

**WIRED**

# Health.

## Event Agenda and Info

**THE FRANCIS CRICK INSTITUTE, LONDON**

MAIN CONFERENCE \_ **MARCH 13, 2018**

WORKSHOP \_ **MARCH 14, 2018**

Book your tickets online at [wired.uk/health-tickets](http://wired.uk/health-tickets)  
or go to [wired.uk/health-event](http://wired.uk/health-event) for more information.  
Early bird discounts and practitioner rates available  
until February 23, 2018.

# WIRED Health.

WIRED Health is Europe's premier networking event for senior decision-makers, scientists, researchers and practitioners looking to understand, discover and stay ahead of the biggest trends disrupting the health, digital health and pharmaceutical industries.

## 2018 SNAPSHOT

450+

Attendees

19

Countries represented

### About the audience

32%

C-Level, founders & co-founders

41%

Executive directors, directors and heads

21%

Innovators, practitioners and strategists

6%

Business development and marketing

### Industries

29%

Healthcare

19%

Agency and media

18%

Innovation and biotech

15%

Investment and legal

13%

Pharmaceutical and corporate

6%

Public sector, government and charity

## WHO SHOULD ATTEND?

If you are responsible for the improvement of patient and customer care, through the use of innovation or technology, then WIRED Health is an ideal source of inspiration, hands-on experience with new technology and valuable networking opportunities with an engaged audience.

**"WIRED HEALTH IS BOLD AND AUDACIOUS - THE BEST EVENT TO CATCH A GLIMPSE OF THE FUTURE OF MEDICINE, HEALTHCARE AND BIOTECHNOLOGY."**

TZEN SZEN TOH,  
DOCTORPRENEURS

We gather senior decision-makers from the health and pharmaceutical industries, including:

Chief executive officers  
Chief innovation officers  
Chief medical officers  
Founders & co-founders  
Presidents  
Managing directors  
Directors  
Heads  
Digital health innovators  
Investors  
Medical doctors  
Surgeons  
Scientists  
Clinical reporting staff  
Researchers  
Marketers  
Business development  
Strategists  
Designers

A sample of companies who attend WIRED Health:

Amazon web services  
AXA PPP  
Bart's Health NHS  
Bayer Pharma  
British Heart Foundation  
British Land  
Cello Health  
CG Health Ventures  
Cisco Systems  
Draper Investment  
EY  
Google Deepmind  
Havas Lynx  
Invest in Cornwall  
Johnson & Johnson  
King's College London  
Lakestar  
Lewisham & Greenwich  
NHS Trust  
Modius  
NHS England  
Nightingale Health

Novartis  
Moorfields Eye Hospital  
Novartis  
Nuritas  
Ogilvy  
OMD  
Optum Labs  
Pfizer  
Philips Healthworks  
Royal Free Hospital  
Sanofi Genzyme  
Sonae  
Tesco Bank  
University of Pennsylvania

# WIRED Health.

## Meet the 2018 Speaker Faculty

What makes a **WIRED Health** speaker special? Each year, the WIRED editorial team designs an event around the emerging trends in health, featuring hand-picked speakers who are making great strides to change the industry for the better.



### **BARONESS TESSA JOWELL**

**Former Secretary of State for  
Culture, Media and Sport**

As the MP for Dulwich and West Norwood from 1992 to 2015, Tessa Jowell has held a number of major government ministerial positions and is best known for her key role in the bid for the 2012 London Olympics as the Minister for the Olympics.



### **BRUCE LEVINE**

**Director of Technology  
Innovation, Center for Cellular  
Immunotherapies**

Bruce Levine develops and tests novel cell and gene therapies in clinical trials in patients with tumors, HIV and genetic disease.



### **JESS MILLS**

**Musician**

After her mother's diagnosis with Glioblastoma in May 2017, Jess has since been project managing her mother's care. The musician daughter of Tessa Jowell is now campaigning to remove the low ceiling created by the current standard of care for cancer in the UK.



### **ANDREW BASTAWROUS**

**Eye surgeon and inventor**  
Andrew Bastawrous created Peek, a low-cost smartphone-based ophthalmic tool built to deliver eye care in some of the world's most challenging places.



