

March 31, 2021

A Virtual Conference

Programme



WIRED
Health.

Welcome to WIRED Health

Last year, we were forced to postpone the 2020 edition of WIRED Health a week before our event. The World Health Organisation had just declared Covid-19 a global pandemic and the UK government had imposed a lockdown that, sadly, made it impossible for us to proceed with a live, in-person event.

Throughout 2020, Covid devastated families and shuttered entire economies, with a death toll of nearly 3 million people worldwide. Frontline health workers, nurses and doctors fought this invisible enemy in hospitals, while, in an unprecedented and concerted global effort, governments, pharmaceutical companies and biotech companies worked together to invent and manufacture vaccines against this new disease in a record time.

At this ninth edition of WIRED Health, I've invited some of the people to whom we owe a great debt of gratitude for the important role they've played in the fight against the virus: Ugur Sahin, CEO of BioNTech, who developed the first approved vaccine against Covid; infectious disease expert Céline Gounder, who advises President Biden on Covid strategy; Rachel Clarke, a palliative care doctor who





spent a year on the Covid wards; Jemimah Kariuki, who, during the pandemic, launched Wheels for Life, a free ambulance service to help expecting mothers in Kenya.

Of course, Covid is still with us, and we will continue to rely on the ingenuity of innovators and technologists to eradicate this disease. We will hear from TransferWise co-founder Taavet Hinrikus, on his new startup that aims to provide rapid Covid testing; while Joanna Shields, CEO of BenevolentAI, and Mei Mei Hu, CEO of COVAXX, will tell us how they are developing new vaccine technologies for the future. However, even in a year such as this, many of the breakthroughs in healthcare aren't Covid-related at all.

The geneticist George Church will give us an overview of new advances in genomics; Pixar co-founder Ed Catmull, along with neuroscientists Joel Pearson and Adam Zeman, will introduce us to the fascinating new science of visual imagery; and psychologist Adam Grant will explain the importance of our personal mindset and beliefs. Even in its new virtual format, this edition of WIRED Health will bring you its annual dose of bold new ideas and inspiration.

We are delighted to welcome you to WIRED Health. Thank you to our wonderful speaker guests, event partners ISG and EY, and to you for joining.



Joao Medeiros
WIRED Health Curator

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Useful information

Read these pages for key information about WIRED Health



Internet and quality

Although WIRED has invested in a stable and well-produced live broadcast platform, as with all virtual conferences, your internet speed impacts the quality of the broadcast.

We advise shutting down all other applications that are using your home internet – especially streaming and any heavy downloads.

Log in early

Registered attendees will be sent their login details at least the day prior to the event – we recommend that you log in and familiarise yourself with the portal in order to ensure a smooth experience. If you haven't received your details, email events@wired.co.uk.

Live broadcast

WIRED is delighted to broadcast the show live from London. Most of the speakers are logging in and presenting live – as we would at all WIRED events. Log in live with us, to get the full experience of “being in the same room together”, and engage with other viewers.

Viewing directions

Log into the CrowdComms platform using the email you used at purchase. Upon creation of your password, click on “Watch the Broadcast”. Submit your questions for the speakers on the Q&A box and introduce yourself on the chat. Use the picture-in-picture feature for viewing ease.

Agenda

March 24, 2021

March 31, 2021

WIRED Health EY Startup Showcase

Join us one week before WIRED Health to meet the six startups across femtech, neural engineering, sustainability and digital health. Each startup will present a 5-minute lightning presentation to a panel of judges and a live audience. Featuring **Ancora, Bios, C the Signs, Humanity, Mojo** and **Wild.AI**.



Episode One

We start the day with a talk from economist **Mariana Mazzucato** on what a moonshot guide to changing healthcare looks like, and continue the session exploring innovation in curing diseases, prevention for the next pandemic and readapting to “normal life”. Featuring **Joanna Shields, Angela Saini, Ugur Sahin, Beth Healey** and **Simon Baron-Cohen**.

Episode Two

Join us for the world premiere of the WIRED short film: **Aphantasia**, which examines the differences in our ability to visualise. We will talk about maternal health, sustainability and frontline experiences on the Covid-19 wards. Featuring **Jemimah Kariuki, Taavet Hinrikus, Rachel Clarke, Debbie Hobbs, Ed Catmull, Joel Pearson** and **Adam Zeman**.

