



MEDICLINIC 
INTERNATIONAL



**TOGETHER,
WE HACK
OUR FUTURE!**

HIRSLANDEN HACKATHON 2023



MEDICLINIC HIRSLANDEN HACKATHON

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WELCOME FROM OUR SPONSORS

Dear Hackers,

It's HACKATHON TIME!

Welcome to Zurich dear colleagues!

Look around you... does it feel like a typical Hirslanden event, or like a usual business trip? It certainly does not. This hackathon was thought and developed to be a one-of-a-kind event, one to break habits and to encourage us to start looking at our business with a different lens. We've worked hard over the past months to prepare for this event, and the entire Hirslanden, Mediclinic, Ouroboros and Gellify teams are very excited to have you all here with us!

Out of several applicants, you stood out as having tremendous potential, and this hackathon presents a platform for you to showcase your abilities. We're relying on you to utilize the next two days to cultivate and accelerate your entrepreneurial ideas, which will help elevate our organization to new heights. Seize this extraordinary opportunity to feel empowered and exhibit the growth mindset and agility that every Hirslanden employee should strive for.

We sincerely hope you enjoy the upcoming days. While it may be challenging and exhausting at times, it will also be enjoyable and present you with valuable networking opportunities. Don't let nerves get the best of you - give it your all. Show us what you're capable of and make us proud!
Good luck!



DANIEL LIEDTKE
Chief Executive
Officer
Hirslanden



TYSON WELZEL
Group Chief
Innovation Officer
Mediclinic



AGENDA

Your participation over the next two days will involve **four primary stages**, during which you will be expected to identify a problem, figure out the context around it, devise a solution and build a prototype to present to the judges. We will end the day with a huge celebration! Please refer to the details below for more information.

May 8th (Day 1)

- 08h30 **Participant arrival, registration and seating**
- 09h00 **Welcome Note**
Daniel Liedtke
Overview of agenda for the day
- 09h30 **Icebreaker**
- 09h45 **Challenges and needs of Healthcare talents today
(and how to empower them)**
Fosca Gattoni Losey, Director Sustainable Health
- 10h15 **Team Activity 1 - Problem Mind-Mapping**
- 11h15 **Empathetic Data Gathering**
Team Activity 2 - Cover Story Canvas
- 12h45 **Lunch**
- 13h30 **Reenergizer**
- 13h45 **From a flirting platform for students to a frontline success system -
Pivots Perseverance & Innovation**
Cristian Grossmann, CEO Beekeeper
- 14h15 **Team Activity 3 - Reframing the Selected Problem**
- 16h15 **Team Activity 4 - Basket of Solutions**
- 17h55 **Closing Remarks and Retrospective**
- 18h30 **Dinner & Optional Working Time**



May 9th (Day 2)

- 08h00 **Short background on Prototyping and Pitching**
Overview of agenda for the day
- 08h30 **How Google drives and thrives on innovation at workplace**
Hemant Anand, Lead Digital Transformation, Google Cloud
- 08h50 **Team Activity 5 - Solution Vision Cone**
- 09h40 **Team Activity 6 - Value Proposition Canvas**
- 10h30 **Types of Prototyping**
Team Activity 7 - Prototyping
- 12h00 **Lunch**
- 12h45 **Team Activity 7 - Prototyping** (continued)
- 13h15 **Art of Storytelling**
Team Activity 8 - Key Messages
Pitch development and pitching practice
- 15h15 **Team Pitches**
- 17h30 **Closing remarks and announcement of winning teams**
By Mediclinic Innovation Team
- 18h00 **Closing Reception**



THE CHALLENGE FLEXIBILITY IN THE WORKPLACE

“HOW MIGHT WE INCORPORATE FLEXIBILITY IN THE WORKPLACE TO CATER TO OUR EMPLOYEES’ NEEDS AND STRENGTHEN MEDICLINIC’S “EMPLOYER OF CHOICE” STATUS NOW AND IN THE FUTURE”?

In today’s fast-paced world, workplace flexibility has become a crucial aspect of modern working life.