### **TANIA BOLER** **CEO, Elvie**

Elvie is a British health and lifestyle brand developing smarter technology for women. Its first product, Elvie Trainer, is an award-winning Kegel trainer that helps women strengthen the pelvic floor via fun, five-minute workouts and has more than 800 health professionals around the world recommending it.



### **NIR BARZILAI** **Director, Institute for Aging Research, the Albert Einstein College of Medicine**

Nir Barzilai is leading an effort to beat age-related diseases through the Targeting Aging with METformin (TAME) study.



### **ROBIN L CARHART-HARRIS** **Head of psychedelic Research, Centre for Psychiatry, Division of Brain Sciences, Imperial College London**

Robin L Carhart-Harris is combating resistant depression with the clinical trial of psilocybin, a psychedelic "magic" mushroom, and has designed a number of functional brain imaging studies with psilocybin, LSD, MDMA (ecstasy) and DMT.



### **SARAH TEICHMANN** **Head of cellular genetics, the Wellcome Trust Sanger Institute**

Sarah Teichmann is creating an atlas of human building blocks – all 37 trillion of them. Her work has won awards from the Lister Prize, and an EMBO Gold Medal.



### **ROMAIN PIZZI** **Wildlife veterinary surgeon, Royal Zoological Society of Scotland**

As a pioneer of keyhole surgery in wildlife, veterinary surgeon Romain Pizzi is renowned for performing brain surgery on Champa the bear – a world first for the procedure – as well as his work developing new surgical approaches that save thousands of animals each year.

# WIRED Health.

## Meet the 2018 Speaker Faculty



### CLAIRE NOVOROL

Founder and chief medical officer, Ada Health GmbH

Ada Health is an AI-powered health companion that helps users to understand and manage their health, assisting with matching symptoms to potential causes, and offering treatment options.



### TEJ TADI

Founder and CEO, MindMaze

Neuroscientist and electronics engineer Tej Tadi founded MindMaze, a neuro-computing company that combines brain-capturing technology with mixed reality and AI to evoke emotion in the virtual world.



### SIMBA GILL

President & CEO, Evelo Biosciences

As President and CEO of Evelo Biosciences, Simba Gill and his team are developing treatments to defeat serious diseases through the gut-body network.



### JACKIE HUNTER

CEO, BenevolentBio  
BenevolentBio is the bioscience subsidiary of BenevolentAI, one of the world's largest private AI companies. Jackie Hunter leads the application of its technology for drug development.



### SHAFI AHMED

Chief medical office and co-founder, Medical Realities

Multi award-winning cancer surgeon, teacher, and entrepreneur, Shafi Ahmed co-founded Medical Realities, the company which released the world's first VR Interactive Surgical Training Module.



### MICHAEL HORNBERGER

Clinical neuroscientist and co-creator, Sea Hero Quest  
Sea Hero Quest is an interactive smartphone game that is designed to efficiently crowdsource research in promoting early detection in dementia.

**"A HUGE DIVERSITY OF  
SPEAKERS CHALLENGING  
THE STATUS QUO, BOTH  
IN TERMS OF HEALTHCARE  
DELIVERY BUT  
IMPORTANTLY HOW WE  
UNDERSTAND HEALTH."**

RACHAEL PARKMAN,  
WE COMMUNICATIONS

### THE FRANCIS CRICK INSTITUTE SPEAKERS



### LUCY COLLINSON

Head of Electron  
Microscopy (EM)

Lucy Collinson leads a team with image analysis and laser physics expertise to visualise the structure of molecules, cells and tissues at high resolution. Every imaging experiment is different, and so the Electron Microscopy team collaborates with the research scientists to design workflows unique to each research project.



### ANDREW STEELE

Computational biologist

Trained as a physicist, Andrew Steele's research involves using machine learning to deal with big biological data, using machine learning techniques to model changes to chemical modifications of our DNA as we age.

### PARTNER SPEAKERS



### PAMELA SPENCE

Global Life Sciences  
Industry Leader, EY

Pamela Spence leads EY's Global Life Sciences Industry practice, a team of more than 15,000 industry professionals, whose main objective is to be the "Team with the most admired insights", enabling clients to deliver on their key strategic ambitions. Pamela has worked closely with WIRED Health as a judge for the annual Startup Showcase.



