



MASTER CLASS DESCARTES-BERKELEY **CONNECTED HEALTH 2.0**

13h45 – accueil salle du Conseil, Pr Dominique Bégué

INTRODUCTION

Francis Megerlin

MCF université Paris Descartes, GRADES université Paris Sud - Saclay
Senior Fellow, Berkeley Center for Health Technology

INFORMATION TECHNOLOGIES AND INCENTIVES : SHIFT IN INSURER FOCUS FROM PROVIDERS TO CONSUMERS

James C. Robinson

Leonard D. Schaeffer chaired Professor of Health Economics
Director, Berkeley Center for Health Technology

HEALTH 2.0: RESPONDING TO CHALLENGES WITH EXISTING BUSINESS MODELS AND IN ENGAGING PATIENTS

Kimberly MacPherson

Associate Director of Health Management - Haas School of Business
Co-Director, Berkeley Center for Health Technology

HEALTH 2.0 AND PATIENT ENGAGEMENT : A NEW FOCUS ?

Emma Garde

Solutions Director,
Integrated Care Center of Excellence, SANOFI

TABLE RONDE BILINGUE AVEC LA SALLE ET AVEC

**Emma Garde, Kimberly MacPherson, François Lhoste,
Francis Megerlin, James C. Robinson**

techniques
hospitalières

Mercredi 10 décembre 2014 - 14h00- 16h30

Salle du Conseil - Présidence de l'université - 12 rue de l'Ecole de Médecine - 75006 Paris - M° Odéon

INSCRIPTION GRATUITE OBLIGATOIRE : descartesberkeley@gmail.com (70 places)