



# Governmental Affairs for MedTech Professionals

## *2-day session*

25<sup>th</sup> June 2024  
10<sup>th</sup> September 2024

Belgische federatie van de industrie  
van de medische technologieën v.z.w.

Fédération belge de l'industrie  
des technologies médicales

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# Governmental Affairs for MedTech Professionals

## 25/06/2024 - Module 1

### Belgium and its political (healthcare) system

- Belgium and its regions: political constitution and competences: federal vs regional
- Functioning cabinets and decision process: insights & discussion
- Functioning political parties: insights & discussion
- Tools to interact with Members of Parliament
- Network of different administrations and respective leaders in the healthcare landscape
- Analysis of the different political parties positioning on health and medical devices
- Interactive role-play on the 2024 election expectations

Timing: 9:30-16:00

## 10/09/2024 - Module 2

### The art of advocacy

- Workshop: how to become an authentic influencer? Theory, practical examples, role-play
  - ✓ How to gather political intelligence?
  - ✓ How to create a network?
  - ✓ How to make a stakeholder plan?
  - ✓ How to construct supporting policy tools: position paper, memorandum,...?
- 2024 elections: pre - and post-election strategy

Timing: 9:30-16:00

# Practical information

Expert speaker Tineke Van hooland



## Founder and CEO at Epic 10

Tineke has held several leadership positions in biopharmaceutical companies at corporate level over the past 16 years (AbbVie, Baxalta & Baxter). She has an in-depth expertise in the domains of Governmental Affairs, Market Access, Communication and Patient Advocacy. Tineke graduated with High Distinction as Industrial Pharmacist from Ghent University in 2003.

She is known for her dynamic and no-nonsense approach.

## Location

beMedTech  
Romeinsesteenweg 468  
1853 Strombeek-Bever  
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## Registration fee

beMedTech members only      1400 EUR (excl. VAT)

## Registration

<https://bemedtech.be/nl/opleidingen-en-events/komende-opleidingen-en-events?id=111>