Episode Three

We close the day with a top-level talk from human DNA sequencing pioneer and geneticist **George Church**. We’ll also investigate the impact of emerging Covid-19 variants, hear about President Biden’s plan to fight Covid-19 and meet this year’s WIRED Health Startup Winner. Featuring **Céline Gounder, Mei Mei Hu, Pamela Spence** and **Adam Grant**.

> **March 31, 2021** <

Episode one

Shifting for the Future

08.35 BST

Welcome remarks

Greg Williams, Editor-in-Chief, WIRED

08.40 BST

A moonshot guide to changing healthcare

Mariana Mazzucato, UCL Professor in the Economics
of Innovation and Public Value; Author of *Mission
Economy: A Moonshot Guide to Changing Capitalism*

09.00 BST

Human and artificial intelligence united to forge new frontiers in drug discovery

Joanna Shields, CEO, BenevolentAI

09.20 BST

Pathologising race

Angela Saini, Science Journalist and Author of
Superior: The Return of Race Science

09.40 BST

Fireside chat: Preventing the next pandemic

Ugur Sahin, Co-founder and CEO, BioNTech

Moderated by Joao Medeiros, WIRED Health Curator

10.00 BST

Readapting to life after isolation

Beth Healey, Intensive Care Doctor,

National Health Service (NHS)

10.15 BST

The Pattern Seekers: How autism drives invention

Simon Baron-Cohen, Director of the Autism

Research Centre, Cambridge University

10.35 BST

Closing remarks

Joao Medeiros, WIRED Health Curator

> **March 31, 2021** <

Episode two

A Different Perspective

11.10 BST

Welcome remarks

Victoria Turk, Features Director, WIRED UK

11.15 BST

Wheels for life: Saving pregnant women's lives during the Covid-19 pandemic

Jemimah Kariuki, Obstetrician-Gynaecologist, Kenyatta National Hospital, University of Nairobi

11.30 BST

Making the world a safer place for events, sports, travel

Taavet Hinrikus, Co-founder, Certific; Co-founder and Chairman, Wise; Angel Investor and Advisor

11.50 BST

Breathtaking: My year on the Covid-19 wards

Rachel Clarke, Palliative medicine for the National Health Service, former journalist, activist and author of *Breathtaking*

12.05 BST

Partner session: The future of the healthcare estate – A roadmap to net zero, from innovation to reality

Debbie Hobbs, Group Director of Sustainable Business, ISG

12.20 BST

WIRED video premiere: Aphantasia

Introduced by Adam Zeman, Professor of Cognitive and Behavioural Neurology, University of Exeter College of Medicine and Health

12.40 BST

Panel: The Aphantasia test – The correlation between visualisation and creativity

Ed Catmull, Co-Founder, Pixar Animation Studios and Former President, Pixar and Walt Disney Animation Studios

Joel Pearson, Professor of Cognitive Neuroscience, The University of New South Wales; Founder, Future Minds Lab and Chief Scientist, Imagination Spectrum

Moderated by Joao Medeiros, WIRED Health Curator

13.00 BST

Closing remarks

Joao Medeiros, WIRED Health Curator

> **March 31, 2021** <

Episode three

The Future of Health

14.25 BST

Welcome remarks

Greg Williams, Editor-in-chief, WIRED

14.30 BST

Exploring genomics

George Church, Founding Core Faculty & Lead,
Synthetic Biology, Wyss Institute, Harvard University

14.50 BST

President Biden's plan to defeat Covid-19

Céline Gounder, Clinical Assistant Professor
of Medicine & Infectious Diseases,
NYU School of Medicine & Bellevue Hospital

15.05 BST

The side effects of a Covid-19 vaccine: The emerging disparities, quality and access

Mei Mei Hu, Co-founder and CEO, COVAXX

15.20 BST

Partner session: Reframing the beyond – The trends redefining the healthcare operating model

Pamela Spence, Global Health Sciences
& Wellness Industry Leader, EY

15.30 BST

WIRED Health Startup Winner

Introduction by Helen Baxter, Associate Partner,
Health Sciences and Wellness, EY

15.45 BST

How our beliefs affect our health

Adam Grant, Psychologist and author of *Think Again*

16.10 BST

Closing remarks

Joao Medeiros, WIRED Health Curator

Meet the 2021

The WIRED editorial team have curated a speaker faculty comprising innovative scientists, medical practitioners and disruptors who are paving the way for change and making strides to improve the way we offer and access healthcare.

