



Healthcare Dialogues (HCD) Basel, Switzerland

Vision & Strategy

Table of Contents

1 Basel - Life Sciences Hub

2 Purpose, Goals and Strategy

3 Communications

4 Basic Rules of Conduct


5 Affiliations

Basel - Europe's Leading Life Sciences Hub

Basel Region has a preeminent place in the Swiss & global life sciences industry. An estimated two thirds of all employees in the Swiss life sciences sector are based in the Greater Basel Region. Experts forecast strong growth and a positive outlook for the Basel life sciences industry in the coming years.

BASEL IS "PROBABLY THE MOST PRODUCTIVE LIFE SCIENCES LOCATION IN THE WORLD"
Jul 16, 2020 Heike Schrader, Basel Area Business & Innovation/Café Europe

LIFE SCIENCES CLUSTER BASEL

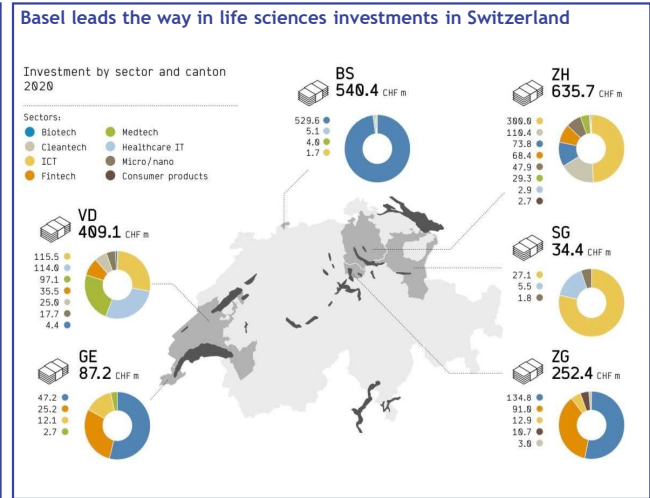


- UNIVERSITY RESEARCH
- RESEARCH & DEVELOPMENT
- PRODUCTION, MARKETING, SALES
- HEAD-QUARTERS
- SUPPORT-ORGANIZATIONS

<http://www.lifesciencesbasel.com/en/>

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – OVERALL

RANK	CITY	COUNTRY
1	Basel	Switzerland
2	Cork	Ireland
3	Reading	UK
4	Geneva	Switzerland
5	Cambridge	UK
6	Luxembourg	Luxembourg
7	Espoo	Finland
8	Eindhoven	Netherlands
9	Delft	Netherlands
10	Ghent	Belgium



Purpose, Goals & Strategy

Purpose

HCD serves as a platform that enables life sciences professionals, healthcare decision-makers and key influencers to meet, exchange ideas, and socialize in a casual yet professional atmosphere.

Founded as an after-work industry networking group in China, HCD has now expanded to over 20 chapters across four continents, with over 8,000 members. Members include MNCs, SMEs, and other stakeholders such as PE/VCS, academia, technology companies, consultancies, healthcare personnel etc., in pharma, medtech, diagnostics, digital health and consumer and wellness healthcare companies

The Basel HCD Chapter was set up in October 2020. Operating as a premier networking group and a lively think-tank, Basel Healthcare Dialogues has been charting an increasingly own course of action

