



VIRTUAL EFFECTIVE MEDICAL ASSESSMENT CONFERENCE

Plug-and-play solutions for better work in
professional healthcare

OCTOBER 11 & 12

Sponsored by



What is it?

- The conference will bring together healthcare professionals and industry experts working in the field of early diagnosis.
- Medical practitioners will share their experience of using medical assessment tools that improved the efficiency of their work.
- Industry experts will present the latest plug-and-play solutions and perform live demonstrations.
- The conference will be held in English with simultaneous translations into French, Spanish, and German.

Who is it for?

- The first day of the conference will cover topics relevant to healthcare professionals looking for tips on how to implement effective medical assessment into their work processes.
- The second day is dedicated to professionals interested in the sales of MESI medical devices.

Why attend?

- Listen to the clinicians talk about the latest diagnostic solutions that improved their everyday work.
- Watch a variety of live diagnostic measurements.
- Learn about MESI products and good practice examples.
- Discover plug-and-play solutions for your medical practice.
- See how to improve your sales with MESI devices.
- Get a chance to win a prize – a brand new electric scooter.

DAY 1

Monday, 11 October,

09:00 - 9:45

The rise of predictive medical assessment

Jakob Šušterič

About lecture

Over the past few years, the strategy of diagnostics evolved. Lately, it has been focusing on providing clinicians with predictive medical assessment devices, helping them discover diseases in the early stages and ensuring all patients receive successful treatment. The technology available to healthcare providers shifted from descriptive (What happened?) and diagnostic (Why did it happen?) to predictive analytics (What will happen?).

About speaker

Jakob's career path started while he was still a student of electrical engineering. Already then, he was convinced that a successful product can be developed with a small investment and a good business idea. Jakob was only 21 years old when he and his two co-founders developed a device for detecting blocked arteries. Since then, MESI has produced more than 15.000 devices that helped doctors all around the world to diagnose more than 2 million patients.

DAY 1

Monday, 11 October,

9:45 - 10:30

Going wireless during COVID-19

Jaka Strel, MD

About lecture

COVID-19 is affecting healthcare systems around the world and posing new challenges for healthcare providers and patients alike. Coming in close contact with the patient during various stages of treatment and home visits does not only increase the possibility of infection or complications for the patient, but also for the physician. Now more than ever, all healthcare providers truly benefit from using wireless, digital, and portable tools.

About speaker

Doctor Strel is a family medicine specialist, who has been practicing for the last 5 years at the Arcus Medici outpatient clinic. He developed a unique model of health preventive, where the treatment of the patient is performed by the multidisciplinary team. Together with his colleagues he contributed to winning the award for the healthiest municipality in Slovenia in 2021. During his clinical practice, he devotes a lot of time to optimizing the organization of work and work processes. His team focuses on providing quality health care, including the digitization of processes in clinical work, which are thus more efficient and accessible to patients.

DAY 1

Monday, 11 October,

10:30 - 11:15

Cardiovascular impact of COVID-19

Rok Perme, MD

About lecture

Upon entering the body, the coronavirus rapidly spreads to the cells of the inner vascular layer. It damages endothelial cells directly as well as through molecules that cause inflammation and disable the protective action of the endothelium against blood clots. This manifests as increased susceptibility to venous thrombosis and pulmonary embolism, as well as arterial thrombosis, particularly in the coronary, cerebral, and lower extremity arteries. This way COVID-19 greatly worsens the course of heart attack, stroke, and acute leg ischemia.

About speaker

Doctor Perme is a specialist of internal and cardiovascular medicine. He graduated at the Faculty of Medicine in Ljubljana in 2003. Since then, he has been working as a physician in the Department of vascular diseases of the University Medical Center Ljubljana. Over the course of his career, he has performed more than 1,500 arteriography procedures, he regularly performs vascular ultrasound examinations, and assists in cardiovascular intensive care units. He is also an active member of the European Society of Vascular Medicine.

DAY 1

Monday, 11 October,

11:15 - 12:00

Assessment and management of heart failure

Prof. Bojan Vrtovec, MD, PhD

About lecture

Heart failure is a consequence of a structural and functional abnormality of the heart that results in inadequate cardiac output. It's not a single pathological diagnosis, but a clinical syndrome consisting of various symptoms. The initial clinical assessment includes reviewing patient's history and performing a thorough physical examination. Even with early treatment, a considerable number of patients still progress to end-stage heart failure. For these patients, stem cell therapies are becoming recognized as a safe treatment on top of conventional treatments.

About speaker

Doctor Vrtovec is a full professor of at the Faculty of Medicine, University of Ljubljana, and a medical director of Advanced Heart Failure and Transplantation Programme at the University Medical Center Ljubljana. He is a chief of Division of cardiology and a transplant and interventional cardiologist. He completed the Advanced Heart Failure and Transplant Cardiology fellowship at Texas Heart Institute in Houston, and a visiting professorship at Stanford University School of Medicine. His research interests include novel therapeutic approaches to heart failure, heart transplantation, stem cell therapy and mechanical circulatory support.