Speaker Faculty



Mariana Mazzucato
UCL Professor in
the Economics of
Innovation and Public
Value; Author of
Mission Economy:

*A Moonshot Guide to
Changing Capitalism*

Mariana Mazzucato is
Professor Founding
Director of the Institute
for Innovation & Public
Purpose (IIPP). She is the
author of three highly-
acclaimed books, including
*The Entrepreneurial
State: Debunking Public vs
Private Sector Myths* and
The Value of Everything.



Simon Baron-Cohen
Director of the Autism
Research Centre,
Cambridge University

Simon Baron-Cohen
is Professor in the fields of
psychology and psychiatry
Cambridge University.
A newly knighted
professor and cognitive
neuroscientist, Baron-
Cohen's last book,
The Pattern Seekers,
explores the connection
between autism,
creativity and invention.



Ed Catmull
Co-Founder,
Pixar Animation
Studios and Former
President, Pixar and
Walt Disney
Animation Studios

Ed Catmull is a co-founder
of Pixar Animation
Studios, and served as
President of Pixar for 33
years, while also serving
as President of Walt
Disney Animation
Studios for 13 of those
33 years. He was also
Vice President of
the Computer Division
of Lucasfilm Ltd.



George Church
Founding Core Faculty
& Lead, Synthetic
Biology Wyss Institute,
Harvard University

George Church is a
renowned geneticist
widely recognised for his
innovative contributions
to genomic science.
At the Wyss Institute,
Church oversees the
directed evolution of
molecules, polymers,
and whole genomes to
create new tools to enable
regenerative medicine.



Rachel Clarke
Palliative medicine
for the National
Health Service,
former journalist,
activist and author
of *Breathtaking*

Rachel Clarke is a palliative care doctor sharing the realities of life on the NHS frontline in order to inspire change. Clarke is the author of *Breathtaking*, which shares a perspective from frontline workers during the UK's first coronavirus lockdown.



Céline Gounder
Clinical Assistant
Professor of Medicine
& Infectious Diseases,
NYU School of Medicine
& Bellevue Hospital

Céline Gounder is the CEO/President/ Founder of Just Human Productions, a non-profit multimedia organization. Recently appointed to the Biden-Harris Covid-19 Advisory Board, Gounder is also the host and producer of *American Diagnosis*.



Beth Healey
Intensive care doctor,
National Health
Service (NHS)

Beth Healey researches the effects of isolation and extreme environments and its impact on physiology and psychology in humans. Healey's work across a number of extreme and remote places has helped inform space agencies of the challenges that future astronauts face on long-duration spaceflight missions.

Mei Mei Hu
Co-founder and
CEO, COVAXX

Hu is the co-founder and CEO of COVAXX, a division of United Biomedical. Hu was formerly a consultant at McKinsey & Company where she advised pharmaceutical companies on strategic, operational and organisational issues. In 2019, she was honoured by *TIME* magazine in their "100 Next List".



Taavet Hinrikus

**Co-founder, Certific;
Co-founder and
Chairman, Wise; Angel
Investor and Advisor**

Serial tech entrepreneur
Taavet Hinrikus is the
Co-founder and Chairman
of Wise (formerly
TransferWise), a global
fintech company that
disrupted the banking
sector. His new company
Certific uses science and
technology to make the
world a safer place for live
events, sports, travel and
social gatherings.



Debbie Hobbs

**Knowledge Partner
Group Director of
Sustainable Business, ISG**

Debbie Hobbs is ISG's
Group Director of
Sustainable Business and
is a building physicist at
heart. She is passionate
about making buildings
work for both people and
the planet. Her work as
a client, consultant and
contractor has seen her
witness all aspects of
how great sustainability
ambitions never come
to fruition.



Jemimah Kariuki

**Obstetrician-
Gynecologist, Kenyatta
National Hospital,
University of Nairobi**

An innovative medical
doctor deeply passionate
about preventive medicine,
Jemimah Kariuki is an
obstetrician-gynaecologist
at the Kenyatta National
Hospital, University of
Nairobi. She founded
Wheels for Life, an
organisation working to
reduce pregnancy-related
complications and improve
access to healthcare.