### JASON MCKEOWN

Chief executive officer,  
Modius

Neuroscientist Jason McKeown created the Modius health-tech headset, which uses neuro-stimulation to affect the parts of the brain associated with the metabolism. The aim is to develop it as a new tool in combating obesity.

# WIRED Health.

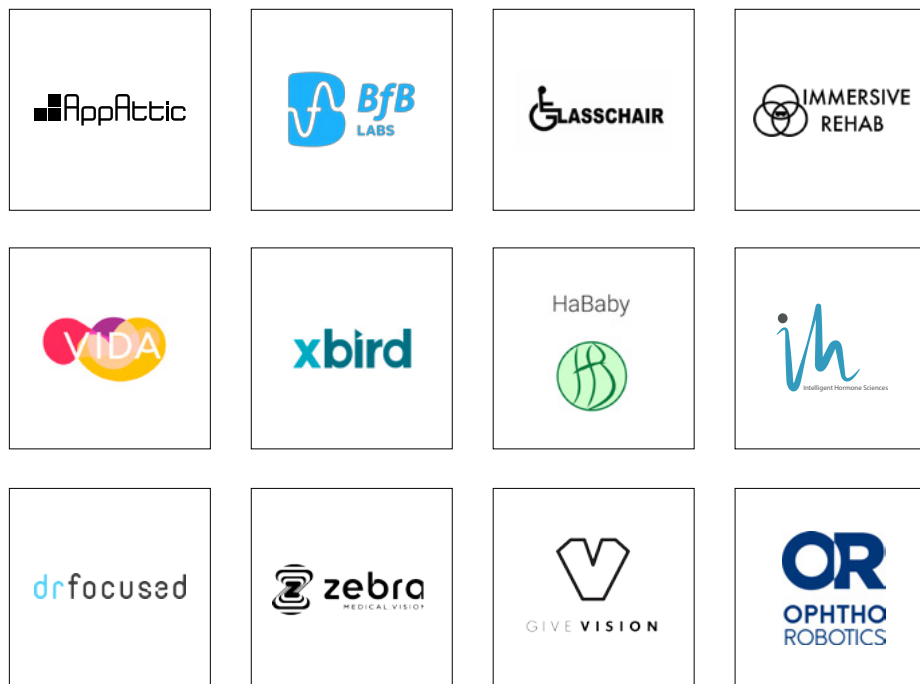
A focus  
on startups

Since its launch in 2014, **WIRED Health's** Startup Showcase has been a platform for entrepreneurs on the cusp of major influence to present their new products, solutions and technology. Last year's winner, GiveVision presented their vision aid goggles, SightPlus, for people with severe sight impairments, by combining augmented reality and virtual reality. It works by beaming light into the parts of the eye that are still functional, to create a clearer picture of their surroundings and help fill in gaps.

We are pleased to host the Startup Showcase on the EY WIRED Health Access Stage, which runs concurrently with the keynote sessions.

Discounted "Limited Access" tickets for startups, scaleups and investors available.

Here is a sample of previous Startup Showcasers at WIRED Health:



**"IT'S A MUST IF  
YOU WANT TO  
UNDERSTAND  
WHAT HEALTHCARE  
WILL LOOK LIKE  
IN FIVE YEARS."**

ANDRES MARTIN, AXA

# WIRED Health.

## 2018 Agenda

### Tuesday March 13, 2018

Although this programme is as close to schedule as possible at the time of publication, please note that speakers and timing are subject to change.

WELCOME REMARKS

09.00 - 10.35

#### EARLY MORNING SESSIONS

**Treating untreatable cancers with gene therapy** Bruce Levine, Center for Cellular Immunotherapies

**How to stop ageing** Nir Barzilai, Albert Einstein College of Medicine

**Creating the Human Cell Atlas** Sarah Teichmann, Wellcome Trust Sanger Institute

MID-MORNING BREAK

EY WIRED Health Access Stage Opens

11.25 - 12.45

#### MID-MORNING SESSIONS

##### Keynote Stage

**Introduction** by Jonathan Wood  
**Electron microscopy initiatives at the Crick** Lucy Collinson, The Francis Crick Institute