DAY 1

Monday, 11 October,

12:00 - 12:45

Crucial tips for complete arterial assessment

Matjaž Špan, MD

About lecture

Peripheral arterial disease is a widespread circulatory problem in which narrowed arteries reduce blood flow to your limbs, which can result in a multitude of complications, including amputations, gangrene, and stroke. The easiest non-invasive procedure is Ankle-Brachial Index (ABI). If followed by additional diagnostics, such as Toe-Brachial Index (TBI), the disease can be treated on time and adverse events can be prevented. With automated technology, having a good insight into the patients' arterial conditions has never been easier.

About speaker

Doctor Špan is a cardiovascular surgeon and co-founder of MESI. Ever since he obtained a medical degree in 1999, he has been in constant contact with patients suffering from peripheral arterial disease. He saw the possibility of saving time in the automatic measurement that would be available in every general practitioner's office. During his career, he received additional education at the Texas Heart Institute and Houston, while he also completed a specialization in vascular surgery.

DAY 1

Monday, 11 October,

13:30 - 14:15

Redefining blood pressure measurement

Assist. Prof. Jana Brguljan, MD, PhD

About lecture

Thorough blood pressure measurement is essential for proper diagnosis of hypertension and its underlying causes. A 30-minute (averaging) blood pressure measurement is suggested to be a valid alternative to daytime ambulatory or home blood pressure measurement, in attempting to determine patients true blood pressure status. Furthermore, international guidelines also advise healthcare professionals to measure blood pressure in both arms when assessing cardiovascular risk. This is important not only for revealing potential cardiovascular risks factors, but also for improving the diagnosis of hypertension in general.

About speaker

Doctor Brguljan is head of the Hypertension Department at the University Medical Centre in Ljubljana. Upon finishing her medical studies in 1990, she continued her education as a researcher at the Catholic University of Leuven (Belgium), where she finished her master's and PhD degrees. Her research focus is high normal blood pressure and the value of ambulatory blood pressure monitoring in the detection of masked hypertension. She is a current president of Slovenian Hypertension Society, an active member of ESH and ESC, and an executive member of the Journal of Hypertension's editorial board.

DAY 1

Monday, 11 October,

14:15 - 15:00

Clinical value of measuring pulse wave velocity

Sandrine Millasseau, PhD

About lecture

The pressure wave produced by systolic pumping of the heart travels along the aorta and throughout the body. The velocity of this movement gives a measurement of arterial stiffness. With age, or due to changes in the arterial wall, these vessels become stiffer and the speed at which the pressure wave moves through the system is increased. That's the reason why PWV has been established as a highly reliable prognostic parameter for cardiovascular morbidity and mortality in a variety of adult populations and patients with end-stage renal disease, diabetes, and hypertension.

About speaker

Sandrine received her master's degree in electronics and computing (France) and her PhD in physiology and signal processing (UK). She has been active in the medical device business already since 1999. Before joining MESI, she worked for AtCor and Alam Medical, which is the market leader in the field of pulse wave velocity and central blood pressure. In 2015, she became a distributor for MESI in France, while in 2017 she took over the role of a country sales manager.

DAY 1

Monday, 11 October,

15:00 - 15:45

The 6-minute walk test: why and how?

Peter Kecelj, MD, MSc

About lecture

The 6-minute walking test (6MWT) is a versatile tool for assessing functional capacity in patients with a wide variety of pulmonary, cardiovascular, neurological, and neuromuscular conditions. A preliminary study found that the 6MWT is a useful tool for diagnosis of symptomatic exercise-induced hypoxia in hospitalized patients with COVID-19 prior to planned discharge. The latest advancements in medical technology and the subsequent development of dedicated diagnostic tools have made the 6MWT easy for the patients and convenient for the operators.

About speaker

Doctor Kecelj received his medical degree at the University of Ljubljana in 1991 and completed a pulmonology specialization in 1998. The same year he started working as a pulmonologist at the University Clinic of Respiratory and Allergic Diseases Golnik. After 10 years, precisely in 2007, he decided to go on his own and opened a private medical centre, called Remeda. In 2010 he successfully defended his master's thesis in the field of allergology.

DAY 1

Monday, 11 October,

15:45 - 16:30

The role of spirometry in general practice

Ivan Pecev, MD

About lecture

Some of those symptoms, like tightness in the chest, may be indicative of both cardiovascular and respiratory issues. How can one differentiate between them? The answer is spirometry, the most common of pulmonary function tests and one that is increasingly used in general practice, at least for preliminary diagnosis. There are many different types of spirometers available, from simple ones to large, complex devices, but only few of them utilise advanced diagnostic technology that eliminates the need for traditional calibration.

About speaker

Doctor Pecev is a family medicine specialist at the Arcus Medici outpatient clinic, where they place emphasis on modern and professional treatment of their patients. For this purpose, they've developed a unique model of preventive medical treatment. He also participated as the co-author of the handbook "Physical activity for better health and well-being".

