The German Center for Research and Innovation and the University Alliance Ruhr cordially invite you to a panel discussion on

**Opportunities and Risks in E-Health**

**Wednesday, November 4, 2015, from 6:30 p.m. – 8:30 p.m.**

with

**Dr. Peter Levin**  
President & Founder, Amida Technology Solutions

and

**Dr. Sam Bierstock**  
President & Founder, Champions in Healthcare

and

**Guido Schmitz**  
Director of Global Packaging Design  
Innovation R&D Department, Bayer Consumer Care

moderated by

**Prof. Dr. Christof Paar**  
Chair for Embedded Security, Ruhr-Universität Bochum

at

German House, 871 United Nations Plaza (First Ave. at 49th Street), New York, NY

**RSVP by November 2 by clicking here. Registration is required to attend. Seating is limited.**

Reception to follow.

An increasing number of medical devices, such as heart rate monitors, pacemakers, defibrillators, and drug delivery systems, use wireless communication to monitor patients both in hospitals and at home. These devices use personal data and health-related information. Moreover, devices such as implantable cardiac defibrillators and pacemakers treat chronic diseases with electrical therapy that can be wirelessly modified. These devices and systems thus represent a growing risk with respect to the security of the medical data they contain. Topics such as patient privacy, data security, and a more integrative approach to healthcare in aging societies are of great relevance to the U.S. market.
**Speaker Biographies:**

**Dr. Peter Levin** is the founder of Amida Technology Solutions, a Maryland-based start-up that focuses on data interoperability. From May 2009 until March 2013, he served as Senior Advisor to the Secretary and Chief Technology Officer of the Department of Veterans Affairs. Dr. Levin was previously a board member of Astaro (based in Karlsruhe, acquired by Sophos) and Neolinear (a CMU spin-out, acquired by Cadence), and a co-founder of Zanio (a Stanford spin-out acquired by Boeing). He was also a venture partner of Ventizz Capital Partners in Düsseldorf and a general partner of Techno Venture Management in Munich. Dr. Levin was a National Science Foundation Presidential Young Investigator during the first Bush administration, a Clinton White House Fellow, and an Alexander von Humboldt Fellow. He holds patents in chip design and GPS-based authentication, and has published in *Foreign Affairs, Foreign Policy, The Huffington Post, politico.com, Techonomy, Spectrum*, and on the White House website.

Dr. Levin is a consulting professor in the Department of Aeronautics and Astronautics at Stanford University and an adjunct senior fellow at the Center for a New American Security (CNAS). He studied at Carnegie Mellon University and was a DAAD Visiting Scientist at the Technische Universität München.

**Dr. Sam Bierstock**, trained in internal medicine, is a board-certified eye surgeon, holds a B.S. degree in electrical engineering, and is a nationally recognized authority on healthcare clinical information systems. He has served as Chief Medical Officer for IBM and in executive positions for several major leading healthcare EHR and informatics consulting companies. He is the founder and president of Champions in Healthcare ([www.championsinhealthcare.com](http://www.championsinhealthcare.com)), a consulting company that identifies and provides business strategies for companies developing leading-edge healthcare IT products and bringing them to market.

Dr. Bierstock is also the originator of the concept of “Thoughtflow™” as opposed to “Workflow” as the essential missing ingredient in clinical information systems to assure clinician adoption of information system technologies. Among his other activities, Dr. Bierstock has published three books, more than 100 articles, and lectured extensively nationally and internationally. He has been a contributing editor for *The Wall Street Journal* and other national publications, has been featured in major national print media on healthcare IT matters, and has appeared on CNN, FOX TV, and all of the major television networks, as well as on many nationally syndicated radio stations and on *National Public Radio*. 

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Guido Schmitz is currently Director of Global Packaging Design within the Innovation R&D Department at Bayer Consumer Care in Morristown, NJ. He is responsible for new technology development, capital investment, and packaging innovation. His range of global responsibilities include idea generation, conception and development of new products and technologies, including new material, new formulations, and new dose forms, such as powders, granulations, solid dose tablets, and gel capsules. Mr. Schmitz has nearly 35 years of international experience in the consumer healthcare industry, specializing in process technology innovation, branding, design, and packaging. He is responsible for the successful implementation of local and global new production processes as well as projects for Bayer’s HealthCare Consumer Care’s OTC brand portfolio. Since 2010 he has been a member of the “Bayer AG Innovation Expert Club.” Mr. Schmitz is currently a member of the Rutgers Advisory Board for packaging of education.

Moderator Biography:

Prof. Dr. Christof Paar is Chair for Embedded Security at Ruhr-Universität Bochum and is a research professor at the University of Massachusetts Amherst. He co-founded the Conference on Cryptographic Hardware and Embedded Systems (CHES), the leading international event in applied cryptography. Prof. Dr. Paar’s research interests include highly efficient realizations of cryptography, physical security, and security analysis of real-world systems. He also works on real-world applications of embedded security, e.g., in cars, consumer devices, or smart cards. Prof. Dr. Paar has over 150 peer-reviewed publications and is co-author of the textbook *Understanding Cryptography* (Springer, 2009). He has given talks at the Massachusetts Institute of Technology, Yale University, Stanford University, IBM Labs, and Intel. Prof. Dr. Paar received the Nordrhein-Westfalen Innovation Award in 2012 and is a fellow researcher at the Institute of Electrical and Electronics Engineers. He co-founded ESCRYPT Inc. - Embedded Security, a leading system provider in industrial security, which is now part of Bosch.