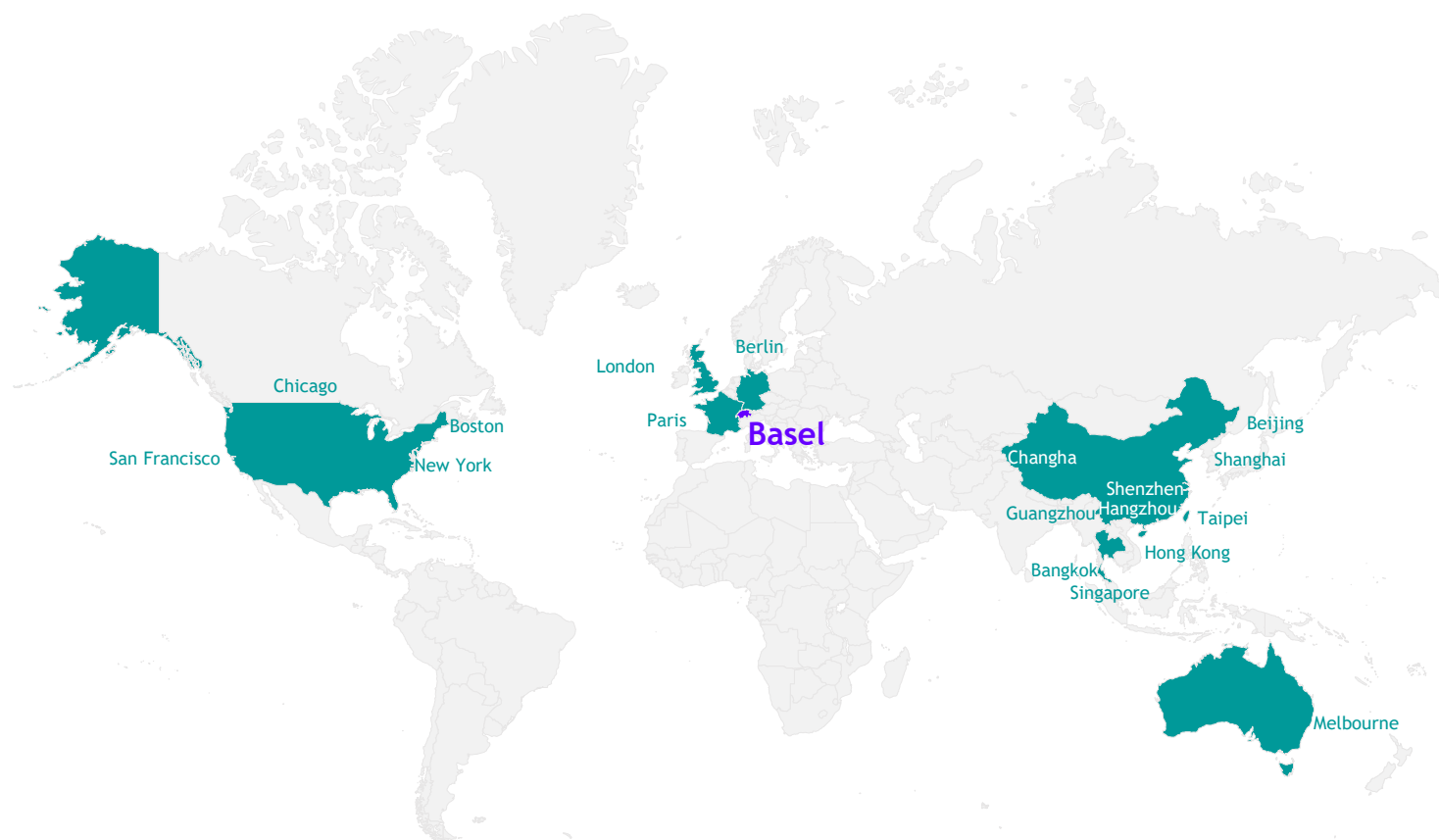
Goals

- Be the premier life sciences networking platform in Switzerland
- Be among the top-of-mind life sciences think tank in Switzerland & in Western Europe

Strategy

- Establish the HCD concept as the go-to life sciences premier networking platform and a lively think tank
- Strive to be a dynamic platform for exchanging diverse views and new ideas
- Conduct regular events, including networking as well as content-rich presentation/discussion events
- Support the HCD professionalization journey including cash flow considerations, as and when needed, e.g. sponsorship, attendance charges for special events etc.
- Be a good steward of the global HCD network by communicating, collaborating and sharing with the other chapters as needed

HCD Chapters around the Globe



Events

Core Events	<ul style="list-style-type: none"> – Regular networking meetings (virtual & in person). Attendees pay for own food & drinks – Speaker events – Lunch-and-Learn Sessions 	Content Topics	<p>UHC, pricing & health economics, genomics, AI, digitalization, precision medicine, biomarkers, aged care, disruption, cybersecurity, new therapeutic trends, rare diseases & orphan drugs, storytelling/personal journeys; others to be discussed</p>
Ad hoc Events	<ul style="list-style-type: none"> – Distinguished visitors to Basel – Alignment with HCD European, Asian & global initiatives – Suggestions from members – Informal catch-ups in smaller groups 	Industry Partners	<p>Pharma, Med Tech, Biotech & Digital Health Companies, Technology Park, Interpharma, Universities, Cantonal Hospitals, Basel Area Companies, Start-ups, Innovation Corridors, Service Providers, Incubators</p>
Some admin commitments	<ul style="list-style-type: none"> – Monthly events & leadership team calls – Planning flagship events as required 	Virtual Sessions (60 minutes sessions)	<p>Short speaker introduction (5 mins), followed by 30 mins formal presentation (8-10 slides) and 15-20 mins Q&A</p>

- Aiming for cash-flow positive organization (charging for events, but only on a needs basis, fundraising if needed for events, tax-efficient NGO or professional association)
- Seek corporate partners, also for in-kind support, in areas such as events venues, sponsorships and speakers
- If needed, a formal expense budget to be created, balanced, reported

Events - Chatham House Rules



All Basel HCD events and group discussions, including social media exchanges, are governed by Chatham House Rules