DAY 1

Monday, 11 October,

16:30 - 17:00

Conference reflections & award ceremony

DAY 2

Tuesday, 12 October,

09:00 - 09:45

Opening new opportunities in healthcare

Jakob Šušterič

About lecture

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DAY 2

Tuesday, 11 October,

09:45 - 10:30

MESI mTABLET lifetime value

Timotej Vitez

About lecture

MESI mTABLET's main advantage over other diagnostic devices is its modularity. This means it can be always upgraded with additional diagnostic modules and medical apps in the future. This boosts its functionality and gives users access to the information and tools they need. MESI mTABLET can be always upgraded with additional diagnostic tools and medical apps tested by medical professionals. This boosts its functionality and gives users access to the information and tools they need.

About speaker

By working closely with industry partners, Tim takes care of the company's business development and looks for new opportunities for growth. As a member of the sales team, he plays an integrative role between different departments in MESI with the goal of bringing new ideas, products, and strategies to global markets, especially in Italy and the USA.

DAY 2

Tuesday, 12 October,

10:30 - 11:15

The potential of MESI mTABLET in nursing homes

Sebastian Winkler, PhD

About lecture

Nursing homes are certainly an essential part of care for the elderly, who were particularly affected during the COVID-19 crisis. Most of them are running on a tight budget, being financed at least partially by public or private insurance systems. In this lecture, we are going to discuss how MESI mTABLET has the potential to improve elderly care on multiple levels, reduce overall spending, and thus prevent revenue loss.

About speaker

Sebastian studied physics in Germany and in the USA. His PhD thesis was focused on non-linear ultrashort laser-matter interactions. He worked as a project manager for hardware engineering in the nuclear and medical industry. In 2013, he co-founded Thalamed, a marketplace for diagnostic medical devices, such as ultrasounds and X-ray machines. Currently, he is the managing director of MESI Germany. Besides positioning the MESI brand in Germany, he is actively looking for new market opportunities and potential partners.

DAY 2

Tuesday, 11 October,

11:15 - 12:00

Scaling sales success on the example of MESI mTABLET

Rudi Čebulj

About lecture

For your business to grow, everything must grow. The very first step to reaching a higher level of performance is to scale sales and marketing. But scaling success is not just about numbers or size. It is about how to drive the right mindset, practices, and behaviours for your sales organization to deliver predictable, repeatable, and meaningful results. A deep understanding of the medical industry and master-level knowledge of MESI mTABLET portfolio certainly come in handy.

About speaker

Rudi joined MESI in 2016 with a mission to establish a distribution network across small European countries. He was able to learn about different healthcare systems and the mindsets of doctors to understand what drives them. Since last year he has started working closely with other team members as a Head of distributions sales to fulfil MESI's vision to bring MESI products to every doctor's office.

DAY 2

Tuesday, 12 October,

12:00 - 12:45

MESI mTABLET good practice examples

Roundtable discussion

About lecture

Be part of this interactive roundtable discussion and learn more about the experience with MESI mTABLET. We all share the same vision: to simplify diagnostics and help discover diseases earlier. Participants in the discussion: Martin Marsh (MESI UK), Saager Kalloe (Henry Schein), Piia Reijonen (Steripolar), and Glen Charles (EBOS).

DAY 2

Tuesday, 11 October,

13:30 - 14:45

Seamless medical data storage with MESI mTABLET

Blaž Bulić

About lecture

Automatic and seamless transfer of data from medical devices into electronic records is crucial for effective work in healthcare. MESI mRECORDS ensures that all measurements and patient data are automatically stored and synchronized with the built-in electronic medical records. This way clinicians can avoid making mistakes when entering information into patient records and are able to devote themselves to their primary job.

About speaker

Blaž is an enthusiastic customer service representative with more than ten years of customer support experience. He graduated at the Faculty of Electrical Engineering in Ljubljana and joined MESI almost a year ago. His main duties are providing quick and comprehensive technical support for MESI products, dealing with EMR integration, and helping with technical documentation.

DAY 2

Tuesday, 12 October,

14:15 - 15:00

Quality assurance in medical device manufacturing

Nejc Ludvik

About lecture

The role of quality assurance is to check processes and procedures in compliance with international standards. The quality assurance experts are involved from day one of the product development cycle to mitigate risk and improve processes. Implementing a full quality management system ensures quality in maintaining medical device design, manufacturing, risk management, supplier management, product labelling, storage & distribution, clinical data, and complaint handling.

About speaker

Nejc takes care of the company's quality management system, participates in external and internal audits, and performs medical device registrations on foreign markets. Besides that, he oversees regulatory matters concerning medical devices and administrating the company's ERP system.

DAY 2

Tuesday, 11 October,

15:00 - 15:45

Live measurements with MESI mTABLET

Demonstration session

About lecture

The MESI mTABLET demonstration session will be live and fully interactive. You will see how MESI devices can meet your medical practice needs. We will familiarize you with the basic functions, as well as clinical use and technical details of our product portfolio. You will also have an option to start a real-time conversation and ask specific questions to our product specialist.

DAY 2

Tuesday, 11 October,

15:45 - 16:15

Conference reflections & award ceremony