Joel Pearson
Professor of Cognitive Neuroscience,
The University of New South Wales; Founder, Future Minds Lab and Chief Scientist, Imagination Spectrum
Joel Pearson created UNSW Future Minds Lab as a human-centred research lab to explore the psychology and neuroscience of design, innovation and entrepreneurship, cognitive optimisation and the future of work, wellbeing and education.



Ugur Sahin
Co-founder and CEO, BioNTech
Ugur Sahin is a physician, immunologist and leader in the development of novel approaches to fight cancer and infectious diseases. Sahin is one of the world's foremost experts on messenger ribonucleic acid (mRNA) medicines. He has pioneered several breakthroughs enabling the development of mRNA vaccines and other types of immunotherapies.



Pamela Spence
Knowledge Partner
Global Health
Sciences & Wellness
Industry Leader
Spence leads the Global Health Sciences and Wellness Industry practice of 34,000 colleagues, focused on helping clients and their teams deliver their business strategy. She concentrates on exploring ways in which the power of data can be unlocked to fuel innovation across the healthcare ecosystem.

Angela Saini
Science Journalist & Author of *Superior: The Return of Race Science*
Saini is an award-winning British science journalist and broadcaster. She regularly presents radio and television programmes on the BBC, and her writing has appeared in *New Scientist*, the *Guardian*, *The Sunday Times*, and WIRED. She is also the author of *Inferior*.



Joanna Shields

CEO, BenevolentAI

Joanna Shields (Baroness Shields OBE) is a tech industry veteran with a successful track record building some of the world's best-known companies. Her career spans over 30 years. She is CEO of BenevolentAI, which focuses on the development and application of artificial intelligence and machine learning to understand the underlying causes of disease, accelerate drug discovery and develop new and effective medicines.

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Adam Zeman

Professor of Cognitive and Behavioural Neurology, University of Exeter College of Medicine and Health

Adam Zeman specialises in cognitive and behavioural neurology, which includes neurological disorders of sleep. His main research interests are disorders of visual imagery and forms of amnesia occurring in epilepsy. Zeman coined the term "aphantasia" to describe the variation in abilities to visualise.



Adam Grant

Organisational psychologist, Wharton and bestselling author of *Think Again*

Organisational psychologist Adam Grant is a *New York Times* bestselling author. His pioneering research has inspired people to rethink fundamental assumptions about motivation, generosity, and creativity. He has been recognized as one of the world's 10 most influential management thinkers and one of *Fortune's* 40 under 40.

events@wired.co.uk

Startup Showcase speakers



Danielle Ralic
Co-founder
and CEO/
CTO, Ancora



Danielle Ralic has spent her career at the intersection of healthcare and IT. She co-founded Ancora.ai, a Zurich-based technology startup. It is a free, AI-powered platform that seamlessly connects patients and physicians to clinical research.



Oliver Armitage
Co-founder and
Chief Scientific
Officer, BIOS Health



Biomedical engineer Oliver Armitage and computational neuroscientist Emil Hewage launched BIOS, which uses AI-powered neural interfaces to automatically read and write neural signals to treat chronic diseases.



Bhavagaya (Bea) Bakshi
Co-founder,
C the Signs



Former NHS general practitioner Bhavagaya Bakshi launched C the Signs, an award-winning clinical tool founded by doctors, which can identify which cancer(s) a patient is at risk of and what tests are needed, in less than 30 seconds.



Michael Geer
Co-founder and
Chief Strategy
Officer, Humanity



Pete Ward
Co-founder
and CEO,
Humanity

HUMANITY

Serial entrepreneurs Peter Ward and Michael Geer co-founded Humanity with a mission to extend the lifespan and healthspan of humanity by enabling users to find out what actions they can take to slow their ageing process.





Hélène Guillaume
CEO and Founder,
WILD.AI

WILD.AI

Athlete Hélène Guillaume was a quant in a hedge fund and management consultant to Fortune500 companies in AI. She founded WILD.AI to help women train, fuel, and recover, based on their menstrual cycle – or symptoms if they do not menstruate.



