

Digital Health Outlook UK and Italy Experiences in a Global Context

Monday, 20 March 2017

Moderators: *Alberto Sanna and Jennifer Clark, ItalyEurope24*

Organisers:



UK Science
& Innovation
Network



Department for
International Trade



e-Services
for Life and Health

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BACK TO WORK

Attendance is free but
places are limited. Please
confirm participation by
registering online at
www.achelois.eu
by 16 March

PROGRAMME

09.00 Registration

09.20 Welcome address by Her Majesty's
Ambassador to Italy
Jill Morris and **Gianvito Martino**,
Scientific Director, Ospedale
San Raffaele

Session 1

Digital Health: Setting the Scene

09.30 Personalised, preventive and
predictive medicine in socio-
technological ecosystems
Alberto Sanna, e-Services for Life
& Health Director, Scientific Institute
San Raffaele

09.45 Grand challenges in digital
global health
Patty Kostkova, Principal Research
Associate for E-Health, Department
of Computer Science, University
College London

Session 2

Centrality of Data

10.00 Data and mHealth technologies
Pauline Whelan, mHealth
Applications Manager, The University
of Manchester, Farr Institute

10.15 Data & law: the nature,
the ownership and the transfer
of data in the health sector
Gian Marco Rinaldi, Senior Associate,
Bird&Bird

Session 3

From Technology to Market

Introduction

10.30 The future of healthcare
in a digital world
Dorman Followwill,
Senior Partner, Transformational Health,
Frost & Sullivan

10.45 *Coffee break*

Round Table Discussion

11.15 **Paolo De Santis**, Head of Accident and
Health Strategy&Development, Generali
Group

Emanuele Donati, e-Commerce
Solution Manager, Abbott Diabetes Care
Italy

Yinka Makinde, Programme Director,
DigitalHealth.London

Maura Turolla, Head of Trusted Digital
Life Innovation & Development, TIM

Enrico Vanin, Chief Executive Officer,
Aon S.p.A.

12.15 **Pitch Session**

British and Italian e-health companies'
presentations

13.15 Q&A and Conclusions

Networking Lunch

Proceedings will be in English without
simultaneous translation

San Raffaele Congress Centre · Aula Pinta · Via Olgettina 58 · Milan IT

**Jennifer Clark***Deputy Editor at ItalyEurope24*

Jennifer Clark is the Deputy Editor at ItalyEurope24, the English language digital newspaper published by Italy's leading business daily Il Sole 24 Ore. Jennifer has over 20 years' experience as a foreign correspondent in Italy, working at Bloomberg, Reuters and the Wall Street Journal covering business, politics, banking, cars and fashion. She is the author of the book "Mondo Agnelli: Fiat, Chrysler and the Power of a Dynasty" on the history of the Fiat Group.

**Paolo De Santis***Head of Accident and Health Strategy&Development of the Generali Group*

Dr. Paolo De Santis is Head of Accident and Health Strategy and Development of Generali Group, a large insurer (70+bln euros premiums), since April 2015. Dr. Paolo has been with McKinsey&Co for 14 years, of which 7 as a partner, his main focus since 2006 being healthcare: system reforms, payors and providers. Dr. Paolo has worked in more than 20 countries (West Europe, North Africa, Middle East, Asia and Latin America) and 10+ Sectors (Healthcare, Banking, Insurance, Asset management, Education, Pharmaceutical, Medical Device Public Sector, Transportation, Consumer Electronics, Telecom, Logistics). He has led the opening of the Cairo office where he was Office Manager. He also led the Mediterranean Region's healthcare practice and the Global Health Financing.

In 2002-2003 he was Head of Tech Office of the Italian Deputy Minister of Finance, handling dossiers on public sector procurement, privatization processes and IT.

Dr. Paolo held Assistant Professor positions at University of Viterbo, LUISS and Columbia University where he taught microeconomics and macroeconomics. He holds a PhD. in Economics from Columbia University and a bachelor in Economics from La Sapienza University in Rome.

