

# Digital Health Leaders Programme

Empowering  
industry leaders  
to transform  
opportunity  
into commercial  
impact



[connectedhealthskillnet.ie](http://connectedhealthskillnet.ie)

## DIGITAL HEALTH LEADERS PROGRAMME

### WHY ATTEND?

Medtech and bio-pharmaceutical companies large and small are grappling with the many ways that digital health is changing the nature of their business. There is huge opportunity to explore new connected products as well as solutions that wrap around their current device/drug offering to generate data insights that will enhance treatment or monitor therapeutic adherence thus offering more patient/customer centric solutions to ultimately improve health outcomes. However, with regulations, reimbursement strategies and paths to market still being defined, there are nuances for digital health solutions versus established medical device and pharmaceutical products. Successfully navigating this cultural shift will require dynamic leaders and change makers who have the digital health domain knowledge needed to identify opportunities for digital health solutions.

### WHO SHOULD ATTEND

This programme is designed for **senior managers, executives, decision-makers** and **change agents** who are leading or supporting digital health transformation initiatives in the **medical technology, bio-pharmaceutical, and digital health sectors**.

Ideal participants include **Digital Health Leaders, Entrepreneurs, Founders, CTO, Software Engineers, Product Managers, R&D, Business Development, Marketing and Regulatory Affairs Professionals** navigating digital health commercialisation and compliance.

This programme is particularly suited for those seeking to develop a **forward-thinking digital health strategy**, build cross-functional partnerships, and position their organisations at the forefront of **health technology innovation**.

### PROGRAMME OVERVIEW

The Connected Health Skillnet and promoting organisations Irish Medtech and BioPharmaChem Ireland, in collaboration with Santegic, are delighted to present the Digital Health Leaders Programme. This immersive **4 month programme** consists of six interlinked modules, blending **expert-led workshops, hands-on action learning, and peer networking**.

Participants will explore the digital health ecosystem, including emerging technologies in connected products involved in the diagnosis and treatment of illness or disease such as AI, IoT, and remote monitoring. They will gain insights into **successful**

**business model and commercialisation strategies, global regulatory frameworks, reimbursement pathways, and practical implementation approaches.**

The programme also focuses on **strategic leadership**, equipping professionals with the tools to **manage change and build high-performing digital health teams**. It will empower decision-makers with **strategic mindset, domain expertise, and leadership acumen**. Through industry case studies and guest speakers, participants will engage with real-world challenges and solutions shaping the future of health technology.

## DIGITAL HEALTH LEADERS PROGRAMME

### WHAT WILL YOU LEARN?

At the end of this programme, participants will be able to:

- Understand the critical pillars of digital health and provide an overview of digital healthcare technologies, devices and tools in relation to the wider medical devices, biopharma and healthcare sectors.
- Identify opportunities and mitigate barriers to commercialisation of digital health products and solutions, and exploit opportunities offered by enablers.
- Demonstrate the necessary commercial leadership and organisational capabilities and mind-set needed to understand, embrace, and sustainably embed these technologies and a successful digital health strategy.
- Demonstrate an understanding of, and apply the Regulatory, Funding, Commercial and Business Model (B2B, B2C, B2B2C) considerations in key global markets.
- Develop a digital health mindset to become more effective at commercialising, leading the development and implementation of digital health solutions.
- Build the personal and organisational confidence necessary to embrace digital health opportunities and influence others to overcome the resistance to change.
- Understanding the key considerations for commercial deployment of digital health products and solutions into national and international markets.

### PROGRAMME CERTIFICATION

Participants will receive a CPD Certificate on successful completion of the programme.

### COST

Skillnet-funded cost: €2,500

Early bird for a limited time: €2,125

Full cost (non-funded): €3,675

*\*Cost quoted is per person.*

*All private sector businesses in the Republic of Ireland are eligible for the Skillnet-funded cost.*

### HOW TO APPLY

For more information or to register your place, contact [chskillnet@ibec.ie](mailto:chskillnet@ibec.ie) or visit [connectedhealthskillnet.ie](http://connectedhealthskillnet.ie)



## DIGITAL HEALTH LEADERS PROGRAMME

### PROGRAMME STRUCTURE AND CONTENT

Six full-day workshops over approximately 4 months, delivered via a mix of in-person and virtual engagements that are supported by networking, real-world case studies, expert guest speakers, and industry site visits.

Workshops will take place Tuesdays, with a 3-week break between each session. See website for full delivery schedule.

**Start date: Tuesday, 2 September 2025.**

#### Module 1 (in-person)

##### Tool, Practices & Understanding Digital Health



**This module lays the groundwork for success in digital health—combining structured learning with real-world insights, practical frameworks, and peer collaboration. Whether you’re developing a new solution or scaling an existing one, this experience will sharpen your focus and expand your impact.**

The essential starting point - setting the stage for transformative learning and personal development while equipping participants with foundational tools, collaborative practices, and strategic insight into the evolving digital health landscape.