Mohamed Taha
Co-founder
& CEO, Mojo Fertility



Mohamed Taha co-founded fertility company mojo, which uses artificial intelligence and robotics to drive the future of fertility care. With male fertility dropping up to 60 per cent and more people delaying their first child, mojo tackles the decline in reproductive health.



Judging Panel



Irina Haivas
Partner, Atomico
Irina Haivas leads on investments in Enterprise businesses, with an interest in Enterprise SaaS, Data stack infrastructure and tools, applied AI/ML and Productivity/Collaboration. She also focuses on healthtech and the intersection of biology and engineering. Haivas has also led Atomico's investments in Healx, accuRx, Kheiron Medical, LabGenius and Qatalog.



Helen Baxter
Associate Partner,
Health Sciences and
Wellness, EY
Helen Baxter has spent the last 15 years in the Life Sciences and Health sector, working with clients across Pharma, Bio-tech and Health. She is currently focused on developing new digital and tech products, and solutions for the industry to help optimise and enhance the way EY's clients serve their customers.



Matt Reynolds
Science Editor,
WIRED UK
Matt Reynolds is the Science Editor at WIRED UK, covering the environment, health, space and everything else about how scientific innovations are changing the world. Reynolds extensively covered Covid-19 since its outbreak. Before he joined WIRED he was a technology reporter at *New Scientist* magazine.

Knowledge Partners



Healthcare provision is evolving rapidly. In a digital world with increasing pressures surrounding cost, efficiency and providing the best possible patient experience while ensuring quality care, today's healthcare environments must deliver more, deliver quickly, and deliver for years to come.

Everything the team at ISG do, from work with their customers to their relationships with their people, is focused on delivering smarter and more resilient places of

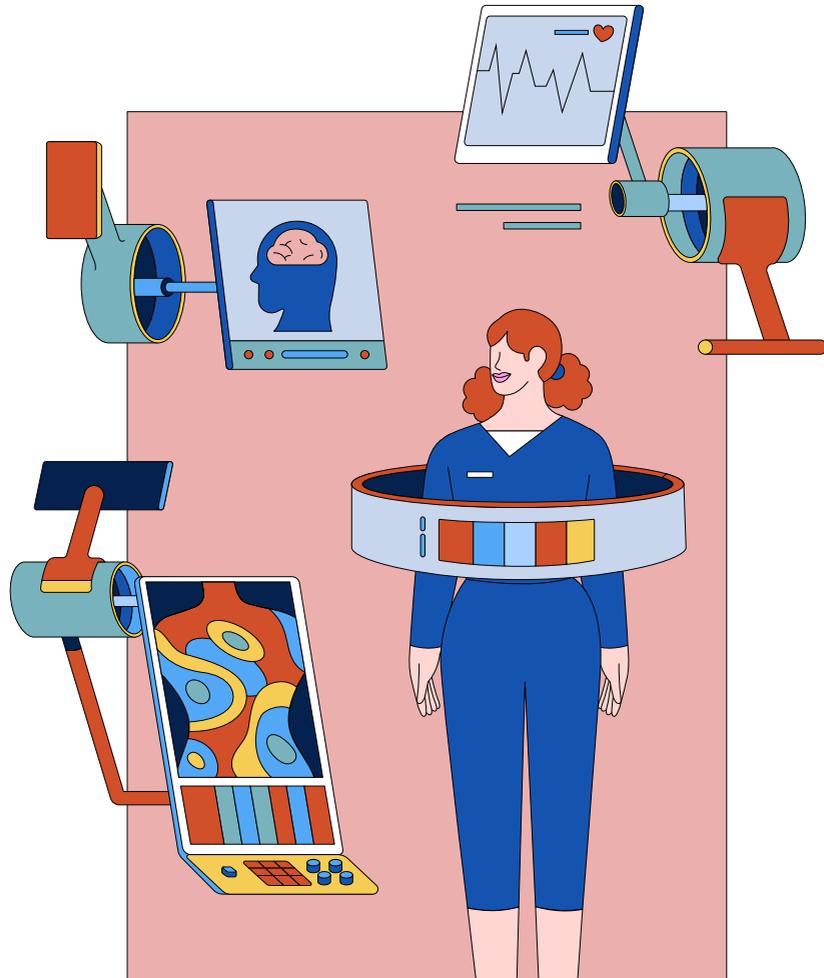
tomorrow. ISG works with clients across the delivery spectrum innovatively and collaboratively at every stage of the building lifecycle, from feasibility and design, through to construction and long post-occupancy, using their in-house tech capability to revolutionise how healthcare spaces are put together and operated.

