

**ADVANCE NOTICE:**  
**HEALTH IS WEALTH**  
**STRATEGIC CONFERENCE**  
21st and 22nd January 2015

HOSTED BY:



**Forum and Session Details**

**Forum 1 Health Gain Through Partnerships**

**Session 1 Translational Research Partnerships**

**Wednesday**  
**21<sup>st</sup> January**  
**14.00 – 16.00**

Chair: Professor Robert Sutton, Director of Research Liverpool Health Partners and Director NIHR Liverpool Pancreas Biomedical Research Unit

This session will showcase successful industry partnerships that currently underpin the translation of biomedical research through to the clinic in Liverpool. The Translational Research Partnerships Panel Session is part of the official launch of the new Liverpool Biomedical Research Centre in Personalised Health (Liverpool BRC), which will support translational clinical research especially within the themes of infection, complex and inflammatory diseases, drugs and cancer. The goals of the Liverpool BRC, to drive excellent research through to clinical products and services that will make a great improvement to patient health, will only be possible with the strong partnership of industry. We need healthcare companies to support cutting edge research within the themes and bring their ideas into play for development into valuable new products and services, validated through rigorous clinical testing.

In this session, pairs of speakers representing clinical partnerships in Liverpool will present their stories and invite discussion and questions from the floor. Themes that will be covered include early phase clinical trials, Academic-NHS-Industrial partnerships, advanced therapeutics and safer drugs across clinical and research areas that include infection, complex and inflammatory diseases, drugs and cancer.

The session will conclude with a panel discussion at which all participants can raise issues, ask questions and pass constructive comment on partnerships between researchers in translational medicine and those working in industry. This session will be an excellent opportunity to hear from Liverpool's key clinical leaders and the healthcare companies they work closely with, and to explore opportunities for partnership within the new Liverpool BRC. /

14.00 – 14.10 Opening – Professor Robert Sutton

14.10 – 14.25 Professor William Hope (University of Liverpool) and Ian Nicholson (CEO, F2G Ltd)

14.25 – 14.40 Dr Bill Greenhalf (NIHR Liverpool Pancreas Biomedical Research Unit) and Damian Bond (CEO, Prokyma Ltd)

14.40 – 14.55 Professor Sarah Coupland (University of Liverpool) and Dr Mary-Ann Campbell (Head of Biology, RedxOncology Ltd)

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LIVERPOOL  
HEALTH PARTNERS

- 14.55 – 15.10 Dr Richard Fitzgerald (Director Clinical Research Unit, Royal Liverpool and Broadgreen University Hospitals NHS Trust) and Louise Markinson (Alliance Manager, Covance Clinical Research Unit)
- 15.10 – 15.25 Dr Neil French (MRC Centre for Drug Safety Science) and Tim Hammond (Professor and Pharmacologist, Independent Pharmaceutical Preclinical Safety Consultant at Preclinical Safety Consulting Ltd; Former VP and Head of Safety Assessment at AstraZeneca)
- 15.25 – 15.40 Professor Munir Pirmohamed (David Weatherall Chair of Medicine and NHS Chair of Pharmacogenetics) and Peter Maguire (CEO of MC Diagnostics)
- 15.40 – 16.00 Panel Debate

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**Forum 1      Health Gain Through Partnerships**

**Session 2      Examples of Health Gain through Partnerships**

**Thursday**  
**22<sup>nd</sup> January**  
**11.45 - 13.45**

Chair: Rosalind Way, Director of Operations, Liverpool Health Partners

Utilising research partnerships in order to improve health can be used as a step change in the ability of all stakeholders to deliver effective and world-class research, education and service delivery. These partnerships can also enhance the ability to effectively translate outcomes for the benefit of patients, clinicians, and the overall health and biomedical economy.

Through demonstrating the power of these partnerships with regional and international examples of current partnerships, and the opportunities available to collaborate, this forum will encourage discussion and debate on the benefits, and complexities, of such arrangements, as well as their impact on global health.

