

May 26, 2022

Programme

Kings Place, London



WIRED Health.

health.wired.com

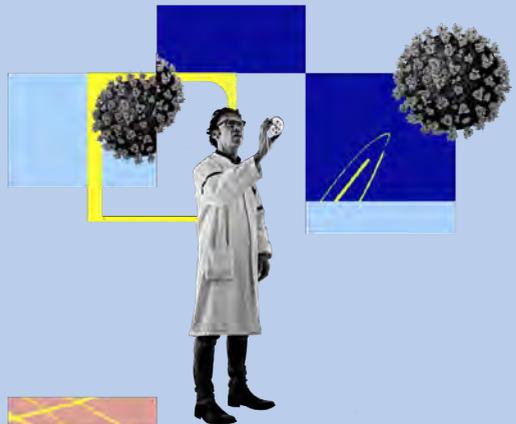
Welcome to WIRED Health

In 2016, **Jeremy Farrar**, the director of the Wellcome Trust, gave a talk at WIRED Health titled “The WHO and the UN are not fit for purpose to tackle epidemics”. Farrar argued that we needed to invest against future pandemics in the same way we invest in the military. “Otherwise we are leaving a potentially disastrous situation in the hands of the marketplace,” he said. That message, unfortunately, proved prescient.

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The question now is: have we learned any lessons? At WIRED Health, our speakers will provide the answer. There are encouraging signs. In March, the WHO, the UK Government and the Coalition for Epidemic Preparedness Innovations (CEPI) have announced the 100 Days Mission, which aims to prepare the world to be able to produce effective vaccines against a future epidemic within 100 days. **Melanie Saville**, CEPI’s director of vaccine R&D, will tell our audience about that ambitious project.

A clear sign that the public health situation has markedly improved is the very fact that after two years confined to the virtual reality of Zoom meetings, we are now able to return to a live in-person event.



For this year's edition, I've re-invited some of our past speakers to help us recapture the vibrancy and excitement of our live events. Speakers like **Romain Pizzi**, the extreme wildlife veterinarian who has treated and operated on endangered wild animals everywhere from Sierra Leone to Borneo, and **Tim Spector**, the epidemiologist behind the popular app Zoe, which allows users to understand how their bodies respond to food. Also returning to a WIRED event are **Tania Boler**, the CEO of femtech company Chiaro, **Christina Pagel**, director of UCL's Clinical Operational Research Unit, and behaviour scientist **Pragya Agarwal** – together they will debate one of the most pressing issues in modern medicine: women's health.

Of course, we will tackle a range of other subjects, from urban epidemiology to Alzheimer's disease and the future of the NHS. **Karl Friston**, the world's most cited neuroscientist, will explain how his novel theory of neuroscience can radically change how we treat mental illness and revolutionise artificial intelligence. And **Tony Fadell**, the inventor of the iPhone, iPod and Nest, will share his lessons for healthtech entrepreneurs.

WIRED Health is simply not the same without the Access stage, where many of the future unicorns of health tech pitch their technologies. Also returning as part of our live event is the Test Lab, curated to provide our delegates with an interactive experience of cutting-edge medical technologies. Furthermore, WIRED Health isn't only about hearing from innovators on-stage – the breaks inbetween offer ample opportunity for serendipitous encounters with people you won't meet anywhere else. WIRED events are renowned for enabling unexpected new contacts and relationships between speakers, delegates and exhibitors, and WIRED Health has been designed to continue that great tradition.

And finally, I'd like to thank EY and Microsoft our long standing event partners, please do try and catch their thought-provoking sessions on genomics and the health ecosystem.



João Medeiros

WIRED Health Curator

Agenda 26 May 2022

Keynote Stage

08.00 - 08.55 **Arrival & registration**

09.00 - 09.10 **Welcome address**

09.10 - 09.30 **Frugal by nature: A lesson in innovation from the wild**
Romain Pizzi, Wildlife Vet

09.30 - 09.50 **Pain and bleeding: We have to stop normalising when periods go wrong**
Christina Pagel, Director of the UCL Clinical Operational Research Unit, University College London

09.50 - 10.10 **What is the future of personalised nutrition?**
Tim Spector, Scientific Co-Founder, Zoe

10.10 - 10.30 **Digital home care**
Tara Donnelly, Director of Digital Care Models, Transformation Directorate, NHS England and NHS Improvement

10.35 - 11.15 **Networking mid-morning break**

11.20 - 11.40 **Re-thinking health and re-imagining the urban for healthy climate resilient cities**
Professor Tolullah Oni, Clinical Senior Research Associate, MRC Epidemiology Unit, University of Cambridge and Extraordinary Professor, UrbanBetter satellite studio, Innovation Africa, University of Pretoria

