MedPayRx Pilot Workshops
2019 Summer Schedule

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Sponsored By:
Goal
To connect vital stakeholders to the design and rollout of MedPayRx software and service ecosystem as well as provide a first-of-its kind deep dive into complex approval automations for new/trial/off use drugs and medical equipment in a fully compliant, insurance backed, digital and GDPR compliant medical system.

Format
Using design thinking workshops in target locations and countries, stakeholders will be brought together at key points in the rollout of the MedPayRx go-to-market pilot to validate our assumptions, obtain direct feedback on usability and help identify key market entry strategies, user pain points and other critical aspects of product development, market integration and acceptance.

Validation Via Review and Feedback
The focus of the workshops will be to create interactive, creative feedback between stakeholders in the ecosystem our software will touch and bring in system participants as we roll to live pilot and market rollout. We also intend to spark creative problem-solving dialogue between different ecosystem groups which generally do not interact in any environment.

The workshop format itself is created to foster creative thinking about an environment, far beyond individual application features or the agendas of any one company or vertical, that must be considered for effective, inclusive, service delivery if not reform. Design thinking workshops like these are also used routinely, in large corporate, high tech strategy sessions where large questions like access and mobility as well as regulatory issues are inherent in product design and user and stakeholder acceptance. We have borrowed much from the recent thinking of companies like BMW.

The MedPayRx team and sponsor partners will also gain fascinating feedback that can be collated and analysed and also shared with a much broader community quickly at a time when both digital and cannabis reform are coming to the medical communities and stakeholders we plan to bring together.

This document is designed for those who wish to sponsor or attend the workshops and gives an overview of the day, rates for sponsorship and a schedule of upcoming international workshops as MedPayRx unveils and tests critical aspects of its proof of concept and go to market live trials in several countries.
Workshop Leaders

Marguerite Arnold. Marguerite is the founder of MedPayRx. She is also a leader in adaptive design, including creative workshopping and advocacy organizing. She is a published author, long-time industry and investigative journalist, American expat and technologist with a specialty in the engineering of economically based digital workflows and payment processing as well as “rights protection” in disruptive industries. MedPayRx was her formal EMBA business school thesis at the Frankfurt School of Finance and Management.

Martin Weller, MedPayRx cofounder and CFO. Martin brings a wealth of experience in his over thirty years of corporate, consulting, medical and entrepreneurial work journey. He has also frequently worked as a consultant. The father of a university student son and the husband of a successful doctor in Bonn, he brings a unique corporate and entrepreneurial background plus consulting experience to this project.

Dirk Koch. MedPayRx corporate attorney and privacy consultant. A GDPR expert with both a law degree and a tech background, Dirk is rapidly establishing himself as a privacy law expert in cutting edge industries, including the cybersecurity, medtech and insurtech space.

Vancho Tomolosini. An American Macedonian by origin, Vancho brings a high tech, consulting and pharma industry background to this project. As the cofounder of NYSK Holdings, he is on the forefront of pharmaceutical production, distribution, compensation and access issues not only in Europe but in the U.S. as well.
Cologne Germany May 10 - Focus on Ecosystem Digital Identity

Sending, processing and paying for prescriptions as well as transacting in a claims and tracking space by blockchain is all very well, but how does MedPayRx protect patient privacy?

This day long workshop will focus on the basics of building a digital identity in a blockchained, cloud-based digital transaction environment and unveil the first working look at the MedPayRx digital ecosystem (the wallet and digital file transfer system).

9 am - Opening remarks, updates on MedPayRx progress.

9.15 - Opening the envelopes please. As in the last workshop, the day will begin with a unique ice-breaking session that also allows us to move into a greater understanding of the challenges facing a truly secure online transactions system that is also compliant.

9:20 - 10.30. Series of rapid exercises to show group and individual identification exercises and how both identification can be created and protected and data is traceable in a digital ecosystem.

