Ref. Ares(2015)1827210 - 29/04/2015

Carsten Bermig
European Commission
Rue de la Loi 200
B-1049 Brussels

Brussels, 29th April 2015

Re: Personal and non-transferable invitation to a high-level roundtable on Wednesday, May 27th in Brussels: *Fostering Creativity in Europe—a New Approach to Innovation and Healthcare*.

Dear Mr Carsten Bermig,

Healthcare is facing a technological paradigm shift that has the potential to transform the lives of millions of European citizens. Whilst we see personalized medicines, cancer immunotherapies, and genome editing bringing targeted therapies to patients, the ongoing ICT revolution is not only changing the way medicine is delivered (e.g., through health applications, e-prescriptions) but also opening exciting areas for healthcare innovation in Europe. More and more, the astute combination of healthcare and digital innovation is bringing a new generation of therapeutic solutions that can improve patients' outcomes.

Novartis and Google Life Sciences wish to bring together key Brussels stakeholders to discuss the policy challenges for health innovation in all its different forms:

- What are the latest trends in health innovation? How can it contribute to improve healthcare delivery and patients' outcomes on a cost-effective basis?
- Is the EU regulatory and economic environment fit for purpose in terms of incentives to and uptake of innovation? Can Europe become a creativity hub for disruptive innovation in healthcare?

Novartis and Google Life Sciences request the pleasure of your company at this informal event featuring two exceptional speakers who will set the scene for discussion:

- [redacted], Novartis' Global Head Discovery & Investigative Safety and Global Head Therapeutic Areas in Preclinical Safety at Novartis Institutes for BioMedical Research (NIBR). With more than 22 years of experience in drug development, [redacted] will discuss the challenges of pharmaceutical R&D and unveil today's exciting research projects towards tomorrow's medicine.

- [redacted] is the Head of Google Life Sciences, where he oversees a team of scientists working on a wide-spectrum of healthcare-related projects. [redacted] will discuss the mission of Google Life Sciences—to help move health care from reactive to proactive—and how his team is seeking to partner with medical experts, patient groups, and the life sciences sector to marshal the latest technological tools to further that mission.

The roundtable will take place on Wednesday, May 27th, from 12.30 to 14.00, in the Hessen Representation (Rue Montoyer 21, 1000 Brussels).

The session will include a small number of selected decision-makers and key opinion leaders who contribute to shaping the European policy landscape in the field of health innovation. To ensure an open, lively discussion, this invitation is personal and nontransferable. Discussions will follow Chatham House rules.

We would be delighted if you chose to attend this high-level event. Thanks for confirming your attendance to [redacted]@novartis.com by Wednesday 20th May.

We look forward to hearing from you and remain at your disposal should you wish for further information.

Sincerely yours,

[redacted]

[redacted]
Head of EU Relations &
Brussels Public Affairs Office
Novartis

[redacted]

[redacted]
Senior Policy Counsel
Google