

## **Session Program**

**29-30 May 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

## Thursday 30 May

10:45

### Session 7: Business Strategy

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

#### 10:45–10:50 **Overview and Key Challenges**

**Speaker**

Donna O'Brien

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

**Speakers**

Dr Bob Spears, Donna O'Brien

#### 11:10–11:37 **New Business models and Healthcare Utilities**

**Speaker**

Dr Carter Dredge

#### 11:40–11:52 **Role of CERN/KT**

**Speakers**

Benjamin Frisch, Sandra Elisabeth Muhr

#### 11:55–12:22 **Facilitated Discussion - Business Model**

**Speaker**

Donna O'Brien

#### 12:25–12:30 **Session Summary and Next Steps**

**Speaker**

Donna O'Brien

12:30