00–19:00** Cocktails and Networking with the Panel Investors (Silicon Vikings)  
[Convention Center](#), [2nd floor](#), [Team Finland room \(201\)](#)

## Wed 24 Sep, Santa Clara

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- 8:00–17:00** Conference Programme, [Convention Center](#)
- 10:00–16:00** **Finnish companies at Team Finland Booth 501**, [Convention Center, exhibition area](#)  
**VISITS in Silicon Valley**
- 10:45** Bus from Hyatt  
Track A
- 11:30–13:30** **Singularity University**, [NASA Research Park, Building 20 S. Akron Rd., MS 20-1 Moffett Field, +1-650-200-3434](#), <http://singularityu.org/contact>  
What is Singularity University? – Our mission is to educate, inspire and empower leaders to apply exponential technologies to address humanity’s grand challenges. Singularity.org
- 14:00–16:00** **Samsung Reseach America**, [75 West Plumeria Drive, San Jose](#)  
Track A  
[www.sisa.samsung.com](http://www.sisa.samsung.com)  
Contact: **Kari Ruutu**, Tekes  
Bus returns to Hyatt at about 16:30
- 16:00–18:00** **Next Generation Sequencing Company: GenapSys**  
Track B  
[640 Galveston Drive, Redwood City](#), <http://genapsys.com/contact>  
Contact: **Indrek Vainu**, Helsinki Business Hub & **Kari Ruutu**, Tekes  
Transportation: taxi

## Thu 25 Sep, Silicon Valley

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- VISITS in Silicon Valley**
- 7:15** Bus from Hyatt at 7:15 (check out, luggage into the bus)
- 7:45–11:30** NASA Ames Research Center, [Mountain View](#)  
(full)  
[www.nasa.gov/centers/ames/home](http://www.nasa.gov/centers/ames/home)  
Contact: **Alfonso Gutierrez**, Otaniemi.fi & **Kari Ruutu**, Tekes  
Bus from Hyatt at 12:15 (check out, luggage into the bus)
- 13:00–15:00** Apple, [Cupertino](#), [www.apple.com](http://www.apple.com)  
Contact: **Kari Ruutu**, Tekes
- 15:00–16:00** Transportation to San Francisco, Union Square, Hotel Hilton  
[www.hiltonsanfranciscohotel.com](http://www.hiltonsanfranciscohotel.com) Walking distance from Union Square to RocketStudios: [RocketSpace, 180 Sansome Street, 3rd Floor, San Francisco](#)
- 18:00–21:45** **EIT ICT Labs Silicon Valley Office Opening and Pitching Competition**  
(full)  
[RocketStudios at RocketSpace, 180 Sansome Street, 3rd Floor, San Francisco](#)  
<http://rocket-space.com>  
Three Finnish companies pitching:  
1. SportsTracking Technologies  
2. H2 Wellbeing (HeiaHeia)  
3. FirstBeat Technologies  
Contact: **Outi Toijala**, European Innovation and Technology Institute EIT & **Kari Ruutu**, Tekes

## Fri 26 Sep, San Francisco

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- 10:00–12:00** Health-IT ecosystem in California, HealthShare Bay Area, [venue tbc](#)  
[www.healthsharebayarea.org](http://www.healthsharebayarea.org)  
Topic: Secured data transfer  
Contact: **Harri Ojansuu**, Tekes  
**Nancy Hall**, president of the HIMSS NorCal chapter  
**Bill Beighe**, Exec Director of the Santa Cruz HIE, the CIO for Santa Cruz Physicians' Medical Group, and the general manager of Axesson which is an HIE Services company, and Vice-chair of the CAHIE Board  
**Mike Aratow**, MD, Informatics Chief for San Mateo
- 13:00–14:30** Fitbit, [www.fitbit.com](http://www.fitbit.com)  
(full) [150 Spear Street, Ste 200, San Francisco](#)  
Contact: **Alfonso Gutierrez**, Otaniemi & **Kari Ruutu**, Tekes
- Night** Wrap up, [Restaurant in Chinatown \(tbc\)](#)  
Contact: **Mirja Gröhn**, Sitra

## Contact

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