

Future Talk: From Science to Society - Medical Innovations and their Societal Impact

Join the Future Talk to explore the critical importance of investing in health innovations, a vital factor for economic growth. Strategic health investments are deliberate, purposeful decisions based on robust strategies. Often undervalued, these long-term endeavors require thoughtful and sustained commitment.

We will explore innovative approaches to link medical innovation with societal impact and economic progress. Looking into the future, it's clear that strategic health investments are fundamental to long-term prosperity, even amidst economic challenges and budget constraints.

September 23, 2025, 5:30 pm
Roche Campus, Engelhorngasse 3, 1211 Vienna

Program

17:30 **come TOGETHER**

18:00 **let's START**
Welcome & Introduction by **Alexander Muelhaupt** (Roche Austria) and
Nick Guldemand (Leiden University Medical Center)

18:15 **the NOW**

Unlocking the Societal Value of Health Innovation
Malina Müller (WifOR Institute)

Acknowledging societal effects of innovations in health care - Bridging the gap between ideation and implementation
Petra Došenović Bonča (University of Ljubljana, School of Economics and Business)

Data-Driven Healthcare - Leveraging Insights for Better Decisions
Regina Fuchs (Directorate of Population Statistics, Statistics Austria)

18:45 **the FUTURE is NOW**
Open mic discussion with experts and audience, learning nuggets from survey and discussion moderated by **Nick Guldemand** (Leiden University Medical Center)

19:30 **CLOSING & NETWORKING**



REGISTER
HERE

Participation in presence and online possible, event will be held in English.

<https://future-talk.at>

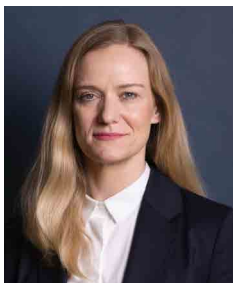
Speaker introduction



Dr. Petra Došenović Bonča¹

University of Ljubljana, School of Economics and Business

Dr. Petra Došenović Bonča is an Associate Professor at the University of Ljubljana's School of Economics and Business, specializing in health and public economics. Her research focuses on healthcare provider efficiency and the role of innovation. She actively engages in healthcare policy initiatives, serving on several advisory committees including The Health Council, and is an active member of international health economics associations. Dr. Došenović Bonča has significantly contributed to health economics education, leading Slovenia's first postgraduate degree in Health Economics and Management since 2017. She has also published extensively and participated in healthcare reform efforts.



Dr. Regina Fuchs²

Director, Directorate of Population Statistics, Statistics Austria

Dr. Regina Fuchs is Director of Population Statistics at Statistics Austria and heads the Austrian Micro Data Center. Her responsibilities cover statistics in demography, health, the labour market, education, research, digitalisation, social affairs and living conditions. In this position, she also represents the country in international working groups at Eurostat and the UNECE.

Dr. Fuchs holds a PhD in Social and Economic Sciences and previously conducted demographic research at the Vienna University of Economics and IIASA. In her career at the Austrian National Statistical Office, she has maintained close contact with the scientific community and continuously attempts to bring data holders and data users closer together. She regularly speaks at public forums, contributing evidence-based insights for social policy and healthcare planning.



Dr. Nick Guldemond, MD PhD BEng³

Professor Healthcare and Public Health, Leiden University Medical Center, Dept of Public Health and Primary Care

Nick Guldemond is a Professor of healthcare and public health at Leiden University Medical Center in the Netherlands, Gdansk Medical University in Poland, Tsinghua University in China and hold degrees in medicine and electric engineering with a PhD from Maastricht University. He is known for his work in advancing the use of technology, particularly digital and data-driven solutions, in healthcare to improve patient care, population health and healthcare systems. Professor Guldemond serves as an advisor to numerous governments, the World Health Organization (WHO), the European Commission and industries worldwide.



Dr. Malina Müller⁴

Head of Health Economics, WifOR Institute

Dr. Malina Müller leads the Health Economics research field at WifOR Institute, focusing on statistics, health policy, and alternative economies. She aims to achieve health for all by highlighting the significance and Social Impact of health interventions. Dr. Müller and her team help political and business stakeholders recognize the societal value of health, identify healthcare gaps, and implement effective measures for better, more resilient health. With a PhD on healthcare utilization in German social health insurance, Dr. Müller is also a guest lecturer at various German universities, teaching Health Economic Decision Modelling, Labor Market, Alternative Economics, and Institutional Economics. Since 2016, she has led research analyzing the Social Impact of medical innovations and the long-term benefits of preventative approaches, modeling the efficacy and ROI of innovative medicines using advanced econometrics and statistical methodologies.

Source:

1) <https://www.ef.uni-lj.si/en/about-ul-seb/management-and-employees/staff-directory/petra-dosenovic-bonca>

photo: Tania Mendillo

2) <https://www.linkedin.com/in/regina-fuchs-9051a4221/>

3) <https://www.linkedin.com/in/nick-guldemond-a01b3a5/>

4) <https://www.wifor.com/en/expert/dr-malina-mueller/>