11.40 - 12.00 **Prevent illness before it happens: The path to unlocking genomics' potential in Healthcare**
Alessandro Riccombeni, National Genomics Officer, Microsoft

12.00 - 12.20 **Synaptopathy and the Bayesian brain**
Karl Friston, Scientific Director: Wellcome Centre for Human Neuroimaging, Queen Square Institute of Neurology, University College London

12.20 - 13.45 **Networking lunch**

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Agenda 26 May 2022

Keynote Stage

- 13.50 - 14.15 **How to reset the dial on women's health**
Tania Boler, CEO and Founder, Elvie
Pragya Agarwal, Behaviour and Data Scientist
Christina Pagel, Director of the UCL Clinical Operational Research Unit,
University College London
- 14.15 - 14.35 **How can video games help with medical research?**
Hugo Spiers, Professor of Cognitive Neuroscience, University College London
- 14.35 - 14.55 **The intelligent health ecosystem**
Pamela Spence, Global Health Sciences & Wellness Industry Leader, EY
- 15.15 - 15.55 **Networking mid-afternoon break**
- 16.00 - 16.20 **Virtual fireside chat: How to build the next big thing**
Tony Fadell, Principal, Future Shape
- 16.20 - 16.40 **Can the world develop lifesaving vaccines in 100 days?**
Melanie Saville, Executive Director of Vaccine Research & Development, CEPI
- 16.40 - 16.55 **Startup winning slot**
- 16.55 - 17.00 **Closing remarks**
- 17.00 - 18.00 **Networking drinks**

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Access Stage

11.20 - 11.45 **The future of the NHS post-COVID**

Tara Donnelly, Director of Digital Care Models, Transformation Directorate,
NHS England and NHS Improvement

Eleonora Harwich, Head of Collaborations, NHS AI Lab, NHS England
Transformation Directorate

Shafi Ahmed, Consultant Colorectal Surgeon, Barts Health NHS Trust

WIRED HEALTH EY STARTUP SHOWCASE

11.50 - 12.00 **Pitch 1: Daye**

Valentina Milanova, Founder & CPO, Daye

12.00 - 12.10 **Pitch 2: iLoF**

Luis Valente, CEO & Co-Founder, iLoF

12.10 - 12.20 **Pitch 3: Adaptech**

Frederico Carpinteiro, CEO & Founder, Adaptech

12.20 - 13.45 **Networking lunch**

13.50 - 14.10 **The future of genomics**

Rachael Pells, Journalist and Author

WIRED HEALTH EY STARTUP SHOWCASE

14.20 - 14.30 **Pitch 4: Bia Care**

Fernanda Dobal, Co-Founder, Bia Care

14.30 - 14.40 **Pitch 5: Wavepaths**

Mendel Kaelen, Founder & CEO, Wavepaths

14.40 - 14.50 **Pitch 6: Hormona**

Karolina Löfqvist, Founder & CEO, Hormona

Jasmine Tagesson, COO & Co-Founder, Hormona

14.50 - 15.00 **Pitch 7: Abtrace**

Umar Naeem Ahmad, CEO, Abtrace

15.00 - 15.10 **Pitch 8: carecircle**

Andrew Smith, Founder & CEO, carecircle

15.15 - 15.55 **Networking mid-afternoon break**

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Meet the 2022

What makes a WIRED Health speaker special? Each year, the WIRED Health curator 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.

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Speaker Faculty

Keynote Stage speakers

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Professor Tolullah Oni
Clinical Senior Research
Associate, MRC Epidemiology
Unit, University of Cambridge
and Extraordinary Professor,
UrbanBetter satellite studio,
Innovation Africa, University
of Pretoria

Oni's global practice is grounded in a science-informed, Africa-led, health foresight approach to generating new knowledge that supports partnership between science, policy and societal role players.



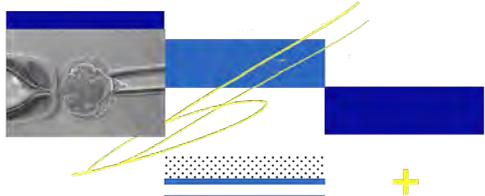
Professor Karl Friston
Scientific Director, Wellcome Centre for Human Neuroimaging and Queen Square Institute of Neurology, UCL

Friston is a theoretical neuroscientist and authority on brain imaging, and the inventor of statistical parametric mapping (SPM), voxel-based morphometry (VBM) and dynamic causal modelling (DCM). He currently works on models of functional integration in the human brain and the principles that underlie neuronal interactions. His main contribution to theoretical neurobiology is a free-energy principle for action and perception (active inference).



Tony Fadell
Principal, Future Shape

Fadell started his 30-plus-year Silicon Valley career at General Magic, the most influential startup nobody has ever heard of. Then, he went on to make the iPod and iPhone, launch Nest and create the Nest Learning Thermostat. Throughout his career, Fadell has authored more than 300 patents and now leads the investment and advisory firm Future Shape. Fadell is the author of **Build**.



