



Speaker profiles



Alexandre Lourenço

Centro Hospitalar e Universitário de Coimbra

Alexandre Lourenço is a Healthcare Manager and a PhD Candidate at NOVA School of Business & Economics. He is the President of the Portuguese Association of Hospital Managers, Board and Executive Committee member of the European Association of Hospital Managers (EAHM), Board member of the European Health Management Association (EHMA), International Associate of the American College of Healthcare Executives (ACHE) and Honorary Fellow of the Brazilian College of Health Executives (CBExS). He works as Hospital Administrator at Coimbra University and Hospital Centre, Affiliate Member of Nova SBE Health Economics and Management Knowledge Centre, and Guest Lecturer on Healthcare Management Executive Training Programs at the Católica Lisbon School of Business & Economics. Since 2014, he also cooperates as a consultant for the World Health Organization, providing technical assistance on health systems strengthening and financing. He is a member of the Technical Advisory Group on Tuberculosis Control (TAG-TB) for WHO-Europe.

He has co-authored several health care policy documents (e.g. Portuguese Ministry of Health, European Commission, World Health Organization, Organisation for Economic Co-operation and Development, International Labour Organization), book chapters, scientific papers, and posters. He has presented keynote talks at several national and international conferences. He is the Exec Editor-in-Chief of the Health Management Journal.



Professor Gert Van Assche

UZ Leuven

Gert Van Assche is currently Chief Medical Officer at the University Hospitals Leuven (UZ Leuven), and Professor of Medicine at the University of Leuven, Belgium. He trained in Leuven, Hamilton, ON, Canada and Belfast, Northern Ireland. He has been leading the Department of Gastroenterology and Hepatology (2015-2018) and was Clinical Operational Officer at UZ Leuven. International leadership positions include: Head of Clinical and Translational IBD Research at the MtSinai Health System, Toronto and Professor of Medicine at the U of Toronto, ON, Canada (2012-2013).



Lisette van Gemert-Pijnen

University of Twente

Lisette is full Professor of Persuasive Health Technology at the University of Twente, and she has an appointment as Senior Researcher at the University Medical Center Groningen and as Adjunct Professor at the University of Waterloo (Canada). Lisette founded and coordinates the Center for eHealth & Wellbeing Research at the University of Twente, and the lab Persuasive Health Technology which captures the projects & products of her research (group). She is the Chair of the Health Research Domain of the faculty of Behavioral, Management and Social sciences at the University of Twente. As full Professor Persuasive Health Technology she coordinates the Health Research Domain from Technical Medicine Centre of the University of Twente.

She has a long-term expertise in the area of persuasive & personalized coaching using empathic monitoring technologies, and in the establishment of a smart European knowledge infrastructure for design and implementation of eLearning-concepts in HealthCare (blended care; virtual reality).

She is scientific chair of the Sustainable Healthcare Technology implementation research program of the University of Twente. Lisette is the editor of the book 'eHealth Research, Theory and Development, a multidisciplinary approach', a textbook for eHealth students and professionals. She developed with her lab the eHealth MOOC, a massive online Instructional Technology to train students and professionals. Lisette is international leader of the development of Health Technology to support cross-border safety and mobility of patients and care professionals.



Dr Sofia Segkouli

CERTH, The Centre of Research & Technology, Hellas

Segkouli Sofia received the degree of Diploma Greek Philology from the Aristoteleio University, the department of Greek linguistics, in 1997, and a PhD Thesis, Department of Special Education (SED), School of Humanities of the University of Thessaly, Greece (2013-2017).

In 2005, she joined the Institute Informatics and Telematics as a researcher participating in numerous projects and currently she is a member of the Visual Analytics Laboratory of CERTH/ITI.

She has also participated in the preparation and writing of successful projects. In particular, her main research interests include the interaction of mild cognitive impaired elderly people with computerized environments and the impact of advanced technology on critical cognitive abilities and daily activities of patients. Moreover among her research interests are the impaired functions of speech in subjects with Mild Cognitive Impairment (MCI) and early Alzheimer's disease (AD) and also potential deficits in critical cognitive abilities as the attention, executive and visuospatial function. During the last five years, she has been the (co)author of papers in refereed journals, edited books, and international conferences. She has also been involved in a number of research projects funded by the EC and the Greek secretariat of Research and Technology.

Since 2005, Sofia has participated in 16 Research and Development projects of CERTH/ITI. She received a GDPR certification from the International Hellenic University in terms of the Lifelong Learning Programs, attending 80 hours. From 2017 until today, she has acquired valuable experience from the participation in working groups dedicated in Large Scale Projects (LSP) and the implementation of the new regulation, General Data Protection Regulation, through regular meetings, webinars and also participation in relevant workshops.

Currently, she is a senior researcher in the field of Healthcare for elderly, Information Technologies Institute, Centre for Research and Technology Hellas. Sofia has an active role in Ethics management in LSPs and also in the participation and collaboration on Action Groups (AG5) which are dedicated on Ethics in emerging technologies (e.g. IoT, AI), participating in relevant events (webinars, workshops) and also publications (white papers).



Marc van der Zande

S3 Sports

Marc van der Zande worked after his studies (Biomedical Engineering, specialised in Biomechanics, University of Twente) at TNO on (inter)national project management, responsible for initiation and managing complex national and international innovation projects on product ergonomics. Since 2004 also for TNO Sport, a collaboration of various groups within TNO focused on sports. Since its start in 2006 working as the innovation program manager Sports Products at InnoSportNL, the national innovation program in sports. From October 2013 to May 2016 also as director of InnoSportNL. He is one of the founding people of EPSI, the European network of companies and organisations in the field of Sport and Innovation. He now owns his own advisory company (Work4Innovation) on innovation management to support parties in their process to create successful innovations in the sports & vitality environment. Clients are a.o.: Delft University of Technology, Eindhoven University of Technology, Cluster Sports & Technology. For Cluster Sports and Technology (www.sportsandtechnology.com) he works as a senior project manager on initiation and management of (national & international) innovation projects & programs in the quadruple helix, in particular on economic and societal spin-off of innovation in sports.

