



VitalTransformation

The impact of health technology made simple



## DIGITAL HEALTH

### Catapulting Personalised Medicine Forward

27TH NOVEMBER, 2014  
CONNECTED DIGITAL ECONOMY CATAPULT, LONDON

This event is organised in collaboration with:

fpm

**CATAPULT**  
Connected Digital Economy

**DIGITAL  
CATAPULT  
CENTRE**





The launch of the Digital Catapult in November of 2014 places electronic and mobile technologies at the forefront of their future public health strategy.

In a ground-breaking collaboration, The UK's Digital Catapult, The Fellowship of Post Graduate Medicine, IDEALondon, and Vital Transformation will bring together the best and brightest minds in Europe working at the frontiers of research where Personalised Medicines and Health Technologies intersect.

This round table will feature demonstrations of how next-generation technologies and social media will integrate with public health, thus facilitating the burgeoning market for personalised medicines. The session will include disruptive start-ups and technology savvy practitioners finding common ground in the desire to bring stratified medicines to patients.



# AGENDA

Each session will feature a 5 minute presentation from each speaker and ample opportunity for moderated discussion with all participants.

9:30 - 10:00	<b>Registration and Coffee</b>								
10:00 - 11:10	<b>Digital Public Health - The Future NHS</b>								
	<table><tr><td><b>Matt Stroud</b></td><td>Head of Personal Data &amp; Trust, Digital Catapult</td></tr><tr><td><b>Richard Barker</b></td><td>Director General, CASMI</td></tr><tr><td><b>Donald Singer</b></td><td>Secretary, European Association for Clinical Pharmacology</td></tr><tr><td><b>Faraz Kermani</b></td><td>Senior Editor, The Pink Sheet (Moderator)</td></tr></table>	<b>Matt Stroud</b>	Head of Personal Data & Trust, Digital Catapult	<b>Richard Barker</b>	Director General, CASMI	<b>Donald Singer</b>	Secretary, European Association for Clinical Pharmacology	<b>Faraz Kermani</b>	Senior Editor, The Pink Sheet (Moderator)
<b>Matt Stroud</b>	Head of Personal Data & Trust, Digital Catapult								
<b>Richard Barker</b>	Director General, CASMI								
<b>Donald Singer</b>	Secretary, European Association for Clinical Pharmacology								
<b>Faraz Kermani</b>	Senior Editor, The Pink Sheet (Moderator)								
11:10 - 11:20	<b>Coffee Break</b>								
11:20 - 12:30	<b>Real time monitoring and enhancing the patient practitioner relationship</b>								
	<table><tr><td><b>Shahid Hanif</b></td><td>eHealth Data Development Manager, ABPI</td></tr><tr><td><b>Alex Hamlin</b></td><td>Product Manager, uMotif</td></tr><tr><td><b>Alastair Kent</b></td><td>Director, Genetic Alliance UK</td></tr><tr><td><b>Jeremy Nettle</b></td><td>Director Global Healthcare, Oracle</td></tr></table>	<b>Shahid Hanif</b>	eHealth Data Development Manager, ABPI	<b>Alex Hamlin</b>	Product Manager, uMotif	<b>Alastair Kent</b>	Director, Genetic Alliance UK	<b>Jeremy Nettle</b>	Director Global Healthcare, Oracle
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<b>Alex Hamlin</b>	Product Manager, uMotif								
<b>Alastair Kent</b>	Director, Genetic Alliance UK								
<b>Jeremy Nettle</b>	Director Global Healthcare, Oracle								
12:30 - 13.30	<b>Networking lunch, SME Exhibitions Connected Digital Economy Catapult</b>								
13:30 - 14:20	<b>Harnessing Public Health Data to Meet Medical Needs</b>								
	<table><tr><td><b>Angus D. Campbell</b></td><td>Healthcare Innovation, IBM UK Ltd</td></tr><tr><td><b>Colm Carroll</b></td><td>Scientific Project Manager, IMI</td></tr><tr><td><b>Monica Jones</b></td><td>Enterprise Architect, Cancer Research UK</td></tr><tr><td><b>Tim Williams</b></td><td>CPRD Head of Research, MHRA</td></tr></table>	<b>Angus D. Campbell</b>	Healthcare Innovation, IBM UK Ltd	<b>Colm Carroll</b>	Scientific Project Manager, IMI	<b>Monica Jones</b>	Enterprise Architect, Cancer Research UK	<b>Tim Williams</b>	CPRD Head of Research, MHRA
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<b>Colm Carroll</b>	Scientific Project Manager, IMI								
<b>Monica Jones</b>	Enterprise Architect, Cancer Research UK								
<b>Tim Williams</b>	CPRD Head of Research, MHRA								
14:20 - 14:50	<b>Coffee Break</b>								
14:50 - 16:00	<b>Patient Driven Digital Platforms for Personalised Medicine</b>								
	<table><tr><td><b>Ifty Ahmed</b></td><td>CEO, POW Health</td></tr><tr><td><b>Dee O'Sullivan</b></td><td>Director, Patient View</td></tr><tr><td><b>Jack Bowman</b></td><td>CEO, Handle My Health</td></tr><tr><td><b>Mohammad Al-Ubaydli</b></td><td>CEO, Patients Know Best</td></tr></table>	<b>Ifty Ahmed</b>	CEO, POW Health	<b>Dee O'Sullivan</b>	Director, Patient View	<b>Jack Bowman</b>	CEO, Handle My Health	<b>Mohammad Al-Ubaydli</b>	CEO, Patients Know Best
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# FEATURING