Dr Romain Pizzi
Wildlife Vet

Pizzi is the world's wildest vet. He has travelled from the Rainforests of Sierra Leone to the jungles of Borneo, catching, anaesthetising, diagnosing and operating on some of the planet's most endangered animals. His latest book, *Exotic Vetting* shares his stories from treating the world's wildest animal species.



Dr Tim Spector

Scientific Co-Founder, Zoe
Epidemiologist Tim Spector will tell us about the insights derived from the vast data collected by his popular Zoe app, which allows users to understand how their bodies respond to food.



Dr. Alessandro Riccombeni
National Genomics Officer, Microsoft

Riccombeni has more than 14 years of international experience in genomics research, product development, and business strategy across the US and EMEA. He started his career in research, leading projects in Oncology and Infection Biology for 6 years before moving into industry.



Eleonora Harwich
Head of Collaborations, NHS AI Lab

Harwich focuses on communicating and engaging with health and care professionals, the public and industry to support and share the work of the NHS AI Lab and the potential of AI. Prior to joining NHSX, she was Director of Research at Reform, a think tank where she co-authored papers on AI in the NHS, the value of healthcare data, commercial models in healthcare and the regulation of data-driven technologies.

Women's health has long been a neglected subject of research and investment, both in medical sciences and in healthtech. Is that finally changing? To answer this question we have a panel including;



Dr Tania Boler
CEO & Founder, Elvie

Boler is an internationally recognised women's health expert and is passionate about improving physical and emotional well-being by leading candid conversations and building world-class products to address intimate issues faced by women on a daily basis. Before founding Elvie in 2013, Boler was the global director of research and innovation at Marie Stopes International, focusing on sexual health in developing countries.



Professor Christina Pagel
Director of UCL's Clinical Operational Research Unit

Pagel uses mathematical tools to support delivery of health services. She runs a programme to communicate outcomes in congenital heart disease, and is co-director of the new UCL CHIMERA hub where researchers will examine anonymised data to develop a better understanding of how people's physiology changes during intensive care. Pagel is currently working on a project looking at women's period pain.



Professor Pragya Agarwal
Behaviour and Data Scientist

Agarwal is a visiting Professor of Social Inequities and Injustice at Loughborough University, and Founder of research think-tank The 50 Percent Project, which examines global racial and gender inequalities. She is the author of acclaimed *Sway: Unravelling Unconscious Bias* that was Guardian Book of the Week and one of best science books of 2020, and of *(M)otherhood: On the Choices of Being a Woman*. Her new book, *Hysterical* a book on closing the emotion gender gap will be released in September.

Tara Donnelly
Director of Digital Care Models,
Transformation Directorate, NHS England
and NHS Improvement

Donnelly leads the digital transformation of the NHS and social care. Her team is focused on scaling digital health innovations to benefit citizens and staff, working with partners across health and social care with a focus on

digital home care. Her career has spanned a range of leadership roles—most recently as Chief Executive at Health Innovation Network, and in hospitals across London.



Pamela Spence
Global Health Sciences & Wellness Industry Leader, EY

Pamela concentrates on exploring ways in which the power in data can be unlocked to fuel innovation across the healthcare ecosystem. It will soon be possible to connect petabytes of health data and the human body will be the biggest data platform. When that happens, how will organizations in the health ecosystem capture value? – shaping the global debate on how to turn the global aging population into a society asset, outcome-based healthcare performance. Pamela has a background in organic chemistry and has worked extensively with science and technology-based companies.



Professor Hugo Spiers
Professor of Cognitive Neuroscience, University College London

Spiers leads the UCL Spatial Cognition Lab which explores how the brain allows us to navigate the present, recall the past and imagine the future. A combination of diverse research methods are used to study the behaviour of both humans and other animals, with current projects focused on understanding navigation ability world-wide in over 4 million people and the incredible memory of London taxi drivers.

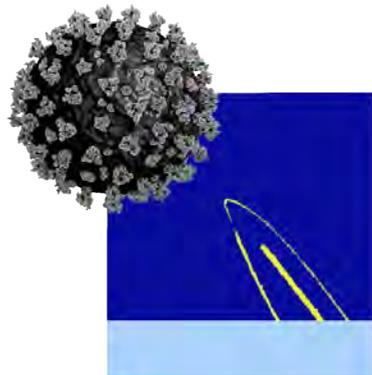


Melanie Saville
Executive Director of Vaccine Research & Development, CEPI

Saville leads the technical teams supporting the vaccine development and enabling science projects funded by CEPI and is the R&D and Manufacturing workstream leader for COVAX. She has contributed to the development and licensure of several vaccines for seasonal and pandemic influenza, paediatric combinations, Rabies, Japanese encephalitis and dengue vaccine.

