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TECHNOLOGY

VIVATECH 2021 | TIME TO RECONNECT

PUBLICIS HEALTH EVENT RECAP



INSIGHTS AND LEADERS FROM ACROSS THE INDUSTRY



LVMH



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THE POWER OF COVID-19 TO UNITE THE HEALTHCARE ECOSYSTEM

The annual VivaTech conference is known to bring together some of the world's best innovative actors to ignite positive change in business and for society. Across 4 days, listeners tuned-in to hear from more than 1,100 exhibitors and 300+ speakers across the world.

This year's tagline was appropriately, "Time to Reconnect" with the event agenda focused on industry emergence from the COVID-19 Pandemic. For VivaTech's first hybrid conference, sessions were held both online and in-person and covered a swath of topics ranging from tech innovations to health inequities to the role of data and more. What stood out is how the COVID-19 pandemic has acted as an accelerant and united the healthcare and tech ecosystems around a handful of key goals.

While the event had a dozen main topics across 100+ sessions and specialty content programs, we've curated our recap around three key themes we see stakeholders across the healthcare ecosystem getting behind, along with high-profile keynote speakers from companies including: Apple, Sanofi, Facebook, Microsoft, LVMH, and more.



Merging Tech and Healthcare

Utilizing tech for healthcare solutions



The Future of Health

Addressing the realities of mental illness



Keynote Speakers

VivaTech's high-profile speakers from across the world



MERGING
TECH AND
HEALTHCARE

“The only
progress, is
human.”

- Frederic Vacher, Director of Innovation, Dassault Systèmes



IMPROVING HEALTHCARE, ANYWHERE AND EVERYWHERE

Featuring: **Sophia Baah**, COO, MPHARMA; **Caitlin Burton**, VP, Global Health Partnerships, Zipline International; **Bridget Ugwe**, Editor of the Day, Euronews

THE TALK

In conversation with Bridget Ugwe, Caitlin Burton discussed how technology facilitates access to healthcare. Unfortunately, due to severe connection issues Baah was unable to fully partake in the discussion. Burton highlighted Zipline International, an American medical product delivery company that utilizes drone technology to transport medical supplies to clinics and hospitals in need from a centralized inventory location. Their distribution system helps to reduce the risk and variability of the supply chain while bringing healthcare closer to patients with broader reach. Burton stressed the importance of tech innovation in the effort to expand accessibility to healthcare, highlighting the need for continuous collaboration and contribution across the healthcare paradigm to create sustainably accessible healthcare.

THE TAKEAWAYS

- Technology allows for new and innovative methods of medicinal distribution that foster increasingly accessible models of healthcare.
- Investing in certain infrastructures can strengthen the broader healthcare ecosystem, putting patient accessibility and need at the forefront, even beyond issues like COVID-19 vaccination distribution.



IMPACTING THE FUTURE OF HEALTH

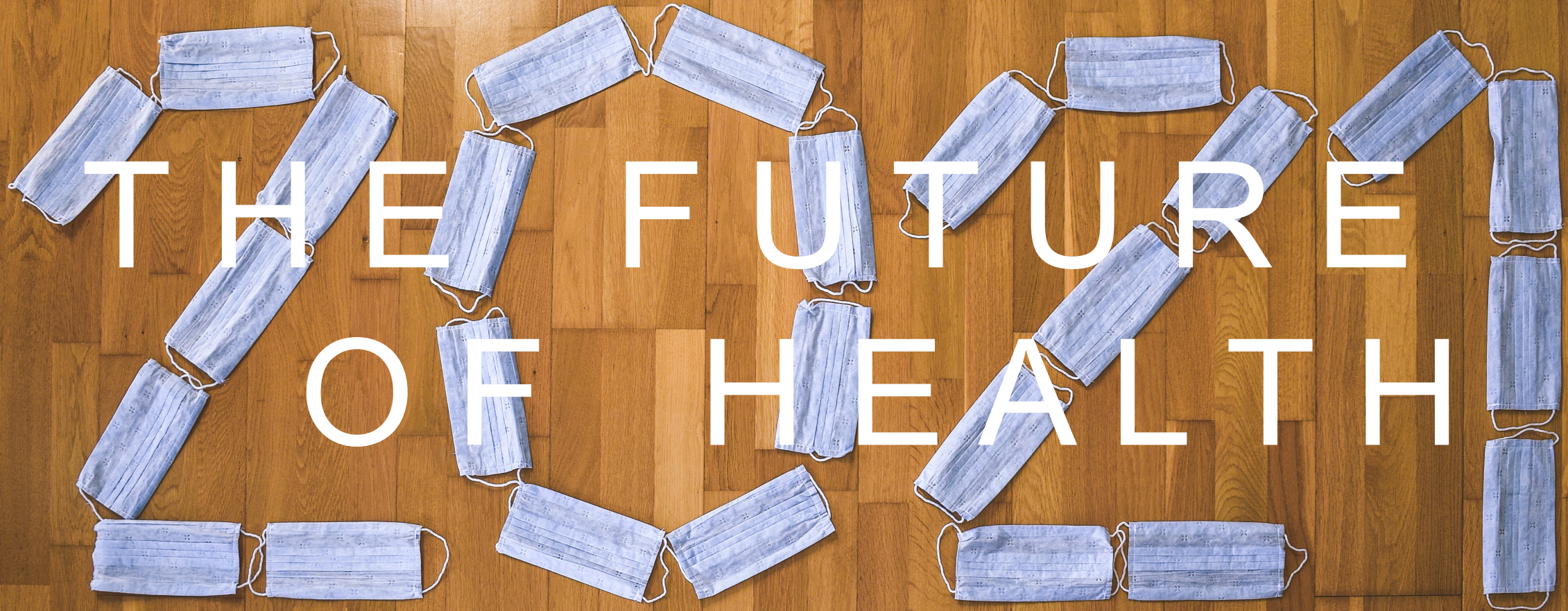
Featuring: **Anaïs Barut**, CEO, Damae Medical, **Matthieu DeBeule**, CEO, FEOPS, **Minh Le**, General Director, PKVitality, **Marion Moreau**, Journalist, **TECH**, **Prashanth Ray**, CSO, Lucid Implants, **Frederic Vacher**, Head of Innovation, Dassault Systèmes