Remember, while many people view flexibility in terms of remote work or flexible schedules, the concept of workplace flexibility goes much deeper. It encompasses a broader range of working arrangements that cater to the diverse needs of employees. By thinking more broadly about workplace flexibility, we can create a more inclusive and supportive work environment that empowers employees to achieve their full potential, both personally and professionally. So, let’s embrace the concept of workplace flexibility and explore new and innovative ways to create a more adaptable and dynamic workplace culture at Mediclinic.



WORKING PRINCIPLES

FOR SUCCESSFUL COLLABORATION

Our working principles are designed to bring out the best ideas in the least amount of time. We boost creativity while eliminating common biases and negative group dynamics that are a killer for any collaborative project.

1. GETTING STARTED IS BETTER THAN BEING RIGHT

Taking the first step leads to faster insights on what to change which beats overthinking and perfectionism.

2. TANGIBLE THINGS ARE BETTER THAN ABSTRACT IDEAS

Tangible ideas can be manipulated, tested, and refined, leading to a deeper understanding and more effective problem-solving. Tangible ideas also allow for more effective communication and collaboration among team members.

3. REAL WORLD DATA IS BETTER THAN GUT FEELINGS

User feedback is the only thing that adds to our limited minds. In the end, we design for users and they know themselves the best.

4. WORKING ALONE TOGETHER IS BETTER THAN TOGETHER ONLY

Individuals are more creative than groups, but groups are better at judging. We alternate individual and group work to squeeze the most out of our working sessions.

5. STRUCTURE BRINGS MORE CREATIVITY THAN WAITING FOR IT

We do not have to wait to be struck by ideas. Innovation processes help to get creative when we need it.

6. TIMEBOX EVERYTHING!

Following Parkinson's law, we can do more in less time, if we limit it. Therefore we rigidly time-limit all of our exercises.



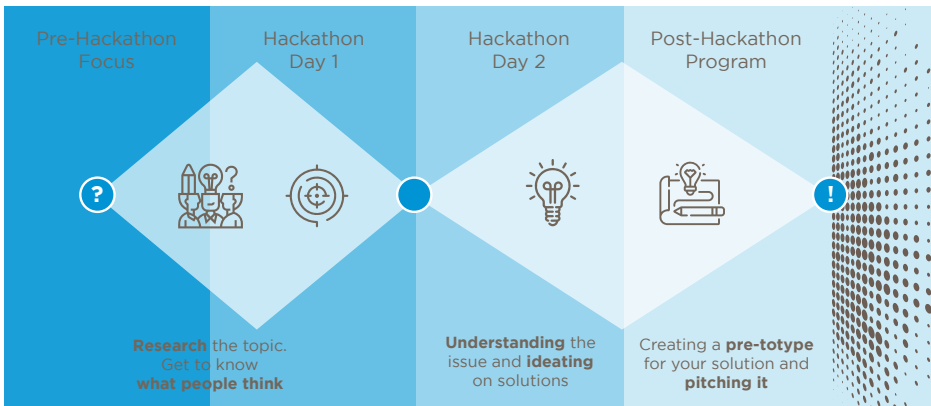
IDEA TO CONCEPT

THE METHODOLOGY

You were introduced to this year's hackathon challenge and briefed about the methodology through a pre-hackathon virtual workshop.

Our methodology is based on Gellify's Design Concept Lab®, which is a modified design thinking process used in hackathons. On the first day, we will identify and refine a real problem to solve. On the second day, we will create a prototype solution for the problem. The two days will culminate in short pitches to fellow teams and judges.

THE DESIGN THINKING APPROACH



INTERACTION WITH MENTORS AND FACILITATORS

The mentors and facilitators are here to help you with whatever information you need to best do your job. It might be to better understand the challenge or how to identify the value proposition, or tips on how to pitch. This booklet provides a short biography of each individual, for you to get to know them better. The mentors and facilitators will regularly rotate among the different teams. Additionally, teams also have the option to book mentors for a specific duration.



PANEL OF JUDGES AND JUDGING CRITERIA

Meet the 6 judges that will vote on the best project at the end of day 2.
You will need to impress them!



