



## HLTH Europe Educational Day Session Descriptions

### AI in health care

Artificial intelligence (AI) and generative AI are transforming the way health care is delivered and experienced. From diagnosis to treatment, from prevention to personalization, AI and generative AI can enable more accurate, efficient, and tailored solutions for patients and providers. However, these technologies also raise ethical, regulatory, and social challenges that need to be addressed. Join us as we explore the opportunities and risks of AI and generative AI in health care, and how they can create value for the health ecosystem.

*Presenter: Bill Fera, Principal, Deloitte US*  
*Co-Presenter: Renee Yao, NVIDIA*

### Effective EMR masterclass

Electronic medical records continue to evolve, but how can health care organizations fully take advantage of their EMR? Explore the EMR implementation life cycle from vision to optimization as we identify lessons learned from our global EMR implementation experience. We'll focus on areas of high risk in the implementation lifecycle including identifying common pitfalls and solutions to increase your chances of success. See how to engage your whole organization, from patient to clinician to executive, to create the right team and partnerships to implement an EPR successfully.

*Presenter: Fran Cousins, Partner, Deloitte UK*

### Convergence of health care and retail

The boundaries between health care and retail continue to blur as companies look to better serve patients and grow. Deloitte's study, "*One-stop shop: Where health care meets retail*," looks at how the integration of health care into retail settings could offer valuable solutions to some of Europe's most pressing challenges. Explore the report findings, which includes insights from 16,000 participants from 15 European countries and see first-hand this integration through our unique exploration center.

*Presenter: Maurice Fransen, Partner, Deloitte Netherlands*

### Cost challenges in health care

The cost of health care continues to define the quality, access, and affordability of health services worldwide. Countries are confronting higher costs as inflation increases the price of drugs, consumables, and other materials. In addition, the pandemic created a backlog of demand that increased pressure on funding, and, as a result, prioritization of care. Providers increasingly are considering more affordable and efficient models for access, some of which are being delivered through technology and other innovation. It boils down to the question: how to get more bang for the buck?

*Presenter: Minni Sarkka-Hietala, Partner, Deloitte Finland*