## Ifty Ahmed

Founder & CEO, Pow Health

Iftakhar Ahmed has over 16 years' experience as chief strategist in high tier, full-service digital and performance marketing agencies. He has managed delivery of world-class global projects, created and run multiple agency teams, won and sustained senior client relationships for blue-chip brands including; Vodafone, Microsoft, Merck Sharp & Dohme, GSK, Reuters and Visa.



Having co-founded and run an award-winning agency in the 1990s, Ifty became Head of Digital at IMG Media and Vivid Lime, before taking global responsibility for The Collinson Group as Global Head of Digital and Customer Engagement.

Ifty founded Pow Health in March 2012 aiming to create a site offering the user a completely safe and secure and effortless way to manage 'all your health in one place'.

Ifty is a creative technologist, passionate about empowering people so that they can better manage their health, support one another and help create better treatments for everyone. This is the focus behind Pow Health.

## Mohammad Al-Ubaydli

CEO, Patients Know Best®

Mohammad is founder and CEO of Patients Know Best and has over 15 years of experience in medical software. He trained as a physician at the University of Cambridge; worked as a staff scientist at the National Institutes of Health; and was a management consultant to US hospitals at The Advisory Board Company.



He is the author of seven books, including *Personal health records: A guide for clinicians* and *Streamlining Hospital-Patient Communication: Developing High Impact Patient Portals*. He is also an honorary senior research associate at UCL medical school for his research on patient-controlled medical records. In 2012 he was elected an Ashoka Fellow as a social entrepreneur for the contributions he has made to patient care.



## Richard Barker

Director, CASMI

Professor Barker has been Director of CASMI since its creation and was instrumental in its inception and launch. He is a strategic advisor, speaker and author on healthcare and life sciences.

Richard's 25-year business career has spanned biopharmaceuticals, diagnostics and medical informatics – both in the USA and Europe. Most recently he was Director General of the Association of the British Pharmaceutical Industry, member of the Executive Committee of EFPIA (the European industry association) and Council member of IFPMA (the international equivalent).

His past leadership roles include head of McKinsey's European healthcare practice, General Manager of Healthcare Solutions for IBM and Chief Executive of Chiron Diagnostics. He was also Chairman and Chief Executive of Molecular Staging, a US bioscience company, now part of Qiagen.

In addition to leading and advising a wide range of companies, Richard has advised successive UK governments on healthcare issues, and in particular, on developing, valuing and using new healthcare technologies. He was co-founder of Life Sciences UK, a member of the NHS Stakeholder Forum, and vice-chair of the UK Clinical Trials Collaboration. He is also Chairman of Stem Cells for Safer Medicines, a public-private partnership developing stem cell technology for predicting the safety profile of new medicines, and a board member of iCo Therapeutics, a Canadian bioscience company.



## Jack Bowman

CEO, Handle my Health

By approaching every project with vigour, Jack has developed everything from patient centred systems to medicine adherence programs to multi-system integrations and much more! At HandleMyHealth Jack works to develop a medication compliance and quality of life support system for more personalized medicine and more effective treatment.