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Speaker Faculty



Startup showcase speakers



Valentina Milanova
Founder & CPO, Daye
After working in econometrics and policy, Milanova became a Venture Associate for Founders Factory. In late 2018, her gynae health startup Daye launched, changing the face of female health for the better.



Luis Valente
CEO & Co-Founder, iLoF
Valente is a renowned business manager, strategist, and entrepreneur who earned a place on Forbes 30 under 30 for Science and Healthcare in 2020.

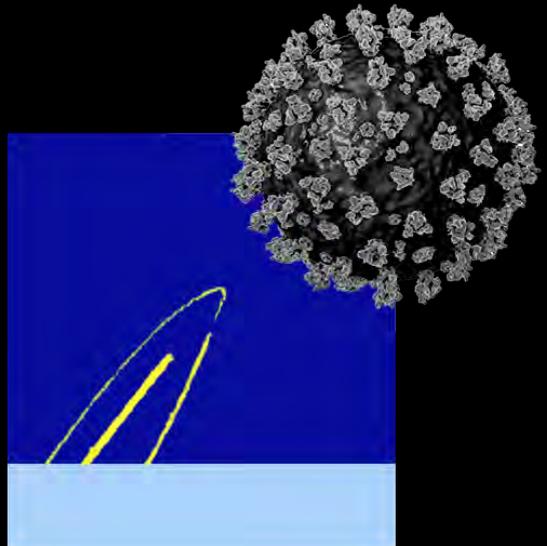


Frederico Carpinteiro
CEO & Founder, Adapttech
Adapttech is, a biomedical firm creating prosthetics and medical devices aimed at improving the quality of life for people with physical limitations.



Fernanda Dobal
Co-Founder, BiaCare
Dobal is an innovation designer with experience digitising physical pathways in education and healthcare, having previously worked in New York as a successful product designer.

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Startup showcase speakers



Umar Naeem Ahmad
CEO, Abtrace

Ahmad is a doctor with 10 years of NHS clinical experience, ranging from frontline humanitarian work and hospital management in Sierra Leone during the Ebola crisis, to clinical algorithm development at AP-HP in Paris, and health policy at the WHO, Geneva. He is also a NHS Innovation Accelerator Fellow, Mentor on the NHS Clinical Entrepreneur Programme, trustee of EMERGENCY UK..



Mendel Kaelen
Founder & CEO,
Wavepaths

Kaelen is Founder and CEO of Wavepaths, a company that has developed the world's first person-centred music solution for and as psychedelic therapy.



Jasmine Tagesson
COO & Co-Founder,
Hormona

Tagesson's aim is to make a substantial difference in womens' lives, reshape the future of women's health and contribute to advances that will result in better health for all women.



Andrew Smith
Founder & CEO,
carecircle

Smith has spent 30 years creating and delivering global software solutions with Accenture, Avanade and within three startups. His experience spans multiple industries and geographies, including pharmaceuticals and MedTech, across Europe and globally. He has frequently worked together with Microsoft and won the Partner of the Year award in 2013 for Germany.



Karolina Löfqvist
Founder & CEO,
Hormona

Lofqvist's experience with the lack of information around hormonal imbalances, and the difficulty in getting an accurate picture of hormonal activity inspired Hormona's creation.

Startup showcase judges



Sasha Astafyeva

Partner, Atomico

Sasha is a Partner at Atomico, based in London, where she leads on new investment opportunities in the consumer space. She is responsible for sourcing, due diligence and managing our partnerships with consumer companies.



James Temperton

Deputy Editor, WIRED

James Temperton is deputy editor, UK, at WIRED. He leads WIRED's UK newsroom and is also editorial lead on WIRED's English-language newsletters. He is the author of The Future of Medicine: How We Will Enjoy Longer, Healthier Lives. He has a degree in English literature from Cardiff University and a master's degree in creative writing.



Laura Letts

Health Sciences and Wellness, EY

Letts has spent the last 11 years working as part of EY's mid-market team, with an emphasis on the Life Sciences and Health sectors. Laura has worked across pharma, biotech and health, and is currently focused on supporting and advising fast growth, scaling businesses as they fundraise, expand across geographies and seek routes to market.

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Knowledge Partners



EY

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 patientcentric operating models. The EY Health

Sciences and Wellness architecture brings together a worldwide network of more than 36,000 professionals to build data-centric approaches to customer engagement and improved outcomes. We help our clients deliver on their strategic goals; design optimized operating models; and form the right partnerships so they may thrive today and succeed in the health systems of tomorrow.



Microsoft

Microsoft aims to empower healthcare organisations of all sizes to reimagine the ways they bring together people, processes, and health data insights to improve care delivery.

Offering solutions to better enable personalised care, empower care teams, and improve operational outcomes within a secure and compliant environment.

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