- 11.45 – 11.50    Opening – Rosalind Way
- 11.50 – 12.10    LHCH/ICMS and NWeHealth/Farsite
- 12.10 – 12.20    'Health Promoting Communities in Iceland', Hedinn Bjornsson, YFG
- 12.20 – 12.30    Yaiza Rivero, YFG
- 12.30 – 12.45    Surface Science Research Centre, Professor Rasmita Raval
- 12.45 – 12.55    The Ruby Project, Dave Roberts, RLBUHT
- 12.55 – 13.05    LHP Action for Patient Safety, Dr Tom Kennedy
- 13.05 – 13.20    Personalised Medicine across LHP, Prof Munir Pirmohamed
- 13.20 – 13.45    Discussion

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**Forum 2 Digital Futures: Delivering Growth**

Liverpool (NHS) Clinical Commissioning Group will lead this forum to discuss the digital health agenda, what has been achieved to date, and what the future may hold. It will encourage debate about the barriers, pit-falls, and cultural restrictions to achieving digital health scale.

In Liverpool, we are looking at new and novel approaches to health challenges, which will create a wealth of social capital and deploy invention at a community level. Over £1bn is spent on the delivery of NHS services across the City region and leaders are keen to begin to divert increasing amounts of this investment towards creative and digital innovation to help drive forward service transformation.

In support of this agenda, LCCG and its partners have created a new dialogue in the City between industry, citizens and care/health practitioners. These two “Delivering Digital Futures” sessions will be delivered from a variety of perspectives – giving practical insight into the:

- Issues faced by SMEs
- Advantages SMEs can bring to the Health Sector to support growth

Practically this session will provide SMEs, especially those currently supported by LCCG Business Assistance programme, the opportunity to give their perspectives and raise their profile.

The format of the workshops will be interactive encouraging questions and discussion.

**Session 1**

**Wednesday**  
**21<sup>st</sup> January**  
**14.00 - 16.00**

“Ensuring products and services are effective in meeting consumer’s needs”

14.00 – 14.05 Introduction: Dr Maurice Smith LCCG Governing Body Member a Executive Lead for Integrated Care

14.05 – 14.30 Overview of the European Digital Agenda: Robert Madelin Directorate General for Communications Networks, Content and Technology

14.30 – 14.50 Case Studies:

- Digital Inclusion – Road-testing online recovery packages with citizens – Genie in the Gutter and PSS
- Cultural Co-creation – House of Memories – Damibu and Innovate Dementia
- Hospital Center - Center for Research and Creativity in Informatics (<http://www.ci2.pt/>) - André Peralta Santos, M.D., YFG

15.30 – 16.00 Panel Debate

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<b>Session 2</b>	“Beyond care and health – how SMEs collaborate across sectors and involve citizens”	
<b>Thursday 22<sup>nd</sup> January 11.45 - 13.45</b>	11.45 – 11.50	Introduction: Dave Horsfield. Mi Programme Lead
	11.50 – 12.15	The Growing Silver Economy and opportunities that AAL/EIP present – Joost Van der Vleuten
	12.15 – 13.15	Case Studies: <ul style="list-style-type: none"><li>• Care Home Partnership - testing out equipment for Mi</li><li>• Red Ninja – cross sector working with Care Home Partnership and Housing Sector</li><li>• Community Co-creation - ReMind – Citrus Suite, Merseycare and Chinese Wellbeing (TBC)</li><li>• From care technology to technology enabled health services – The Riverside Group – a registered housing provider (TBC)</li></ul>
	13.15 – 13.45	Panel Debate

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### Session 1 Objectives

The case studies and discussion will highlight the following areas:

- Ensuring research and product development is built upon the needs and expectations of citizens
- SMEs in both technology and health & social care are close to communities
- How SMEs can support strategy/policy development

### Session 2 Objectives

The case studies and discussion will highlight the following areas:

- SMEs with local cross sector contacts – essential in early stages of research and product development
- The need for effective local brokerage
- Thinking outside the care and health box(es) – consumerisation, new markets and finance models

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**Forum 3      The Business of Health**

The 'business of health' is an area in which clinical, technical and cultural changes are coming together to offer both opportunities and challenges. Healthcare sector leaders, whether in the NHS, industry or government, are focussed on creating and supporting sustainable healthcare within this dynamic environment. Best practice, technology and innovation, and integrated systems can offer solutions, which not only improve patient outcomes but can also maintain and enhance organisational performance.