Dr. Paolo is an active entrepreneur in the med sector as a co-founder of Dianax a nanotech company active in Italy and US and as board member of Dr Bridge, a platform active in North Africa and Middle East "bridging" doctors and patients. He is also a member of the Technical Advisory Board of the Center for Healthy Development of Seattle (USA), a no profit organization and a leading contributor of the Health Initiative of Action Institute, a top ranking global think tank.

**Emanuele Donati***e-Commerce Solution Manager, Abbott Diabetes Care Italy*

Emanuele is a Software Engineer with deep competence in ICT's activities and a solid understanding in marketing and business administration.

He's currently e-Commerce Solution Manager for Abbott Diabetes Care Italy, looking after DTP cashpay and reimbursement solutions, mobile apps and Big Data.

In his previous positions, Emanuele was Product Manager in Acotel SPA (national telecom MVNO) and CIO in Radio Dimensione Suono SPA (national radio broadcaster).

**Dorman Followwill***Senior Partner, Transformational Health, Frost & Sullivan, Oxford*

Dorman has more than 25 years of organizational leadership and management consulting experience, having worked on hundreds of consulting projects across all major regions and across multiple industry sectors, each project focused around the strategic imperative of growth. Particular strategy expertise in market expansion, geographic expansion, new product development and leverage, customer based market tracking, early stage company development and capitalisation, partnership/JV strategies, M&A and VC related activities.

During his career at Frost & Sullivan, he helped found the Consulting business, working across all regions and industry sectors, he drove the Healthcare NA business unit to average annual growth of over 20% and average

annual net margins of over 20%. As a Partner on the Executive Committee he helped drive to record profitability during Crisis and was promoted to Senior Partner overseeing Global Transformational Health business unit. He holds a BA from Stanford University in The Management of Organisations.

**Patty Kostkova***Principal Research Associate in the Institute for Risk and Disaster Reduction, University College London*

Patty is currently the Principal Research Associate in the Institute for Risk and Disaster Reduction at University College London. In years 2012-13, she held a Research Scientist post at the ISI Foundation in Italy and in June 2014 was appointed ISI Fellow for her research into digital epidemiology. In recent years, she was appointed a consultant at WHO, ECDC, Telefonica and Foundation Merieu, in addition to Patty's Advisory Board memberships. Until 2012, she was Reader and the Head of City eHealth Research Centre at City University, London, UK. Patty's team was awarded the EHI 2012 Prize and BCS and Computing: UK IT Industry Awards 2012.

Patty's current research investigates mobile training and crowdsourcing for community engagement to combat the Zika virus in Brazil, increasing resilience and disaster preparedness in perinatal women in Nepal and strengthening antibiotic stewardship using game-based training in Nigeria. She and her team explored the potential of Twitter for early-warning of swineflu.

She established and chairs the interdisciplinary International Conference on Digital Health with focus on public health digital epidemiology, global health and emergency medicine in the era of big data. She established and chaired the 1st UCL Festival Digital Health mobilizing over 1000 participants in June 2014 and the 2nd UCL FDH in February 2016. Patty published 120 peer-reviewed papers, several book chapters and edited a number of journals. Since 2014, she is the Editor in chief of the Frontiers in Digital Health.

**Yinka Makinde***Programme Director, DigitalHealth.London (DH.L)*

March 2016. Prior to that she joined the Imperial College Health Partners AHSN (one of the DH.L founding partners) as an Innovation Delivery Lead in October 2014. In this role she led on a number of clinically based projects focused on Patient Safety and Medicines Optimisation across North West London. Prior to joining the AHSN, Yinka spent 10 years of her career in management consultancy, with Accenture and CSC, specialising in technology enabled transformation in healthcare, across the NHS. She has held a number of senior roles leading complex technology focused projects which include the areas of EHR, Integrated Care, Data sharing; Clinical Risk management and Electronic prescribing, within multiple healthcare organisations across the country. Prior to her life in management consultancy, Yinka spent 11 years practising as a Pharmacist within the Community, and Secondary Care settings in the UK and abroad. And she held a commercial role with Glaxo Smithkline.