Through a comprehensive introduction to the global digital health ecosystem, participants will explore key trends, emerging technologies, and the forces driving rapid market growth. These sessions provide the knowledge and context needed to engage confidently with the digital health sector—laying a strong foundation for innovation, leadership, and commercial success for your company throughout the programme

##### ***Session 1: Programme Overview, Tools & Practices for Growth***

- Introduction to the programme’s philosophy, structure, and learning methodology.
- Build strong peer connections through initial networking and collaborative exercises.
- Explore powerful tools such as reflective practice, peer coaching, and action learning—designed to support your personal growth and innovation mindset throughout the programme. Introduction to action learning set and dedicated mentor to begin shaping your digital health initiative.

##### ***Session 2: Understanding Digital Health and what it means for medtech and pharma***

- Dive into the global digital health ecosystem—from strategic trends and policy shifts to cutting-edge technologies like AI and big data, remote monitoring, and the Internet of Health Things.
- Gain a systems-level understanding of how digital health devices and solutions are transforming healthcare delivery, patient engagement, and business models across medtech, biopharma, and clinical care
- Explore the evolving strategic context at international, national, regional, and local levels.

***“Build your foundation for digital health leadership and innovation.”***



**Module 2 (in-person)****Digital Health Commercialisation**

**This module equips you with the knowledge, tools, and connections to succeed in the evolving global health technology landscape.**

Explore navigation of the complex path from innovation to impact, equipping you with the practical knowledge, expert guidance, and actionable strategies needed to successfully bring digital health devices and solutions to market.

Through real-world case studies and interactive sessions, participants will explore critical aspects of commercialisation—including product, market fit, business models, regulatory and reimbursement pathways, and go-to-market planning. Gain a deep understanding of how to overcome the unique challenges of commercialising digital health innovations in a dynamic and highly regulated healthcare environment and accelerate your journey from concept to commercial success.

**Session 1:**

- Gain a clear understanding of the digital health market landscape, key business models (B2B, B2C, B2B2C), and successful monetisation strategies.
- Explore revenue streams through real case studies
- Get introduced to the critical regulatory and compliance frameworks across major regions—including EU, FDA, CE, HIPAA, GDPR, Australia's Privacy Act, PHIPA (Canada), and more.

**Session 2:**

- Dive into go-to-market strategies tailored for digital health products and solutions, funding pathways, and diverse payer/reimbursement models across global regions.
- Discover how to scale effectively, build strategic partnerships, and explore alternative funding approaches to drive growth.

**Industry panel discussion**

Learn directly from successful digital health entrepreneurs on what it takes to overcome barriers and achieve sustainable commercial success.

*"Turn innovation into impact."*

**Module 3 (in-person)****Leading across Strategic Healthcare Systems**

**This module provides the tools and insights needed to influence strategically, foster meaningful collaboration, and drive innovation across complex business and healthcare ecosystems – locally and globally.**

Participants will be equipped with the strategic mindset and practical skills needed to lead effectively in complex health technology industries and drive the commercial deployment of digital health solutions. It focuses on engaging diverse stakeholders, overcoming adoption barriers, and building sustainable partnerships to support impact and growth.

Participants will examine the roles, interests, and influence of key players—ranging from patients and providers to payers, regulators, and industry partners. Develop strategies for effective stakeholder engagement, cross-sector collaboration, and transformational leadership to accelerate innovation and scale adoption within the healthcare ecosystem.

**Session 1: Navigating Stakeholders & Strategic Systems Thinking**

- Understand the diverse contexts, priorities, and pressures of key healthcare stakeholders—and how to secure their buy-in for your innovation or product.
- Develop systems thinking and strategic insight to lead in environments defined by complexity, uncertainty, and change.
- Explore collaborative decision-making, managing risk and failure, and reframing problems to uncover new opportunities.

**Session 2: Strategic Collaboration for Transformation & Commercialisation**

- Build and sustain strategic partnerships that drive both commercial success and increased patient outcomes.
- Collaboration across patients, professionals, and organisational stakeholders—identifying the barriers to adoption and commercialisation and developing strategies to overcome them.
- Learn how to lead initiatives that deliver value while aligning with the strategic goals of your organisation.

**Guest speaker:** (overcoming challenges in getting stakeholder buy-in)

***"Build influence.  
Drive collaboration.  
Lead change."***



**Module 4 (in-person)****Implementing Digital Health Transformation**

**This module will equip you with the strategic and operational know-how to navigate from pilot to practice—ensuring that innovation delivers lasting value for your business, patients, providers, and systems.**

This module bridges the gap between innovation and real-world adoption, equipping participants with the tools, frameworks, and practical insights needed to lead successful digital health projects. Grounded in implementation science and strategy, it offers hands-on guidance for planning and executing digital health devices and solutions within complex health systems.