Bringing leaders from across this complex sector together, this session will provide a forum for new thinking and networks.

This forum is hosted by the North West Coast Academic Health Science Network, which has a lead role in providing strategic advice to businesses on how to access the NHS markets.

The Liverpool Local Enterprise Partnership, who will be offering additional information and support to Merseyside SMEs during the event, are also supporting this forum.

**Session 1**

Opportunities for Businesses

**Wednesday**  
**21<sup>st</sup> January**  
**14.00 - 16.00**

- 14.00 – 14.05 Welcome and introductions, Lorna Green
- 14.05 – 14.20 Open Labs, Jason Taylor
- 14.20 – 14.35 Liverpool Science Park, Chris Musson
- 14.35 – 14.50 Daresbury STFC and Hartree, John Leake
- 14.50 – 15.05 Sensor City, Joe Spencer (TBC)
- 15.05 – 15.15 Virtual Engineering Centre, Gillian Murray
- 15.15 – 15.30 LBIH, Milla Shah
- 15.30 – 15.45 Anti microbial centre, Professor Rasmita Raval
- 15.45 – 16.00 LEP - round up of LCR strengths, Alan Welby

**Session 2**

Direct Support Available for SMEs in Health

**Thursday**  
**22<sup>nd</sup> January**  
**11.45 - 13.45**

- 11.45 – 11.50 Welcome and Introductions, Lorna Green
- 11.50 – 12.00 SBRI, Philip Dylak
- 12.00 – 12.20 SBRI SME experience, Max Zadow / John Hopkins
- 12.20 – 12.50 SME Investment and support, Michael Norris, Andy Round, TBC
- 12.50 – 13.05 eHealth cluster, Paul Clitheroe / Rosemary Kay
- 13.05 – 13.20 NHS Engagement business assist, Bryan Griffiths
- 13.20 – 13.40 International markets, Frances Penell-Buck UKTI
- 13.40 – 13.45 Final remarks and close, Lorna Green

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**Forum 4 Opportunities for European Funding and Partnership**

**Thursday**  
**22<sup>nd</sup> January**  
**11.45 - 13.45**

Chaired by: Michael Wood, Senior European Policy Manager, NHS European Office and NHS Confederation

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.

Horizon 2020 is open to everyone, with a simple structure that reduces red tape and time so participants can focus on what is really important. This approach makes sure new projects get off the ground quickly – and achieve results faster.

This forum will:

- present the priorities of Horizon2020, particularly in the context of Stratified Medicine
- raise awareness of the different programmes and calls available, including the lesser-known funding schemes
- demonstrate how EU funding is relevant to the NHS and its stakeholders
- provide examples of how to successfully bid for funding
- provide the opportunity to explore opportunities for partnerships for future bids

11.45 – 12.00	Introduction to Horizon2020, Michael Woods
12.00 – 12.15	An Example of European Funding in action, YFG
12.15 – 12.45	Horizon2020 and Stratified Medicine, Mr Jean-Luc Sanne, Scientific Officer, Innovative & Personalised Medicine Unit, DG RTD, European Commission
12.45 – 13.00	A Case Study – Prof Nick Rhodes, Reader in Tissue Engineering & Regenerative Medicine, University of Liverpool
13.00 – 13.20	From European to Local Priorities, Pernille Kousgaard, Pernille Kousgaard Associates
13.20 – 13.45	Discussion