

Registration, Informal Networking & GIC Welcome

08:30 - 09:10

Morning Chair's Opening Remarks

09:10 - 09:20

Julien Pahud, International Digital Health & Innovation Sr. Director, Eli Lilly & Company

Digital Health Solutions – Gaining Momentum Due To The Pandemic

09:20 - 09:50

Prof. Michael Miller, WHO Digital Health Technical Advisory Group (DHTAG) Roster of Experts, the World Health Organization

AI & ML

09:50 - 10:10

Anticipate The Trends Of AI & ML In Healthcare, Embed Within Existing Strategies & Prove & Validate Efforts

- What are the limitations of AI deployment in digital product development?
- What data should you be utilising and examining to implement AI effectively? Embed AI within existing strategies in order to collect appropriate information and insights from products and patients
- What will the EU AI Act mean for you? Decipher where AI sits when navigating upcoming regulatory frameworks
- What is the future of AI adoption in healthcare, and what will it take to ensure it happens?

David Dellamonica, Head of Digital & Innovation, Oncology, Europe & Canada, AstraZeneca

Bonus Session; Alira Health

10:10 - 10:25

Perspectives & A Strategy Playbook For Digital Therapeutics

- A broad definition of digital therapeutics
- Market landscape and trends
- Business model perspectives
- Perspectives on DTx development from ideation to deployment

Piergiulio Lauriano, Partner, Alira Health

Post-Covid Learnings & Acceleration | Panel Discussion & Q&A

10:25 – 11:00

Critically Assess & Determine The Lasting Impact Of The Global Pandemic By Reflecting On The Advancements Made In Order To Fuel Innovation & Cement Long-Term Changes

- After two years of firefighting, what's here to stay, and how can you translate these into long-term solutions?
- What were the successes, challenges and lessons learned in digitising primary care during the pandemic? What worked, what didn't work, and what are the problems we still need to solve?
- Navigating the new healthcare ecosystem – ensure your digital and tech advances fit the new infrastructure in a safe and effective way
- How has Covid-19 impacted the pharma commercial model?

Dr. Ali Hasan, Chief Medical & Healthcare Officer, Vitality

Iain O'Neil, Former Digital Transformation Director, NHSX

Gianluca Casali, Medical Director, UK & Ireland, Johnson & Johnson MedTech

Morning Break With Informal Networking

11:00 - 11:30

Bonus Session; Snowflake

11:30 - 11:45

In this session, James Fleming, CIO of The Francis Crick Institute will discuss how their organisation is partnering with Snowflake to create virtual Trusted Research Environments to enable them to expedite projects involving sensitive and clinical data. As a result, teams will be able to dramatically speed up the time taken to establish research collaborations and complex projects, with no sacrifice to governance or security.

Eva Murray, Lead Evangelist EMEA, Snowflake

James Fleming, Chief Information Officer, The Crick Institute

HCP & Patient Engagement – Workshop

11:45 – 12:05

Drive Forward Medical Device & Digital Health Adoption By Proving The Value Of Your Products To HCP's & Patients To Decrease Pushback, Ease Concerns & Secure Buy-In

- Examine the new and improved patient journeys to determine where digital health can tangibly improve clinical outcomes
- Physicians, GP's, and healthcare providers should be the main drivers when identifying the right platforms and most effective tech, so how can you secure buy-in?
- As patients become increasingly aware and conflicted about the use of their data, overcome low levels of patient participation by building trust and transparency
- Manage expectations by streamlining your digital innovations to overcome pushback from HCP's, who are overworked and understaffed

- Utilise patient data captured to visualise outcomes and use these insights to showcase results to HCP's and validate efforts

New Tech & Digital Adoption | Panel Discussion & Q&A

12:05 – 12:45

Fuel Innovation By Leveraging New Tech & Powering Digital Adoption To Improve Efficiencies & Healthcare Delivery

- Improve healthcare efficiencies and enhance patient outcomes with integrated digital strategies by capitalising on the latest technologies in the market today
- As Covid-19 continues to fuel digital acceleration, keep up and keep pace from telemedicine to AI-enabled medical devices and blockchain electronic health records
- Overcome barriers to adoption from all parties by building the foundations of your strategies upon critical insights which prove efficacy and long-term value

Sergio Levi, Vice President – Head of Strategic Alliances, Philips

Nigel Brokenshire, Head of Digital Healthcare UK, Bayer Pharmaceuticals

Andy Cachaldora, General Manager, Digital Service, Northern Europe, GE Healthcare

Christoph Schmitz, Head of Digital Health Transformation, medi GmbH & Co.