Explore the critical components of effective transformation—including strategic planning, technology integration, change management, workforce readiness, and outcome measurement. Real-world challenges such as leadership alignment, interoperability, and regulatory compliance will be addressed, providing a comprehensive roadmap to drive sustainable adoption and measurable impact.

**Session 1: Foundations of Implementation Science**

- Implementation science – introducing technology solutions into different healthcare environments.
- Understand the full context—administrative, political, financial, operational, and cultural—that shapes the success of implementation efforts.

**Session 2: Models for Success & Building the Business Case**

- Explore proven implementation models and real-world examples, including commercial and funding strategies that support adoption and scale.
- Analyse your organisation's readiness and tailor your approach to different healthcare contexts.
- Build a compelling business case and measure the value of digital health initiatives.

**Guest speaker:** (experience of challenges faced in digital transformation)

*“Turn vision into action:  
deliver real-world impact.”*



**Module 5 (in-person)****Understanding Regulation, Ethics, Safety and Standards**

**This module focuses on demystifying complex regulations and ethical challenges, it equips you to ensure your teams innovate responsibly, gain stakeholder confidence, and expand into global markets with clarity and confidence.**

Confidently navigate the complex regulatory, ethical, and safety frameworks that underpin digital health, gaining a foundational understanding of global requirements— from medical device directives and the EU AI Act to GDPR, data protection laws, and international safety standards.

Explore how to embed ethical practices—such as patient consent, equity, and algorithmic transparency—into solution design, while leveraging regulatory compliance as a strategic asset for market access and commercial success. Attendees will leave equipped to lead the development of trusted, high-quality digital health devices and solutions that meet both legal obligations and stakeholder expectations.

**Session 1: Ethics, AI & Embedding Regulation into Business Practice**

- Explore the ethical implications of using AI and machine learning in a healthcare context.
- Learn how regulatory requirements impact business models and how to integrate compliance into your day-to-day operations.
- Discover how to turn regulatory excellence into a competitive edge that builds trust and facilitates market access.

**Session 2: Global Regulatory Requirements & Reimbursement Pathways**

- Dive deeper into key regulatory frameworks and their differences across regions— including FDA, CE, HIPAA, GDPR, Australia's Privacy Act, PHIPA (Canada), and EU MDR for medical device software.
- Understand how these regulations affect your business strategy.
- Explore reimbursement pathways and funding models by geography to support sustainable growth.

**Guest speaker:** (successful regulatory strategies and achieving regulatory compliance)

*"Build trust, ensure safety, and unlock market access in digital health."*





## DIGITAL HEALTH LEADERS PROGRAMME

**Module 6 (virtual)****Leading For Digital Health**

**This module will help you grow as a confident, influential, and future-focused industry leader—ready to shape culture, motivate teams, and accelerate digital health success in the health technology sector.**

Participants will be empowered with the mindset, influence, and capabilities needed to lead effectively in an era of rapid healthcare transformation. Designed to strengthen leadership presence and strategic impact, it focuses on the unique demands of driving business success in complex, regulated, and multidisciplinary environments.

Participants will explore essential digital leadership competencies—including cultivating a digital mindset, building high-performing teams, and fostering a culture of innovation, creativity, and continuous learning. The module also provides tools to navigate the challenges of cross-sector collaboration and to lead with clarity and confidence in dynamic health ecosystems.

**Session 1: Finding Your Voice as a Digital Health Leader**

- Clarify your leadership purpose, align your values with your actions, and strengthen your personal leadership brand.
- Learn how to shift your mindset to lead effectively in an evolving, digitally enabled health technology industry.
- Explore how to lead with authenticity and influence across diverse teams and stakeholders.

**Session 2: Leading People and Cultivating Innovation**

- Unlock the power of emotional intelligence to build trust, influence and inspire others.
- Develop high-performing, multidisciplinary teams aligned to your commercial strategy.
- Learn how to foster a culture of innovation thinking, psychological safety, and creative problem-solving—key ingredients for success in digital health.



*"Inspire change. Empower teams. Lead with purpose in the digital age."*

## DIGITAL HEALTH LEADERS PROGRAMME

### PROGRAMME TEAM

#### Clare Harney

##### **Head of Advisory and Education Services, Santegic | Programme Director**

Recipient of CIO of the Year 2023 and Fellow of the Irish Computer Society, Clare is Principal Consultant with Santegic, following acquisition of her company HD Health. She advises on digital health strategy, compliance, and market access, specialising in transformation, business development, automation, and digital software compliance (GDPR, EU MDR, AI Act). Clare lectures at RCSI on Digital Health Transformation and Internet of Health Things and supervises MSc research. Her previous roles span senior digital and governance positions in industry, the Department of Health, HIQA, and HSE. She holds an MSc in Health Informatics and qualifications in MDR/IVDR compliance and Information Systems.