DANIEL LIEDTKE
CEO
Hirslanden



MAGNUS OETIKER
Group CSO
Mediclinic



ALESSIO MARCHESI
Innovation GM
Mediclinic



CRISTIAN GROSSMANN
CEO
Beekeeper



ALLESANDRO IOCCO
Innovation & Digital
Transformation Manager
Mediclinic



FOSCA GATTONI LOSEY
Director
Sustainable Health



JUDGING CRITERIA

To rank the final pitches at the Hackathon, we use the grading system from 1 (very poor) to 6 (excellent) to rate each of the above weighted criteria.

DESIRABILITY - 30% IS THE PROBLEM REAL?

The team's ability to identify a significant problem related to this year's hackathon challenge

1 = No significant problem identified

6 = Significant problem identified with deep understanding

VIABILITY - 30% IS IT A WINNING SOLUTION?

Clarity in the solution showcase, competitive advantage and resources to implement

1 = Solution showcase is unclear or lacks competitive advantage, and/or lacks resources to implement

6 = Solution showcase is clear with strong competitive advantage and ample resources to implement

FEASIBILITY - 30% IS IT WORTH DOING?

Potential benefits of the project and the feasibility of bringing it to market or implementing it in the real world

1 = Project lacks potential benefits or is not feasible to bring to market/implement in the real world

6 = Project has significant potential benefits and is highly feasible to bring to market/implement in the real world

10% PRESENTATION & TEAM

Performance of the participants as a team and effectiveness of the team's presentation

1 = Team performed poorly and/or presentation was ineffective

6 = Team performed exceptionally well and presentation was highly effective



SPEAKERS, MENTORS AND FACILITATORS

During the two days, you will be accompanied by the following speakers, mentors and facilitators in your journey of ideation and inspiration:

SPEAKERS

Speakers are responsible for presenting information on a specific topic to hackathon participants, drawing on their expertise to share insights and perspectives.



DANIEL LIEDTKE
CEO
Hirslanden



FOSCA GATTONI LOSEY
Director
Sustainable Health



CRISTIAN GROSSMANN
CEO
Beekeeper



HEMANT ANAND
Lead Digital Transformation
Google Cloud



MENTORS

Mentors will provide specific guidance and support to hackathon participants, leveraging their experience and knowledge to help others develop their skills and achieve their goals. Over the course of two days, mentors will rotate among teams, and can be scheduled for specific time slots to provide targeted advice based on team needs.



ALESSIO MARCHESI
Group Innovation
General Manager
Mediclinic



ALESSANDRO IOCCO
Innovation & Digital
Transformation Manager
Mediclinic



MARCO DETTLING
Head of Brand Management
Hirslanden



ILONA FUNKE
Head Clinical Governance and
Performance
Hirslanden



JUDITH COULSON PEOPLE
Head Employee Experience
Hirslanden



FOSCA GATTONI LOSEY
Director
Sustainable Health



MALTE VOGT
Senior Specialist ESG
Hirslanden



FACILITATORS

Facilitators play a key role in managing the process, ensuring that activities are structured, engaging, and hackathon methodology is followed. They will timebox activities to ensure they are completed within their allocated time and provide assistance to teams as required.



NEIL FORD
Master of Ceremonies
Gellify



VANESSA ROSENTHAL
Co-Master of Ceremonies and
Team Facilitator
Gellify



SAMPRITI JAIN
Team Facilitator
Gellify



SUSANA GARCÉS
Team Facilitator
Gellify



ALI SIDDIQUI
Team Facilitator
Gellify



JUDGES, SPEAKERS, MENTORS AND FACILITATOR PROFILES



DANIEL LIEDTKE
CEO
Hirslanden

Since January 2019, Dr Daniel Liedtke has been CEO of the Hirslanden Group and a member of the Executive Committee of Mediclinic International. The development of integrated physical and digital healthcare and operating models, as well as the management of networked healthcare facilities, have been the focus of Daniel Liedtke's work for decades. He sits on numerous boards and is involved in teaching and research. He holds a doctorate in Business Administration from Charles Sturt University and an Executive Master of Science in Health Service Administration (EMSHA). Before becoming CEO, Daniel Liedtke held various leading positions within the Hirslanden Group, such as Chief Operating Officer and hospital director of the Klinik Hirslanden in Zurich. He initially studied osteopathic medicine (D.O. GDK) and physiotherapy (BSc). He is also a qualified car electrician (EFZ).