As a leading healthcare solutions provider, ISG delivers the healthcare environments of tomorrow – today.

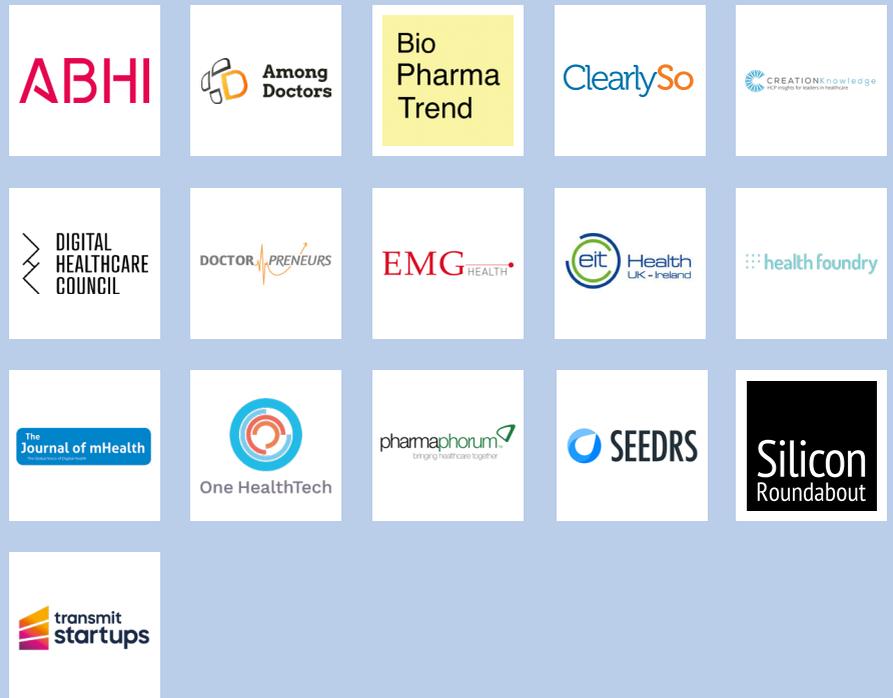


The rise of the empowered consumer, coupled with technology advancements and the emergence of digitally focused entrants, is changing every aspect of health and care delivery. To retain relevancy in today's digitally focused, data-infused ecosystem, all participants in health care today must rethink their business practices, including capital strategy, partnering and the creation of patient-centric operating models. The EY Health Sciences and Wellness architecture

brings together a worldwide network of more than 34,000 professionals to build data-centric approaches to customer engagement and improved outcomes. We help our clients deliver on their strategic goals, design optimised operating models, and form the right partnerships so they may thrive today and succeed in the health systems of tomorrow.



Media Partners



WIRED Guide to the Future of Medicine

By the end of this century, living beyond 100 will be the rule rather than the exception. What medical breakthroughs and new technologies will make this possible?

In this brilliantly wide-ranging, one-stop guide, WIRED journalist James Temperton outlines the medical revolutions that are transforming healthcare. Temperton looks at the burgeoning immune therapies that could one day cure such

life-threatening diseases such as cancer; explores the science – and ethics – of genetic engineering and its potential to create “designer babies”; considers the role that cutting-edge medical research could play in the treatment of mental and neurological disorders ranging from depression to autism; and addresses the fundamental question: could medical technology become so sophisticated and effective that we witness the end of ageing?

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how we will
enjoy longer,
healthier lives

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Chief Executive,
Ipsos MORI



MAY 25

Noreena Hertz
Economist and
author of *The
Lonely Century*



APR 22

Carissa Véliz
Associate
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Ethics in AI at
the University
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JUL 8

Peter Smith
Author of *Bad
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of Procurement
for Natwest



FEB 10

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Shopify

FEB 24

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Khareghani**
Deputy Director,
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for Artificial
Intelligence,
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Artificial
Intelligence



JUN 21

Christian Brose
Author of *The
Kill Chain* and
Chief Strategy
Officer, Anduril

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