**Big biological data**  
Andrew Steele, The Francis Crick Institute

**The rise of femtech**  
Tania Boler, Elvie

**VR to rebuild your brain**  
Tej Tadi, MindMaze

**How the microbiome can treat disease**  
Simba Gill, Evelo Biosciences

##### EY WIRED Health Access Stage

**Fireside chat** with Bruce Levine, Center for Cellular Immunotherapies

[Partner session] **When the human body is the biggest data platform, who will capture value?** Pamela Spence, EY

**Startup Showcase Part One**  
WIRED presents the first showcase of startups in the health industry.

12.45 - 14.00

LUNCH BREAK

14.00 - 15.15

#### MID-AFTERNOON SESSIONS

##### Keynote Stage

**The AI doctor**  
Claire Novorol, Ada Health GmbH

**How the smartphone can provide eyecare for all**  
Andrew Bastawrous, Peek

**Disrupting big pharma with AI**  
Jackie Hunter, BenevolentBio

**Training the next generation of surgeons**  
Shafi Ahmed, Medical Realities

##### EY WIRED Health Access Stage

Panel: **Female Health**

[Partner] **Keynote** by Jason McKeown, Modius

**Startup Showcase Part Two:**  
WIRED presents the second showcase of startups in the health industry.

15.15 - 15.40

MID-AFTERNOON BREAK

EY WIRED Health Access Stage Closes

15.40 - 17.30

#### LATE AFTERNOON SESSIONS

**The psychedelic cure**  
Robin L Carhart-Harris, Imperial College London

**Surgery on the wild side**  
Romain Pizzi, Royal Zoological Society of Scotland

**Can VR diagnose dementia?**  
Michael Hornberger, Sea Hero Quest

**A session with...**  
Baroness Tessa Jowell and Jess Mills

The Startup Showcase Winner Announced

FOLLOWED BY CLOSING REMARKS AND EVENING DRINKS RECEPTION

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# WIRED Health.

Workshop A  
March 14, 2018  
10.00-11.30

Tickets to the workshop are  
separate to the main conference  
and should be purchased online at:  
<http://wired.uk/health-tickets>



**A roadmap and framework for startups:  
Making the most of accelerator programmes  
and working with corporate organisations**  
*Hosted by Bupa's Customer Lab*

#### ABOUT THE WORKSHOP

This session is aimed at startups who are new to accelerator programmes, or who have been disappointed with what they've achieved in previous accelerators, or want some advice about how to do things differently – effectively and efficiently.

#### Benefits for the attendees

Learn what corporates are looking for in your application, pitch and during the process, and work out how to take the most value from your participation. Understand more about how things work in a large organisation, including challenges and risks, as well as opportunities.

#### Agenda for the workshop

Introduction

#### Startup perspective

Renaud Million, CEO and Co-founder, Spixii

#### Panel discussion – how can you get the most from an accelerator programme within a large corporate organisation?

Whether it's the application process, how to make sure you're choosing the right programme for your business, what to expect from the programme, and how to maximise the opportunity to test your product with a large customer base.

#### Speakers

Angelique de Lafontaine, Senior Legal Adviser, Bupa  
Amit Patel, Director of New Ventures, Bupa UK  
Renaud Million, CEO and Co-founder, Spixii  
John Moore, Director, Bupa Customer Lab

#### Breakout clinics with each panel member

Bring your questions, challenges and experiences for advice.

**Followed by refreshments, networking and a light lunch**

# WIRED Health.

## 2018 Event partners



As populations age and chronic diseases become commonplace, health care will take an ever larger share of GDP. Scientific progress, augmented intelligence and a more empowered patient are driving changes in the delivery of health care to a personalized experience that demands health outcomes as the core metric. This is causing a power shift among traditional stakeholder groups, with new entrants (often not driven by profit) disrupting incumbents.

Innovation, productivity and access to patients remain the industry's biggest challenges. These trends challenge the capital strategy of every link in the life sciences value chain, from R&D and product supply to product launch and patient-centric operating models.

Our Global Life Sciences Sector brings together a worldwide network of 15,000 sector-focused professionals to anticipate trends, identify their implications and help our clients create competitive advantage. We can help you navigate your way forward and achieve sustainable success in the new health-outcomes-driven ecosystem.