10:30- 10.45 Break

10:45 - 1:00. Transactions and payments in a truly anonymized digital approvals and payment system built for healthcare

A brief overview of the way MedPayRx approaches medical privacy. This section of the workshop will look at some of the more theoretical and legal aspects of the problem and how we will solve the same.

1:00-2:00. Lunch break

2:00 - 3:30 - First look at the MedPayRx Wallet system. Sending documents through a secure ecosystem. Participants will be divided up into groups where they can send documents securely through an ecosystem of users.

3:30 - 3:45 Break

3.45 - 4.30 Technical explanation of why the MedPayRx approach is unique (powerpoint presentation).

Subsequent workshops will highlight different aspects of the system as they are testable
London UK June 27 - A Look At The Blockchained Prescription Ecosystem
(With suggested repeats in Cologne, Frankfurt Ireland, Channel Islands, Macedonia, Poland)

How will a digital prescription work in an ecosystemed, authenticated environment? MedPayRx will unveil the first look at its full system in an environment where each system group user (doctors, patients, insurer/payers, producers/distributors, pharmacists and analysts) will have functionality and receive data along the prescription chain.

9 am - Opening remarks, updates on MedPayRx progress.

9.15 - Open the envelopes please. As in the last workshop, the day will begin with a unique ice-breaking session related to the theme designed to build quick group dynamics and interaction.

9:20 - 10.30. Series of rapid exercises with play-acting, group charting and session interaction to demonstrate the pitfalls of a fully "live" but non digital prescription system with the cannabis/rare drug/medical equipment use case.

10:30- 10.45 Break

10:45 - 1:00. An overview of the MedPayRx working system
A layman’s overview of how MedPayRx works from the back end. Introduction of the digital wallets to teams to introduce the system.

1:00-2:00. Lunch break

2:00 - 3:30 - Prescribing the future. Session will be broken into teams to understand how a prescription moves through the MedPayRx system - in combination with digital files required to initiate the prescription approvals process in the first place.

3:30 - 3:45 Break

3.45 - 4.30 Session feedback (small groups and then entire group feedback) of the software, design, processing functionality and more.

Subsequent workshops will highlight different aspects of the system as they are testable
A Summer of MedPayRx Rollout Testing Workshops

London Workshop June 27 - Prescription showcase

Future dates for the summer and early fall for the following locations TBD

Germany, Ireland/Jersey, Poland, Macedonia, Greece, Spain, Switzerland, Malta, Belgium

Attendance Fee:

1,500 euro per seat (maximum workshop size 50)

Sponsorships:

5,000 - 25,000 euros (Or creative partnerships, depending on organization type and business size).

Benefit of Attending:

- A deep dive into the issues and problems of complex drug approvals including compliance, approvals and service delivery gaps that exist across Europe (including medical cannabis, new drugs and orphans plus medical equipment). A compliance class for professionals in the industry like no other.
- A great business development tool and way to meet industry colleagues across silos involved in supply chain, back and front end service points
- A way to shape the digital healthcare debate as it intersects with the cannabis industry as it rolls across Europe.
- A way to be part of a dynamic network of advocates, professionals and industry ecosystem participants who care about reforming healthcare

Benefit of Sponsoring:

- High profile events, industry insider attendance, and a window into Ministry's of Health (including Germany), policymakers, insurance providers
- Logo presence on our website, during events, and on workshop reports
- Cross selling opportunity with existing events (i.e. an extra day of an in-depth compliance and solutions class to be held after larger conference networking events)
- A way to encourage cross European solutions, business networks and supply chains as well as to stay current on country specific problems, issues and access point of sale challenges
- A "social" way to develop critical business networks in the digital and health space as well as the medical cannabis space.
- A great effort for soft branding - leading the charge to solve a major problem in the cannabis industry - as well as patients far beyond that.

Who Should Attend

Doctors, payers (insurance), pharmacists, distributors, producers, analysts, policy advocates and government regulators. Early stage jurisdiction license holders especially encouraged to attend as well as international compliance specialists.