Action or Inaction? A privileged talk on the EU AI Act
4 JUNE 2025 | 10:00 AM
Bocconi University | Auditorium M. Ferrero | Via Sarfatti 10 Milano

REGISTRATION FORM

Digital transformation in healthcare is revolutionizing the way medical services are delivered, enhancing both innovation and access to care. The Digital Transformation Hub (DTH) at SDA Bocconi School of Management is dedicated to fostering this evolution by bridging the gap between academia, industry, and policy-making. Our goal is to facilitate the adoption of effective cutting-edge technologies and innovative practices, ensuring that advancements in digital health translate into tangible benefits for all stakeholders.

As Europe navigates the real-world implications of the European AI Act, the DTH is uniquely positioned to spearhead an informed discourse and promote a balanced approach to regulation and innovation. This kick-off event, themed "Action or Inaction?", highlights the crucial role of the DTH in assessing the potential impacts of the Act in action, and fostering collaboration among public institutions, healthcare providers, and technology experts to overcome the initial impasse – or inaction – before such groundbreaking move. By convening leading voices in the field, we aim to generate actionable insights and drive forward-thinking strategies that align with European values and enhance global competitiveness in the digital health landscape.

Organized as part of the MUSA project and hosted by the Digital Transformation Hub (DTH)
CERGAS Centre for Research on Health and Social Care Management - SDA Bocconi

Missione 4 • **Istruzione e Ricerca**

10.00	**Introduction**
	Amelia Compagni Director, CERGAS SDA Bocconi School of Management
10.15	**Aims, values and challenges of the AI Act – perspectives from the EU commission**
	Introduction
	Rosanna Tarricone Associate Dean GHNP Division, SDA Bocconi School of Management
	The values behind the AI Act: the link with AI in healthcare
	Marco Marsella Director, European Commission, DG SANTE - Digital, EU4Health and Health Systems Modernization
	Discussant and Q&A moderator
	Rosanna Tarricone Associate Dean GHNP Division, SDA Bocconi School of Management
11.45	**The bridging role of the Digital Transformation Hub: perspectives on the market of AI in healthcare**
	Lorenzo Diaferia SDA Bocconi School of Management
	Discussant
	Patrizio Armeni Coordinator of the Digital Transformation Hub, CERGAS SDA Bocconi School of Management
12.30	**Lunch break**
13.30	**Evolving policies for Digital Medical Devices: a roundtable on harnessing data and AI**
	Ulla Cahay Policy Officer, RIZIV-INAMI-NIHDI (Belgium)
	Steven Vandeput Digital Health Expert Representative, beMedTech Belgian federation of medical technologies (Belgium)
	Louisa Stuwe Project Director, Digital Health Delegation, French Ministry of Health (France)
	Stéphane Tholander Head of Digital Health Commission, France Biotech (France)
	Steffen Luckner Policy Officer, Division 124 – Medical Device Safety, Federal Ministry of Health (Germany)
	Diana Meskendahl AI Working Group Lead, The German Digital Healthcare Association (Germany)
	Elettra Carini Medical Director, AGENAS (Italy)
	Fabio Cubeddu Quality & Regulatory Affairs Specialist, Confindustria Dispositivi Medici (Italy)
	Discussant and Q&A moderator
	Alberta Maria Carlotta Spreafico SDA Bocconi School of Management
15.00	**Conclusive remarks**
	Rosanna Tarricone Associate Dean GHNP Division, SDA Bocconi School of Management

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