

## THE NEXT SOCIETY: NOW AND LIVE

### Third Episode on Health-Tech in the South Med:

#### A transition with opportunities for entrepreneurship

May 17, 2022 – 2:00 PM [CET]  
ON ZOOM

### 1. Introduction and Motivation

Health care is a unique arena for innovation, and the digital transformation of this sector represents a great opportunity to move forward in the sustainable development goals, whether through stimulating economic growth and creating jobs, to make the health care equally accessible or reducing the costs of increasingly cash-strapped health care systems facing ageing populations.

In the South Med region, while the Covid-19 pandemic has exacerbated the fragility and revealed the unpreparedness of these countries' health systems to deal with health emergencies, it has forced them to adopt innovative solutions to deal with the unprecedented disruption to the sector.

For several decades, these countries have been grappling with a continuing health transition, and they will encounter further challenges, due to the development of non-communicable diseases and the burgeoning ageing population.

Hence, there is an urgent need to re-structure these health systems by deploying new technological and innovative solutions to provide a modernized and efficient service, particularly in the face of the growing expectations of the populations. Moreover, integrating digital technologies into the health systems will encourage the participation of the private sector and will foster digital health entrepreneurship, creating jobs and at the same time ensure a reliable and efficient health service in the long term

Against this backdrop, [ANIMA](#) and [FEMISE](#) with the financial support of the European Union, are holding the third episode of “**THE NEXT SOCIETY: NOW AND LIVE!**” on E-Health.

### 2. Objectives and Setting

The objectives of this webinar is threefold:

1. To share experiences of best practices in the E-health sector from three different angles: at the national and policy levels, at the intermediary level and at the entrepreneurial level.
2. To provide a vehicle of capitalization among the different partners and stakeholders of the project with the aim to stimulate innovation in the E-health sector.
3. To showcase the role of entrepreneurship in promoting E-health transformation.

This event will bring together policy makers, entrepreneurs, representatives of international organizations, public and private sector representatives and the Mediterranean innovation community to promote innovation and present replicable national policies, tech hub models and solutions developed by startups that contribute to improving innovation.

## Agenda

**May 17, 2022 - 2:00-3:20 PM (CET)**

ON ZOOM

- 2:00 – 2:05 (5 min) Welcome and Introduction:**
- Dr. Maryse Louis, General Manager of FEMISE  
Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY
- 2:05 – 2:35 (20 min) Roundtable: Showcasing Best Practices at the National and Policy Level**
- Status of the Health-Tech Sector in the South Med Region,** *Dr. Ahcène Zehnati, Research director at the Centre de Recherche en Economie Appliquée pour le Développement (CREAD), Algeria (5 min)*
- Accelerated Road Toward a Digital Health Transformation in Morocco,** *H.E. Dr. Anas Doukkali, former Minister of Health, Morocco (8 min)*
- Moroccan Digital Health Response to the COVID-19 Crisis,** *Dr. Hassan Ghazal, Researcher in Bioinformatics and Medical Informatics, Morocco (7 min)*
- Moderator:** Dr. Maryse Louis, General Manager of FEMISE
- 2:35– 2:40 Q&A**
- 2:40 – 2:46 (6 min) Pitching 1**
- Let's hear the story of an entrepreneur from Jordan who established their own start-up in the e-health sector.  
This entrepreneur has benefited from the TNS support.
- Mr. Salah Haddad,** Founder of Connect to Fit
- Moderator:** Ms. Passainte Atef, Program and Policy Officer at FEMISE
- 2:46 – 2:52 (8 min) Testimonial: From Policy to Practice**
- Dr. Wafa B'chir,** Co-Founder and Senior Partner at Connect Innov
- Moderator:** Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

**2:52 – 2:58**

**(6 min) Pitching 2**

Let's hear the story of an entrepreneur from Tunisia who established their own start-up in the e-health sector.

This entrepreneur has benefited from the TNS support.

**Ms. Insaf Ayari**, Co-founder of Food4future

**Moderator:** Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

**2:58 – 3:04**

**(6 min) Pitching 3**

Let's hear the story of an entrepreneur from Algeria who established their own start-up in the e-health sector.

**Mr. Gouttel Zakaria**, DoctHus

**Moderator:** Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

**3:04 – 3:10**

**(6 min) Pitching 4**

Let's hear the story of an entrepreneur from Lebanon who established their own start-up in the e-health sector.

This entrepreneur has benefited from the TNS support.

**Mr. Jad Assaf**, Founder of OCT Analysis

**Moderator:** Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

**3:10 – 3:15**

**Q&A**

**3:15 – 3:20**

**Takeaways and Closing**

Dr. Maryse Louis, General Manager of FEMISE

Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY