



Guest Lecture

# Hansjörg Riedwyl

Apps & Medical Device Software

Wednesday, October 21, 2020, 4:15 p.m. - 5:45 p.m.

Webinar via Zoom: [ethz.zoom.us/j/93284017333](https://ethz.zoom.us/j/93284017333)

## **About Hansjörg Riedwyl**

Hansjörg Riedwyl is a founding member and the managing director of Integrated Scientific Services (ISS), a major service provider for the MedTech industry in Switzerland. He is an expert in business development, considering strategic and operative regulatory and clinical aspects. Due to many years of experience as CEO and project manager and as co-founder and board member of several MedTech start-ups, he brings along a deep insight into the strategic challenges of MedTech companies.

## **About the Lecture**

Digital health interventions offer a lot of new opportunities for all involved stakeholders. For example, healthy individuals, patients, health care providers such as physicians or patient organizations can potentially use and offer novel healthcare self-services. But there are also hurdles to be considered. That is, digital health interventions can become medical devices as per medical device regulations, and these regulations are dramatically changing. It is, therefore, crucial for managers and developers to understand the borderline between a “normal” software application and Medical Device Software (MDSW). This guest lecture will focus on this complex topic.

We invite you to join this guest lecture.

### **Prof. Dr. Tobias Kowatsch**

Assistant Professor for Digital Health, University of St.Gallen (HSG)  
Scientific Director, Center for Digital Health Interventions (CDHI), ETH Zurich & HSG

### **Prof. Dr. Elgar Fleisch**

Professor of Information Management, ETH Zurich  
Professor of Technology Management, HSG  
Advisory Board Member, CDHI

### **Prof. Dr. Florian von Wangenheim**

Professor of Technology Marketing, ETH Zurich  
Advisory Board Member, CDHI

Registration is not required.