## Angus D. Campbell

Business Development Executive, Healthcare, IBM UK Ltd

Angus has over 35 years experience in both working within, and as a supplier and provider to, the UK public sector, predominantly in Healthcare but with spells in both the Central Government and Defence sectors.

Originally trained and qualified as a Biomedical Scientist within NHS Pathology and specialising in the demonstration and diagnosis of Gastro-intestinal Neuroendocrinomas, Angus joined the private sector when given an opportunity to enter healthcare computing, initially in the fields of development and implementation of Laboratory Information Management Systems Histopathology, Cytology and Mortuary modules but then expanding into Patient Administration Systems and also in the early Resource Management Systems developed under the Resource Management Initiative that was active in the early nineties.

Angus then stepped back into the NHS as the CIO for a large acute Trust, developing the IM&T capability over a four year period in centralising and integrating systems, developing service level agreements and hosting external healthcare organisations. Following this, Angus returned to the private sector joining a Systems Integrator to focus upon bid management and delivery of HISS solutions under PFI frameworks in the late nineties.

Since 2000, Angus has held a number of sales positions promoting technology solutions and services into the public sector. Angus joined IBM in 2007 and following a period of specialising in hardware brand sales and software solution development, was appointed as an industry consultant and business development executive for IBM Healthcare in 2012 to drive the go to market propositions of solutions and services under the Digital Hospital service transformation framework, including clinical analytics, personalised medicine and telehealth.

### **IBM in Healthcare**

IBM assists healthcare organisations and their local health economy partners, patients and participants to manage and present information more personally and intelligently to empower users, improve service efficiency and enable service transformation, development and integration.

## **Colm Carroll**

**Scientific Project Manager, Innovative Medicines Initiative (IMI)**

Trained as medicinal chemist with a PhD from Imperial College London, Colm spent several years working on hit-to-lead and lead optimisation programs in a number of pharmaceutical companies. Recently, Colm has developed an interest in innovation and the economic drivers of the pharmaceutical industry and has completed an MSc in Health Economics at the London School of Economics. This interest also led him to his current position of scientific project manager in the Innovative Medicines Initiative (IMI). The IMI is Europe's largest public-private initiative aiming to speed up the development of better and safer medicines for patients. The IMI supports collaborative research projects and builds networks of industrial and academic experts in order to boost pharmaceutical innovation in Europe.



## **Monica Jones**

**Enterprise Architect, Cancer Research UK**

Monica has a strategic leadership and expert advisory role for Cancer Research UK. She's an Enterprise Architect with responsibility for the successful design and delivery of interim and longer term informatics solutions for Stratified Medicine; including partnerships through the Technology Strategy Board (TSB), with Pharma - AstraZeneca, Pfizer, Roche, BMS and Information Technology - Oracle, EMC. With her track record of proven integration of research with NHS Information Systems for the benefit of patient care, she is an information governance and system security specialist. This role is her chance to use her skills and experience to make a difference to cancer clinical outcomes.





## Shahid Hanif

eHealth Data Development Manager, ABPI

Shahid works with member companies to address the opportunities to leverage 'big data' for the benefits of patients and the industry. In particular, work closely with the ABPI's Pharmaceutical Industry Health Information Group (PHIG) and other relevant ABPI expert groups (e.g. clinical research, pharmacovigilance, stratified medicines) to represent the UK pharmaceutical industry's requirements, develop best practice and new innovative approaches. He's also responsible for encouraging participation in Government initiatives which use data to enhance the research and development environment in the UK, and to develop new collaborations and partnerships to tackle the challenges together with key stakeholders including government, academia, the wider healthcare system and patients.

Prior to working at ABPI, Shahid worked as a Senior Business Analyst at Partizan International a growing healthcare communications agency specialising in the design and implementation of patient adherence strategies and programs. And at GSK as a Project business Analyst.

Shahid holds a degree in Information & Technology and a PhD in Biochemistry and Molecular Biology.



## Alastair Kent

Director, Genetic Alliance UK

Alastair Kent OBE is the Director of Genetic Alliance UK – the national charity of over 150 patient organisations, supporting all those affected by genetic conditions. Genetic Alliance UK's mission is to promote the development of the scientific understanding of genetics and the part that genetic factors play in health and disease, and to see the speedy transfer of this new knowledge into improved services and support for patients.

Alastair is also the Chair of Rare Disease UK (RDUK) the national alliance for people with rare diseases and all who support them. RDUK has over 1,200 members including over 220 patient organisations, health professionals, researchers, the pharmaceutical industry and individual patients and families.