MAGNUS OETIKER
Group CSO
Mediclinic

Magnus worked for Hirslanden in various management positions from 2000 to 2016. He served on this division's Executive Committee from 2008 in various roles, while also taking responsibility for HR management, funder relations and strategy. During his last two years at Hirslanden, he acted as Chief Strategy Officer. In 2016, he joined a family-owned company in Switzerland with interests in healthcare, real estate and catering as CEO. In February 2018, he was appointed Group Chief Strategy and Human Resources Officer and Member of the Group Executive Committee of Mediclinic International, which role was subsequently refined to focus purely on strategy, business development and funder relations. Magnus has more than 20 years of experience in healthcare and serves on various boards within the industry.



FOSCA GATTONI LOSEY

Director
Sustainable Health

Fosca has a PhD in chemistry and worked for several years in an analytical laboratory. She then specialized in risk assessment and supply chain evaluation, working closely with the pharmaceutical industry, public authorities, hospitals and pharmacies to prevent shortages of drugs and medical devices. She then joined the FOPH in the context of the regulation of the law on therapeutic products. She partially led the second major revision of the law and “tried” to set up a control system for the new regulation about the discounts (or kick-backs). “Tried” in quotes because after a few months, in March 2020, she immediately joined the management of the pandemic. First, she was in charge of purchasing missing drugs for the hospitals, and then she was the head of the group responsible for developing and implementing the Swiss testing strategy. A few months later, epidemiological surveillance was also integrated into her group. Since September 2022, she is director at Sustainable Health, a consulting company committed to work towards a healthy and equitable health system.



CRISTIAN GROSSMANN

CEO
Beekeeper

Cris is CEO and Co-Founder of Beekeeper. Beekeeper’s frontline success system is a mobile-first app that empowers deskless employees and gives them everything they need to excel at work. Cris’s grandparents have been frontline workers in Mexico. Later, as a chemical engineer, Cris has experienced the challenges in production first hand.

Prior to founding Beekeeper, Cris worked for Accenture on high profile international projects in the field of IT Strategy for the financial and public sectors. Cris studied Chemical Engineering and got his Ph.D. in Electrical Engineering, both at ETH Zurich. Before moving to beautiful Zurich, Cris was born and raised in an entrepreneurial Swiss-Mexican family in Mexico City.



HEMANT ANAND

Lead Digital Transformation
Google Cloud

Hemant is leading Digital Transformation & Innovation at Google Cloud for the Alps Region (Switzerland and Austria). Hemant has more than 15 years experience working in the Healthcare and Life Sciences Industry in various roles & capacity at some of the largest global enterprises e.g. Novartis, Computer Sciences Corporation, Oracle, Microsoft and Google.

With 10+ years of strategy consulting experience, Hemant works as a trusted advisor, helping customers transform their business by leveraging AI/ML, Cloud Computing, Big Data & Analytics.



ALESSIO MARCHESI

Group Innovation GM
Mediclinic

Alessio is a strategy, design, innovation, and business modelling professional with 15+ years advising multinationals, private companies and non-profits on developing innovation hubs, design centres, rethinking business models, and developing human-centred products, services and customer experiences. Over the course of his career, he has gained considerable insights and experience in what it means to successfully nurture, manage and steer innovation and its processes towards the collaborative development of customer centred and innovative business solutions. He is looking forward to the challenges ahead and hopes to bring his passion and dedication for what he loves to do: Collectively transform ideas into meaningful innovations that add value and that just make sense to people.



