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## Fall Conference to Assess How Digital Will Transform Healthcare

**Alexandria, VA (July 20, 2018)** — ALDA's Fall Conference will assess how Digital will transform medicine and healthcare. Amazon, IBM, Eurasia Group and Condoleezza Rice will highlight the September 30-October 2 meeting.

Presentations will assess the use of artificial intelligence and machine learning in healthcare, blockchain technology and IoT, and offer strategic insights and advice on their potential to significantly transform and advance healthcare and medicine.

Although digital has been slower to gain a foothold in medicine and healthcare than in other sectors, digital technologies offer the potential for improving the efficacy of R&D and enabling medical breakthroughs. As leading technology companies have made substantial investments in healthcare, many see disruption and change coming to drug discovery, product development, manufacturing and to clinical trials.

Two geopolitical presentations will complete the program. Dr. Condoleezza Rice, who served as Secretary of State (2005-2009), will share her strategic insights on the global geopolitical landscape. In addition, Michael Hirson who leads the Eurasia Group's coverage of China, will assess the prospects for the China market and the prospects for trade wars, non-tariff barriers and what companies are doing to manage in this environment.

More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at [www.thealda.org](http://www.thealda.org).

Based in the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.