THE TALK

Predictive simulation technologies can help to improve the way in which we detect and personalize medicine for patients and professionals. As technological innovators push the way in which we approach treatment and experience for patients, larger tech entities have started refocusing their efforts towards health. In the session, Dassault Systèmes highlighted their 3D Experience Lab and showcased exciting new technologies that will impact the broader healthcare ecosystem. Various innovators from around the world showcased new technologies, from glucose monitoring devices to personalized implants to new non-invasive imaging devices used to detect skin cancer early on.

THE TAKEAWAYS

- Thinking about technological impact within a singular ecosystem or industry is restrictive and doesn't allow for innovation across fields. As tech rapidly progresses, it will be important for industries to collide to create products and machines that can best serve patients.
- When facilitating conversations of technological development, there is no future of innovation – the future is now.
- Current human innovation needs to continually influence cutting edge technology. This will help ensure a sustainable model of innovation that consistently places patient needs at the front line.



THE FUTURE
OF HEALTH

**“The interest in technology,
with the humanities, can
produce some incredible
things for the world.”**

- Tim Cook, CEO, Apple



THE FUTURE OF GROWTH AND PRODUCTIVITY

Featuring: **Eric Hazan**, Senior Partner, McKinsey & Company; **Biljana Cvetanovski**, Partner, McKinsey & Company

THE TALK

COVID-19 accelerated us to an inflection point for growth and productivity, and it's necessary for us to consider the new growth driver known as intangible assets. Intangible assets can be divided into the four broad categories of innovation capital, digital and analytics capital, human and relational capital, and brand capital. Hazan stressed the importance of investing in all these assets to foster growth and productivity, as companies and entities begin to recover from the pandemic. While there is no magic formula for investing in intangible assets, evidence shows that certain sectors, such as tech and professional services, achieved 20% higher growth and productivity rates when investing more than 12% of their turnover in intangible assets between 1995 and 2019.

THE TAKEAWAYS

- A critical differentiator for top growers were the capabilities they deployed to leverage their intangible assets.
- Top growers of the future will invest disproportionately into human capabilities to turn their company into a learning one.
- While sectors matter within these conversations of growth, they can overcome obstacles that may inhibit them. Investing in more intangible assets will statistically lead to growth, if execution is fruitful within a company.



LEVERAGING TECH FOR SOCIAL PROGRESS

Featuring **Makhtar Diop**, Managing Director, International Finance Corporation

THE TALK

COVID-19 halted many aspects of our lives and inhibited the growth of emerging markets around the globe. The IFC is working to support tech development for social progress in emerging markets through building infrastructure, supporting venture capital and disrupted technologies, and starting global conversations of e-commerce. Diop stressed how COVID shifted the understanding of health as a sector in development. Due to the digital divide narrowing, there are increasing opportunities and services that can be improved through the utilization of tech. To foster the growth and improvement of tech development, the IFC is tackling issues like infrastructure, skills, and regulations, all of which can have the potential to inhibit tech development if not executed properly.

THE TAKEAWAYS

- Improving accessibility to technology is key for fostering growth within emerging markets.
- IFC is helping the health ecosystem in poor countries by trying to support various companies tackling the issues that inhibit tech development in emerging markets.
- Data can be utilized as a lever of inclusive development, when the consumer is prioritized through privacy laws that protect the regulations and behavior that effect data collection and usage.