ALESSANDRO IOCCO

Innovation & Digital
Transformation Manager
Mediclinic

Thanks to the different roles he has had and the companies he has worked for, Alessandro has gained a wide expertise in technologies like cloud-based solutions, mobile services, big data, digital workplace, networking, robotic process automation, and extensive experience in organisations' transformation and change management, digitalisation, strategy and innovation, mergers and divestments, architectures, knowledge management, as well as sourcing and outsourcing.



MARCO DETTLING

Head of Brand Management
Hirslanden

He pursued various studies in the field of marketing and communication, which gave him the opportunity to work closely with great brands in Switzerland, UK and the US. For many years he found himself for instance in the Caribbean, helping local and US brands with their developmental strategies and research. During the last decade he is back on Swiss turf and many strong Brands like Ricola, Migros or Mercedes-Benz where the focus of his daily effort to grow meaningful relationships. His interests for the psychological aspects of marketing started to unfold deeper into a passion for understanding our general purpose and development in life. Particular education in Integral Coaching by New Ventures West in San Francisco and studies in Business Sustainability Management by Cambridge University enabled him to attend those questions for Brands and for his personal development. Since 1.5 years, Hirslanden is in his spotlight.



ILONA FUNKE

Head Clinical Governance
and Performance
Hirslanden

Ilona is a specialist in surgery, plastic and reconstructive surgery and is involved in a number of strategic projects to implement Hirslanden's Continuum of Care, promoting interdisciplinary and interprofessional cooperation. She successfully contributes her well-established medical expertise also in cross-divisional MCI projects. Before she joined the Hirslanden Group she was active in research and deputy director of an academic teaching hospital at the Ludwig-Maximilians-University (LMU) in Munich. Ilona acquired business management expertise as co-founder and managing director of a biomedical spin-off company of the LMU and has an MBA in Health Care Management.



JUDITH COULSON

Head Employee Experience
Hirslanden

Judith's work experience ranges from washing dishes in hotels to owning a Bar and running a Nightclub and working as an admin assistant to being an Executive Director for an international company and CEO in her own ventures. She has been engaged as an expert, speaker, author, coach and consultant on topics ranging from lifestyle, nutrition and well-being to organizational scholarship & effectiveness and optimal human capital development in Europe and Asia.



MALTE VOGT
Senior Specialist ESG
Hirslanden

Malte's journey began with a simple yet profound ambition - to talk about things and make the world a bit better. He tried his hand at writing for the local news and snagged an internship at Taiwan's Indigenous TV. However, Malte soon realized that talking alone did not suffice it. So, he completed a master's degree in political science, specializing on "configurational-thinking-approaches" and healthcare systems (in China). Malte then scored a job in the Swiss public administration, where he hustled to execute social policy initiatives. Bringing his study-focus and his working experience together, he has joined the Hirslanden in January 2022 as an expert on ESG, sustainable development initiatives - to make the world a bit better.



NEIL FORD
Master of Ceremonies
Gellify

Neil has focused on Innovation for the last 15+ years and is currently the Head of Innovation Ecosystem for Gellify ME.

Hailing from Australia, by way of London and, currently, Dubai, Neil has a background in technical Project Management. Finding more inspiration in the world of innovation and startups, he gravitated to setting up Innovation functions, driving open innovation initiatives and supporting entrepreneurs as part of some of the region's largest groups. More recently, he moved from the Corporate side into Consulting to help companies strategize and implement innovation initiatives and the many forms that takes. A father of 2 young girls he is frequently tired, but happy!



VANESSA ROSENTHAL

Co-Master of Ceremonies
and Team Facilitator
Gellify

Vanessa is a Business Strategist by background optimist by nature and entrepreneur by heart driven by curiosity, empathy and a deep interest in philosophy and the future. Vanessa summarises her blend of disciplines into the role of business design and enjoys working across the discovery, validation and growth stage of the innovation processes.

She has worked in innovation consulting, start-up, and design studio environments across the UK and Europe for the past decade, focusing on research, digital transformation, and venturing. She collaborated with global clients, including Google, on projects related to education, retail, healthcare transformation, and health insurance. She also volunteers to coach early-stage circular economy start-ups on business model design and viability testing.



