

Session Program

May 29 - 30, 2024

ICEC - CERN Project STELLA Kick-off Meeting “Re-engineering the Next Generation of Medical Linear Accelerators for Use in Challenging Environments”

Session 7

CERN, 40/S2-B01 - Salle Bohr

Thu, May 30

10:45 AM

Session 7: Business Strategy

Session | **Location:** CERN, 40/S2-B01 - Salle Bohr | **Convener:** Dr Donna O'Brien

10:45 - 10:50 AM **Overview and Key Challenges**

Speaker

Donna O'Brien

10:50 - 11:07 AM **Market Dynamics - Need for a Disruptive Business Model**

Speakers

Dr Bob Spears, Donna O'Brien

11:10 - 11:37 AM **New Business models and Healthcare Utilities**

Speaker

Dr Carter Dredge

11:40 - 11:52 AM **Role of CERN/KT**

Speakers

Benjamin Frisch, Sandra Elisabeth Muhr

11:55 AM - 12:22 PM **Facilitated Discussion - Business Model**

Speaker

Donna O'Brien

12:25 - 12:30 PM **Session Summary and Next Steps**

Speaker

Donna O'Brien

12:30 PM