#### Larry Breen

##### **CEO and Founder, Santegic | Commercialisation Expert | Mentor/Coach**

Larry brings extensive C-suite experience and a strong record in leadership, commercial strategy, market access, and global business growth. He has led international companies, launched start-ups, and delivered shareholder value through successful exits. Larry has worked with government bodies across the EU and US, navigating regulatory and operational complexities, and driving scalable, multi-regional teams and change programmes.



#### Colin Mac Hale

##### **Chief Revenue Officer, Santegic | Commercialisation Expert | Mentor/Coach**

A respected executive with an extensive C-Level network, Colin has led Intel's EMEA Health & Life Sciences, growing market share, brand visibility and revenues. He served on eHealth Ireland and chaired Healthtech Ireland's Digital Leadership group. He has led large-scale national public and private sector projects and has mentored individuals and companies with Intel Capital and Intel Ignite, bringing deep commercial and health technology expertise.



#### Mike Kelliher

##### **Senior Consultant, Santegic | Mentor/Coach | Facilitation Support**

With Global C-suite, strong leadership, commercial and organisational change experience, Mike joined Santegic from The Agora, where he led Product and Software Engineering as Global Director. He previously ran his own leadership development consultancy and brings deep expertise in coaching, change management, and innovation. Mike's facilitation work spans diverse sectors and equips leaders to navigate digital health solutions.



#### Dr Robert Worrall

##### **Leadership and Mindset Expert | Mentor/Coach, Santegic**

Robert has over 15 years' experience designing and delivering leadership development for collaboration and commercialisation across healthcare, public services, finance, education, and intersectoral groups in Europe, Africa, and Central America. His work spans all leadership levels and is grounded in behavioural insight and systems thinking.



#### **Additional contributors:**

*Workshops and mentoring also feature insights from expert industry speakers.*

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### About Connected Health Skillnet

The Connected Health Skillnet is an industry-led, learning and development network that addresses the skills needs arising from the convergence of the medtech, biopharma, and technology sectors in the field of digital health. The Skillnet collaborates with industry to deliver grant funded training and cross-sectoral knowledge sharing/networking events focussed on digital health to help facilitate collaboration and innovation between sectors. Together with Promoting Organisation, Irish Medtech, our focus is to enhance Ireland's position as a global digital health hub by developing a strong digital health talent base and enhancing the specialised knowledge and skills that exist within the allied sectors. The Network is led by an industry Steering Committee and is funded through Skillnet Ireland.

**[www.connectedhealthskillnet.ie](http://www.connectedhealthskillnet.ie)**



### About Irish Medtech

Irish Medtech is the business association within Ibec representing the medical technology, invitro diagnostic, and digital health sectors. Irish Medtech has more than 350 members, located throughout the island of Ireland. Irish Medtech is led by a Board of CEOs and Chief Representatives and implements its strategy through working groups and taskforces. The group's strategy, The Global Medtech Hub 2025, puts innovation, talent, and excellence through collaboration at its heart, underscored by competitiveness. The Digital Health Working Group provides a platform for industry to help improve understanding of how digital health is transforming healthcare and shape policies to create the right business environment to help disruptive companies thrive.

**[www.irishmedtech.ie](http://www.irishmedtech.ie)**



### About BioPharmaChem Ireland

BioPharmaChem Ireland represents the biopharma and chemical sectors. We influence, support and represent the sector in realising its ambition by bringing together all relevant stakeholders in the State, namely: industry, the government, the research community and the public at large to effectively communicate the unique attractiveness of Ireland as a leading location for the supply and development of pharmaceutical products.

**[www.biopharmachemireland.ie](http://www.biopharmachemireland.ie)**



### About Santegic

Santegic was founded to tackle global healthcare challenges by accelerating the innovation and adoption of digital health solutions while minimizing risks for all stakeholders. With deep experience in COVID-19 response and healthcare transformation, we enable the rapid deployment of impactful digital solutions that enhance patient outcomes and ease system burdens—all within a secure, risk-mitigated framework. Our multidisciplinary team of health-tech innovators, business consultants, and industry experts brings decades of experience in healthcare, life sciences, and technology. By leveraging our expertise and extensive global network, we provide tailored support, ensuring that every project is backed by verified, high-standard solutions and a team dedicated to driving digital health innovation.





### Connected Health Skillnet

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Rialtas na hÉireann  
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