Alastair has worked in the field of genetic and rare disease healthcare for over 20 years. Alastair represents the interests of patients on numerous platforms; he is the president of the European Genetic Alliances Network (EGAN), Immediate Past Chair of the European Platform for Patient Organisations, Science and Industry (EPPOSI) and the EU Committee of Experts on Rare Diseases amongst others. He has previously been a member of the Orphan Medicinal Products Committee and Committee for Advanced Therapies at the European Medicines Agency and a member of the Human Genetics Commission.



## Faraz Kermani

Senior Editor Europe, Elsevier - The Pink Sheet

Faraz Kermani is a journalist and editor at the Pink Sheet, a US-based publication that covers the global pharmaceutical market. He has a B.A. (Hons) in German and Scandinavian Studies and an M.A. in European Law, with a specialisation in pharmaceutical law. He has over 16 years of experience as a journalist and communications specialist in the healthcare and pharmaceutical sectors, working on titles that include: Clinical World Medical Devices and Diagnostics Newsletter, Scrip, the Regulatory Affairs Journal and The Pink Sheet.

## **Jeremy Nettle**

**Director Global Healthcare, Oracle**



Key role: Providing clinical expertise to the healthcare teams in the UK and Ireland, special interests are: Use of Technology in Health sciences, Predictive modelling, Medication management, Long Term conditions, Patient Safety, multi media imaging and pervasive computing.

He has a keen interest in Pervasive Computing and was co author with Professor Toumazou, Professor Steven K Smith and Dr Keith Errey a paper entitled: Towards Disposable Technology for Healthcare - A Paradigm Shift in Remote Wireless Monitoring.

Currently, chair of the Intellect Healthcare group, that represents over 260 suppliers in the UK Healthcare sector. In addition represents Oracle Corporation at the Continua Alliance working Groups looking at interoperability and supporting a UK consortium on Wellbe.

He is also chairman of a small start-up company Image Analysis Ltd a company which combines leading expertise in medical imaging and advanced computer science to bring practical innovation to the computer-aided diagnosis market, specialising in Image enhancements for dynamic MRI Imaging.

## **Dee O'Sullivan**

**Director myhealthapps.net, Patient View**



Dee is director of myhealthapps.net, a free public portal of health apps reviewed and tested by patient and health consumer groups. It aims to empower patients and the public to better manage their general health and wellbeing and the daily care of their specific conditions. The site was launched in Brussels in November 2013 and is owned by PatientView, a UK-based data, research and publishing consultancy that canvasses and reflects patient perspectives on healthcare. It now has the capacity to reach out to 120,000 patient groups worldwide.

Dee has over 20 years' experience in the UK and Brussels of advocacy, pan-European stakeholder engagement, strategic communications and media relations, including for the Economist Group, Epposi and MCI Group.

## **Duane Schultheiss**

**Managing Director, Vital Transformation**



Duane Schultheiss is the Managing Director of Vital Transformation, a consultancy focused on quantifying the impact of new technologies and regulation in the health-care sector. He regularly consults to National health authorities, multinational companies, governments, and stakeholder groups on healthcare policy and technology as has been a speaker at many leading international conferences including the Health Forum Gastein, DIA, and The EU China Trade Partnership, and is a member of the advisory board of Health Policy and Technology.

Duane was the EMEA Head of Corporate Development of The Wall Street Journal. He was also, for five years, the Commercial Director of Science|Business, establishing and building their successful Brussels consultancy practice. He was a fellowship student at the Royal Academy of Music in London, has a BA Magna Cum Laude from the University of the Pacific, and an MBA with Distinction from The Vlerick School of Management.



## Donald Singer

Secretary, European Association for Clinical Pharmacology

Professor Singer is Secretary of the European Association for Clinical Pharmacology & Therapeutics and a member of the Council of the British Pharmacological Society. He is an active clinician and is interested in drug discovery, vascular mechanisms and non-invasive biomarkers important for prevention and treatment of cardiovascular disease, and improving safety and effectiveness in use of medicines. Professor Singer is also interested in promoting better public understanding of new treatments, and the benefits and risks of medicines.