SUSANA GARCES

Team Facilitator
Gellify

Susana has a background in research, strategic design and innovation consultancy. She has experience in extracting key insights, concepts and creative solutions, and has planned and facilitated numerous innovation processes. She is skilled in the design of human centered solutions, adapted to the client strategic needs using strategic innovation, design, entrepreneurship and digital frameworks (Open Innovation, Venture Building, Intrapreneurship, etc.).

Her professional journey started as a psychology researcher back in Colombia, guiding a therapeutic group for 9 people. Then she moved towards a marketing related role in McCann Erickson as a Junior Account Manager for a retail brand, where she started putting in practice her passion for strategic design and innovation. After this she moved to Madrid to start her masters in Customer Experience and Innovation, and, after graduating, she became part of GELLIFY's team in Iberia as a Strategy Consultant.



SAMPRITI JAIN

Team Facilitator
Gellify

Sampriti's professional background spans strategy and innovation consulting, venture capital, and venture building. She was also one of the co-mentors for last year's post-hackathon journey, and is particularly excited about this year's hackathon topic as it aligns with her personal goal of promoting workplace cultures that cater to the needs of employees. Originally from India, Sampriti has been based in Dubai for eight years, and is well-versed in the complexities of the expat community in a rapidly growing technological hub. In her free time, she enjoys indulging in water sports, reading, and savouring high-quality tea.



ALI SIDDIQUI

Team Facilitator
Gellify

Ali's passion for innovation and entrepreneurship started in his school days, with a penchant for small ventures that were centered around his various passions at the time. His interest in the field as well as a general calling towards business & strategy led him to pursue a Bachelor's degree in business management with a specialty in innovation and entrepreneurship at a Dubai university. Ali has been involved in insight gathering, insight analysis, and low-fidelity prototyping for a major multinational healthcare group.

Born and raised in the United States, with Pakistani roots, and with several years spent in the United Arab Emirates, Ali comes from a truly multicultural and diverse background. In his free time, you can find Ali playing sports, watching sports, and collecting sports merchandise; his favorite sports are basketball, football, and American football



WIFI, ADDRESSES AND CONTACTS

WIFI NAME

Guest_WLAN

PASSWORD

passwortallreal

CONTACT DETAILS OF THE HACKATHON LOCATION

T: +41 79 669 78 82

A: Hirslanden Corporate Office
Boulevard Lilienthal 2
8152 Glattpark
Switzerland

CONTACT DETAILS OF THE ACCOMODATION

T: +41 (0) 44 561 6050

A: Radisson Hotel & Suites Zurich
Thurgauerstrasse 116
8152 Glattpark
Switzerland

CHECK-IN AND CHECK-OUT DETAILS

You can collect the keys to the accommodation on Monday, May 8th, during dinner. Jasmine Stierli will be the point of contact for this, and her contact details can be found above.

Check-out is on Tuesday, May 9th. Each participant is expected to check out before the start of the second day of the hackathon.

CONTACT FOR HIRSLANDEN HACKATHON RELATED QUESTIONS

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SAFETY AND EMERGENCY INFORMATION

USEFUL TELEPHONE NUMBERS



POLICE
117



AMBULANCE
144



FIRE FIGHTERS
118

IN CASE OF FIRE

- Do not use the elevators
- Call 118
- Close all doors and windows
- Help others



EVEN MORE INFORMATION

POST-EVENT SURVEY

While your memory is fresh, please scan and complete the survey about your two-day hackathon experience.



SCAN QR CODE OR
[CLICK HERE](#)

ABOUT GELLIFY

GELLIFY is an **innovation company** committed to helping businesses succeed in today's fast-paced world. With an ecosystem network of over **18,000+ innovators**, a community of startups, and a cutting-edge **Digital Factory**, GELLIFY connects the best minds and technologies from around the globe.

We strive to create a Purple, flourishing future powered by **“human genius”**—smart, talented individuals who collaborate, share ideas, and pursue continuous improvement in their professional paths.

As a participant in this Hackathon, you can trust GELLIFY to provide the support, resources, and expertise you need to make your ideas shine. Thank you for joining us in our quest to shape a brighter, more innovative future!