Under the Chatham House Rule, anyone who participates in a meeting is free to use information from the discussion, but is not allowed to reveal who made any comment. It is designed to increase openness of discussion. The rule is a system for holding debates and discussion panels on controversial topics, named after the headquarters of the UK-based Royal Institute of International Affairs, based in Chatham House, London, where the rule originated in June 1927

Communications

Distribution Mechanism	Audience	Use/Frequency
WhatsApp Group	All members	Open forum but should be monitored
Basel HCD Group Guidelines	Advisory Board	Ensure consistency in messaging, events
Events invitations	All Members, including other HCD Chapters too, if capacity allows	Coordinate with Global HCD Support Team
Basel HCD LinkedIn Group	Closed Group. All Basel HCD Members	Ensure HCD Basel is regularly updated with activities
Basel HCD YouTube Channel	All Basel HCD members. Password protected	Regular post-events updates
Industry partners	Quid pro quo members	Co-plan and cross-promote activities
Corporate partners	To be aligned with identified partners	Financial support level to be defined based on investment
Member database	Advisory Board coordination	Seek to maintain core repository of members, profiles
Event recaps, pictures	Entire public, members	Defined responsibility to drive awareness
Member surveys	All Basel HCD members	Annual pulse check for event ideas, satisfaction levels

Our Purpose & Goal is to raise the profile of HCD in Basel & in Switzerland . We welcome all HCD Chapters to join our events

Basic Rules of Conduct

Basel HCD is primarily a professional networking platform for interested members, directly or indirectly associated with the life sciences industry. Inclusion to the group is by invitation. Recommendations by existing members are strongly encouraged.

The following rules for postings, face to face meetings and communication exchanges are to be strictly observed at all times:

- All members have viewpoints which are to be respected by all. We may not agree with each other but need to remain civilized and polite when disagreeing with a viewpoint. Emotions do not help, even if a member feels strongly about an issue
- Networking meetings, virtual or in person, are not to be used to overtly promote own commercial interests
- Bullying or putting down another HCD member is not an acceptable code of behaviour and will be dealt with in the strongest possible manner
- Individual political views are strictly forbidden to be shared in the open forum. Additionally, politics as sometimes observed in today's organizations are actively discouraged and likely to elicit a strong rebuke from the group administrators
- Gender & racial equality are to be strictly respected at all times, as indeed are members' individual sexual preferences
- Postings of jokes, YouTube clips etc. not relevant to life sciences are generally strongly discouraged. However, we want to keep HCD a dynamic forum, especially in today's restricted environment. Given that, some personal interesting experiences are indeed OK to be shared from time to time. However, members are advised to look at what has already been posted, in order to avoid repetitive postings, and also their relevance to healthcare
- The platform will not be used to actively solicit job opportunities; however, members may mutually help each other with career opportunities if such arise. Project or job opportunities are encouraged to be posted, especially in case a member is seeking a specific skill or expertise. It is best to post such opportunities also on the closed HCD LinkedIn group
- Given the group's collective and members' individual experiences, mentoring is supported and encouraged. Individuals should personally approach an HCD mentor to determine if s/he has the capacity to take on a new mentee
- HCD respects prevailing members' privacy and information disclosure laws in the respective chapter territories

Failure to repeatedly observe agreed rules and conventions may result in the group administration asking a member to leave the group

Key Criteria for selecting HCD speakers



- We are grateful to our invited speakers who agree to give up their time to speak voluntarily at our events without asking for an honorarium
- Speakers are briefed to not openly advertise their services and/or their companies. We accept of course that speakers may wish to subtly promote themselves and their companies but are advised to be discreet in doing so
- The meeting convener guides the speaker with respect to the presentation and also manages the meeting, allowing a fair amount of Q&As at the end
- The chosen themes should be of interest to the majority of Basel HCD members. New ideas in lifesciences and healthcare are highly encouraged
- Presentations and meeting recordings are shared with Basel HCD members after obtaining the speaker's permission
- Individual members are encouraged to suggest speakers options as well as event themes. However, the AdBoard members responsible for events decide on the selection, relevance, timing and frequency of HCD events

Affiliations of some members

In the first quarter after it was set up, Basel HCD had nearly 100 members and continues to grow fast. We have consciously invited members from diverse backgrounds. See a partial list below of members' affiliations. Our goal is not just to have high numbers but attract quality members who can make a positive contribution to furthering the Basel HCD objectives (*Slide No 4*)



Key Contacts

Christina Laubacher Stewart, Chairman

E-mail : christina.stewart@bluewin.ch

Mobile/WA : +41 76 565 28 02

<https://www.linkedin.com/in/christinalaubbacherstewart/>

Rachel Ougier Simonin, Co-Chairman

E-mail : ougiersimoninrachel@gmail.com

Mobile/WA : +41 79 568 2572

<https://www.linkedin.com/in/rachel-ougiersimonin/>