**Gian Marco Rinaldi***Senior Associate, Bird&Bird*

Gian Marco has extensive experience of drafting and negotiating outsourcing and IT agreements for national and international companies.

Gian Marco is a senior associate in Bird&Bird's IT Group, based in Milan.

His practice focuses on assisting national and international companies on all information technologies issues including software production and distribution agreements, outsourcing, cloud computing, e-health, e-commerce, consumer law, copyright licensing, assignment of TV rights and distribution, media services, works production, distribution agreements, advertising and sponsor rights in television and various sports, electronic publishing. He also deals with life-sciences issues and a wide range of commercial contracts.

He has lectured on software agreements at the Bocconi University in Milan and at the Sole 24 Ore Masters Programme; on e-commerce, digital signatures, and internet copyright issues at the Luiss University of Rome; and on data processing in public administration at the International Institute of Research in Milano. He has published several articles on IT and IP issues.

**Alberto Sanna***Director of the Center for Advanced Technologies in Health and Wellbeing (www.eservices4life.org) Scientific Institute San Raffaele in Milan*

Alberto graduated in Nuclear Engineering at Politecnico di Milano, in Milan Italy. At the Institute San Raffaele he is in the charge of three main research programs: SMARTer and SAFer HOSPITAL R&D Program that focuses on Patient Safety and healthcare process re-engineering.

SMARTer and HEALTHier LIFE R&D Program for Disease Prevention and Well-Being Promotion, that focuses on personalised and pervasive e-Services to promote healthier lifestyles, with particular focus on nutrition, physical activity, health literacy and edutainment.

SMARTer and HEALTHier CITY R&D Program and Living Lab for the City of the Future, that focuses on the re-engineering of the urban environment in the perspective of Internet of Services and Service Robotics, to enable healthier and more eco-sustainable lifestyles for Individuals and communities (TEDx Talk: <https://www.youtube.com/watch?v=TMhj4Q30q0U>, English subtitles). During his career, he has been presenting his research activities in more than 150 top level international congresses and he has been constantly active in academic teaching. Presently, he is teaching *Medicine and Psychology of Systems* at the University Vita-Salute in Milano. He is author of edutainment videogames & formats and inventor of patents & trademarks in the field of innovative technologies for health and wellbeing.

**Maura Turolla***Head of Trusted Digital Life Innovation & Development, TIM*

Maura received her degree in Electronic Engineering from "Politecnico di Torino", currently in TIM she leads projects for Trusted Digital Life where identity and security are the enabling technologies.

She is contributing to digital identity Projects in international fora (GSMA, ETSI) and in governative initiatives (SPID, eIDAS).

She managed the development and the launch of TIM services such as: TIM mobile wallet and TIM Identity solutions.

She is inventor in several patents, author of papers, publications, lectures at universities dealing with the mentioned topics.

**Enrico Vanin***Chief Executive Officer, Aon S.p.A.*

Enrico was born in 1972 and has begun his working experience in KPMG as Senior Consultant in charge of consultancy international projects concerning control governance. Between 2004 and 2006 he worked in Luxottica as International Internal Audit and Compliance Manager for EMEA and Asia Pacific. Enrico has been working in Aon over the last 10 years holding the position of Chief Operating Officer of Aon S.p.A. and CEO of Aon Hewitt Risk & Consulting, which operates as consulting services provider in several areas (welfare and flexible benefit, automotive services, global risk consulting, claims administration outsourcing, on-line training). Recently, Enrico has been appointed Chief Executive Officer of Aon S.p.A. with particular focus on Innovation and international relations.

**Pauline Whelan***mHealth Applications Manager at the Health eResearch Centre, Farr Institute, University of Manchester*

Dr Pauline Whelan is mHealth Applications Manager at the Health eResearch Centre, Farr Institute, University of Manchester, where she manages a number of mHealth projects to improve patient care across a range of long-term conditions. She is currently technical lead on a project to support adherence to treatment in people with Cystic Fibrosis (<https://www.cfhealthhub.org.uk/>), and she has been involved in developing the ClinTouch platform (https://www.herc.ac.uk/research_project/clintouch/) for supporting people with serious mental illness for a number of years.

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