FOCUS ON NEW HEALTH SOLUTIONS

Featuring: **Cyril Klein**, Director of Strategy and Transformation, MIPIH; **Adeline Martine**, Health Project Manager, AD'OCC

THE TALK

Klein and Martine highlight their respective companies, MIPIH & AD'OCC, and how they are leveraging tech while focusing on new health solutions. MIPIH is a public industrial group specializing in health and places a high value on usage innovation over tech innovation due to their status as a data host. The e-health company is comprised of four agencies and serves a customer base of hospitals regardless of size. Martine highlighted AD'OCC and noted bioproduction as a promising sector in the industry. AD'OCC works on a multitude of projects, ranging from dietary health to environmental health, and utilizes AI and robotics for both production and R&D.

THE TAKEAWAYS

- COVID-19 has accelerated how companies are leveraging tech to enhance the patient experience across healthcare channels.
- The healthcare sector will become an increasingly prominent force within the Occitanie region in France.



THE FUTURE OF HEALTHCARE

Featuring: **Melissa Bell**, Paris Correspondent, CNN; **Paul Hudson**, CEO, Sanofi

THE TALK

Sanofi is currently developing 2 vaccines for COVID-19, and attributes the vast success of the industry at large to collaboration and tech. According to Hudson, healthcare is possible one of the last great modern industries that has yet to be disrupted by digital, tech, and data. Tech is moving so fast that people not within biological sciences are able to provide great input when developing medicines and solutions. Utilizing data metrics, Sanofi can target those specifically who are suffering, and use tech innovation to find methods and treatments that help these specific groups rather than focusing on demographics of individuals for studies. As a result, Sanofi can break new ground and curate their reach to those who need it most.

THE TAKEAWAYS

- Tech innovation is allowing companies to expand their reach to consumers, regardless of demographics.
- The integration of tech, digital, and data in healthcare allows for increased input from across professional channels.
- It will be imperative for companies to broaden the scope for medical studies, to ensure that those who are in need of healthcare are receiving tailored treatments and medicines.



A close-up photograph of a person's hands holding a smartphone. The hands are positioned in the center of the frame, with the phone held horizontally. The background is dark and out of focus. Overlaid on the image is the text 'KEYNOTE SPEAKERS' in a large, white, sans-serif font, centered horizontally and vertically.

KEYNOTE
SPEAKERS



THE FUTURE OF APPLE

Featuring: **Tim Cook**, CEO, Apple; **Gillaume Lacroix**, CEO, Brut

THE TALK

Apple had an undeniable impact on the worldwide response to the COVID-19 Pandemic. Through the manufacturing of masks and face shields, and collaboration with Google to create a COVID exposure notification system, Apple has highlighted their ability to adapt to a rapidly changing, and abrupt, tech landscape. Apple is constantly looking to the future of tech, trying to ignite positive change through their base of products and services. Currently Apple is exploring how they can further their mission of minimizing climate and environmental impact, hoping to be completely carbon neutral for its supply chain and products by 2030.

THE TAKEAWAYS

- Cook rejected the idea of a 'lost generation' due to COVID. He views young people interested in tech as value driven, and well-equipped to be at the root of solutions to today's problems and issues.
- Apple's mission is to create products that enrich peoples lives, and they constantly strive to meet this standard. Any new products will be a continuation of this mission and will solve more problems for people than any predecessors.
- Failure is a given within tech, but it's crucial to keep failure internal so as not to involve the Apple consumer.



THE FUTURE OF FACEBOOK

Featuring: **Mark Zuckerberg**, Founder/Chairman/CEO, Facebook; **Maurice Lévy**, Chairman of the Supervisory Board, Publicis Groupe

THE TALK

Facebook is focusing its future on creating products that benefit individual well-being, society, and the world at large. Zuckerberg explored how Facebook is achieving this through their initiatives with online shops, VR and AR, and creators. Due to the challenges faced by physical storefronts throughout periods of lockdown around the world, Zuckerberg hopes to mobilize Facebook Shops to integrate smaller businesses, with no previous exposure to online business, to the e-commerce ecosystem. Both VR/AR specifically are shaping the future of the company as well, with Zuckerberg stating that Facebook has reached an inflection point where the technology is developing faster than expected. In tangent with Shops and their VR/AR initiatives, Facebook is seeking to support creators that utilize their platforms to create an ecosystem that allows for creator growth and development.

THE TAKEAWAYS

- Facebook's initiatives with VR and AR are important within the context of our socially distanced reality. These technologies give users the power to experience presence beyond the confines of our immediate settings and showcase how technology can emotionally resonate with users in a post COVID era.
- Facebook Shops will make the user experience more streamlined and will allow consumers to engage with businesses and services on a deeper level.
- By prioritizing creators, Facebook hopes to curate a cyclical economy where creativity can generate profit, while boosting website traffic.

Thank you