@EY\_LifeSciences  
www.ey.com/vitalsigns



Gilead Sciences is a research-based biopharmaceutical company that discovers, develops and commercialises innovative medicines in areas of unmet medical need. Gilead's therapeutic areas of focus include HIV/AIDS, liver diseases, haematology and oncology, inflammatory and respiratory diseases, and cardiovascular conditions. Gilead has a rapidly expanding product portfolio, a growing pipeline of investigational drugs and 9,700 employees in offices across six continents. Millions of people around the world are living healthier lives because of innovative therapies developed by Gilead.

@GileadSciences



One of Bupa's key priorities is digital transformation and continuous improvement, to meet our customers' needs in this digital age. We know there are many opportunities for innovation in the healthcare sector, and we don't have all the answers ourselves.

Now in its second year, the Bupa accelerator programme invites startups and small businesses to partner with us to tackle key customer challenges – focusing specifically on aged care for 2018. Successful entrants will pilot and test their ideas inside a global health and care company, receive mentoring from Bupa leaders, advice from our tax, legal and compliance experts, and have access to office space to develop their ideas. We'll also provide some funding for the successful companies to take their proof of concept to the next level.

We'll launch the 2018 programme at Wired Health's EY Startup Stage – come along to find out more.

Twitter: @bupacustomerlab



Modius is a health-tech headset which uses neuroscience to help people get lean. It stimulates the vestibular nerve on its way to the hypothalamus, the part of the brain associated with metabolism. The result of the stimulation is that the brain decides the user simply needs to eat less. Northern Irish Dr Jason McKeown is the founder and the youngest-ever Visiting Professor of Neuroscience at USC San Diego's Brain & Cognition Centre. With obesity one of the great health issues of our time, Modius has opened a new front in the war, combining the most contemporary neuroscience and technology know-how.

www.modiushealth.com



### Venue partner

The Francis Crick Institute is a biomedical discovery institute dedicated to understanding the fundamental biology underlying health and disease. Its work is helping to understand why disease develops and to translate discoveries into new ways to prevent, diagnose and treat illnesses such as cancer, heart disease, stroke, infections and neurodegenerative diseases.

### 2018 Media partners





# WIRED Health.

Join us at WIRED Health – special rates are available for startups/scaleups, investors and NHS professionals.

## FULL ACCESS TICKET RATES

### Standard tickets

Corporate  
Startup/Scaleup\*  
Public Sector/Charity\*\*\*

### Book by 23/02/18\*\*

£1099 + VAT  
£599 + VAT  
£599 + VAT

### Standard pricing

£1299 + VAT  
£799 + VAT  
£799 + VAT

### Concession tickets

Medical Practitioner or NHS Employee\*\*\*\*  
Student/Post-graduate researcher  
Startup\* Workshop only (March 14)

### Standard pricing

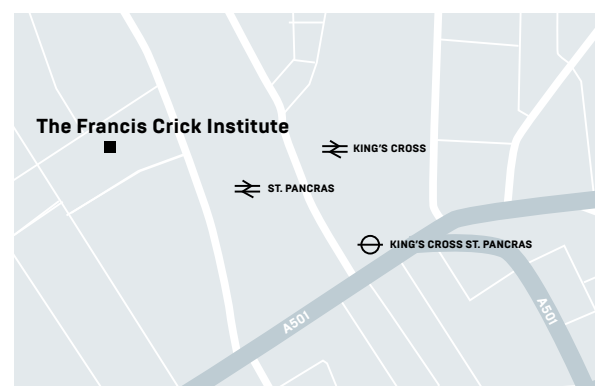
£249 + VAT  
£199 + VAT  
£20 + VAT

Payment can be made by credit card using the PayPal system on the following page:  
[wired.uk/health-tickets](http://wired.uk/health-tickets) (you do not require a PayPal account to do this).

\*Startups and scaleups must be in the health sector. \*\*Bookings must be paid in full by this date in order to receive the early bird discount. \*\*\*The Public Sector/Charity rate is available to professionals who are employed within the public sector and/or a registered charity. \*\*\*\*You will require your hospital badge or ID upon check-in.

## VENUE

The Francis Crick Institute  
1 Midland Road, London, NW1 1AT



## 3 WAYS TO BOOK TICKETS

1. Register directly online at <http://wired.uk/health-tickets>
2. Call the WIRED team at +44 (0)20 7152 3698
3. Email the team at [wiredevents@condenast.co.uk](mailto:wiredevents@condenast.co.uk)

## OTHER ENQUIRIES

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