Bonus Session; NetApp Inc.

12:45 – 13:00

Break The Silo's, Unleash The Power Of Your Data In The Hybrid Cloud

NetApp accelerates healthcare transformation by simplifying data management across the continuum of on premises and cloud environments to make a holistic patient-centered view a reality, and enhance the quality and speed of research.

Our integrated, holistic approach to data-management, the NetApp Data Fabric enables our customers to seamlessly shift data both on premises and/or in the cloud while maintaining data visibility, data access and control, protection and security.

Join us and find out how we can help you simplify, accelerate and integrate your data strategy to lower the cost of care delivery. Achieving better patient outcomes, faster research result, and improve the patient and clinician experience.

Philippe Wackers, Innovation Manager Healthcare & Life Science, NetApp EMEA

Lunch Break & Informal Networking

13:00 – 14:00

Breakout Discussions

13:20 – 13:50

- A. Wearables
- B. Telemedicine
- C. Women's Health

D. Mental Health

Afternoon Chair's Opening Remarks

14:00 - 14:10

Gianluca Casali, Medical Director, UK & Ireland, Johnson & Johnson MedTech

Bonus Session; Phillips-Medisize, A Molex Company

14:10 – 14:25

Do We Really Want To Know How Patients Are Taking Their Medication? Evaluating The Cost & Benefit Trade-Offs Of Connecting Drug Delivery To The Digital Health Ecosystem

- Utilizing drug delivery systems to capture medication events and build brand loyalty through a 'sticky' solution
- Access to actual medication usage data not only supports adherence and Patient Support Programs, it can also turbo-charge sales and marketing efforts through real-time medication data feedback
- The market remains nascent as technical approaches mature, systems scale to reduce cost of entry and regulators adapt approaches to support innovation while protecting patients

Kevin Deane, VP Innovation, Phillips-Medisize, A Molex Company

Regulatory Approaches

14:25 – 14:45

How Is Digital Innovation Playing A Key Role In The Regulatory Space?

Sridevi Nagarajan, Head of Digital Regulatory Strategy, AstraZeneca

Bonus Session; Bowhead Health

14:45 – 15:00

The Reality Of A Health Metaverse

- Discover if it is all hype or can a health metaverse truly help patients?
- How can you empower patients to be self-sovereign owners of their data (and metadata)?
- What could the network and data architecture solution look like?

Francisco Diaz-Mitoma, CEO & Co-founder, Bowhead Health

Afternoon Break With Informal Networking

15:00 – 15:30

Semantic Interoperability & Digital Health Records

15:30 – 15:50

In An Age Where Data Leaks And Scandals Are Making The Headlines, Individuals Are Becoming More And More Wary Of Sharing Personal Data Due To Misuse. Especially When It Comes To Something As Sensitive And Critical As Personal Health Data. Can Blockchain And Smart Contracts

Be The Solution To Address This Concern And Give Back Data Ownership And Control To Individuals So They Can Be Confident To Share This Information That Is So Critical To Better Outcomes? We Will Explore A Real Life Usecase Where Blockchain, Smart Contracts And Data Decentralization As Potential Blueprint To The Future

- The dilemma of health data
- Blockchains as a way to solve it?
- Digital transformation and ecosystem shaping through collaboration
- Ecosystem collaboration

Julien Pahud, International Digital Health & Innovation Sr. Director, Eli Lilly & Company

Evidencing Outcomes & Value

15:50 - 16:10

Define & Determine The Value Of Digital Health In Improving Patients' Lives & Driving Efficiencies In Healthcare By Championing An Increased Focus On Evidencing Outcomes

- Optimise data by assessing both clinical evidence and improved health economics on an infrastructure level
- If you can't measure it, you can't improve it – increase efficiencies, patient adherence, better outcomes, and cost savings with effective measurement strategies
- From patient reported outcome measures to audit measures, recognise your role in the evolving healthcare ecosystem in collecting outcomes measures

Navjot Kaur Kalra, Assistant Director of Digital Transformation, NHS Wales

Afternoon Chair's Closing Remarks & Close Of Conference

16:10 – 16:20

Gianluca Casali, Medical Director, UK & Ireland, Johnson & Johnson MedTech