Donald Singer is foundation holder of the Chair of Clinical Pharmacology and Therapeutics at the Graduate Medical School at Warwick University where he founded the Clinical Sciences Division in April 2003. Professor Singer trained in Medicine in Aberdeen in Scotland and moved in 1982 to London. He worked initially at the Royal Postgraduate Medical School at the Hammersmith Hospital, moving for his research work to Charing Cross and Westminster Medical School and then to St George's Hospital Medical School where he also held a joint appointment with Sir Magdi Yacoub in the Heart Science Centre of the Imperial College National Heart and Lung Institute.

His MD work examined interactions between the renin-angiotensin system and the vaso-active and natriuretic family of cardiac peptides in relation to blood pressure, heart failure and vascular disease. He also studied genetic mechanisms for cardiovascular and renal disease. In 1997 he founded the Cardiovascular Research Group (CRG) at St George's Medical School, which included 60 senior researchers and a further 100 researchers interested in basic science, clinical sciences and research in the community. He was inaugural chair of the CRG from 1997-2002. As London Hypertension Society chair from 1990-2002, he organised annual national and international workshops on a wide range of aspects of cardiovascular disease.

He was the Academic Co-ordinator for the 2006 AC21 (Academic Consortium for the 21st Century) International Forum on Universities, Innovation and the Global Age hosted in July 2006 by Warwick University [www.warwick.ac.uk/go/ac21](http://www.warwick.ac.uk/go/ac21). Since 2005, he has hosted a series of International Symposia on Personalised Medicines. He has over 120 research, editorial and review publications and has given seminars and lectures at a wide range of international institutions and conferences in the USA, throughout Europe and in Australia, North Africa and South-East Asia.

In November 2009, with Michael Hulse he founded the Hippocrates Initiative. The annual Hippocrates Prize for Poetry and Medicine has attracted since its launch over 4000 entries from 44 countries, and has received the 2011 Times Higher Education Excellence and Innovation Award. He is President of the Fellowship of Postgraduate Medicine, publisher of the Postgraduate Medical Journal and of Health Policy and Technology. He is also Honorary Fellow of the Finnish Society for Internal Medicine and the European Society for Internal Medicine. He is a co-author of Pocket Prescriber, with over 100,000 copies in circulation since 2004.

## Matt Stroud

**Head of Personal Data & Trust, Connected Digital Economy Catapult**

Matt has recently joined the Digital Catapult heading their Personal Data and Trust programme. The Digital Catapult works with small and large businesses to facilitate responsible innovation with personal data, to drive growth for the UK economy. Prior to this Matt was Head of Corporate Strategy at the mobile phone operator EE, in which role he founded AssureUK, a cross sector body which helps organisations exchange citizen data, at the behest of citizens with their explicit permission. Before this Matt held a number of technical and strategy positions with T-Mobile, DT and One2One. Matt has an interest in philosophy and science, holding a PhD in Astrophysics from UCL. He lives in Hertford with his wife Cynthia and two small, but hugely energetic children.



## Tim Williams

**Head of Research, Clinical Practice Research Datalink (CPRD)**

Dr Tim Williams is a Head of Research within the formed Clinical Practice Research Datalink (CPRD) within the Medicines and Healthcare products Regulatory Agency (MHRA). He has an MSc in Epidemiology from London School of Hygiene and Tropical Medicine and PhD in biomedical computing from the University of Leeds.



He has worked in the healthcare data field for over 17 years both in academia and within government. As the programme manager for the research group he has oversight of a wide range of projects but his main area of research involves work into observational healthcare data quality and the application of large observational databases to novel areas including Clinical Trial feasibility and delivery. Observational healthcare data is a potentially highly valuable resource for clinical research but the understanding of it and its contextualisation is crucial. It is in this area where Dr Williams is keen to focus attention moving forward as more and more data sets become available for research use.

## Alex Hamlin

**Product Manager - uMotif Digital Health**

Alex joined uMotif early in 2014 having previously worked in IT for a major IT services firm and Management Consultancy for one of the 'big 4' professional services organisations.



Alex's healthcare experience includes working with a major political party and for an Integrated Care project across a variety of acute, social and community care service providers. Prior to joining uMotif, Alex completed an intensive Web Development Immersive course giving him a sound grounding in software design, development and deployment.

Alex ensures that uMotif's business, design and technical teams are aligned for clinical success. He coordinates across the business to deliver and drive forward a robust product, being used in a variety of patient groups. Alex was also instrumental in some of the very first Popup clinics run.

A keen skier, Alex has competed in downhill racing, and plays tennis when on flat ground.



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