

# FACT-FINDING MISSION IN THE UK FOR SWISS COMPANIES

## Real-world data and healthcare: business and R&D opportunities

24-25 June 2019, London and surroundings



### Context

---

The imperative to modernize the NHS through innovation and digitization, translated into impressive funding announcements: £475 million granted for the NHS digitization, increase of £20.5bn of the NHS yearly budget. Her Majesty's government has also clearly stated its ambition for the UK to become the world leader for personalized medicine by granting access to data for the most advanced research to be implemented in the UK.

This conjunction of factors generate a wealth of opportunities for business and R&D collaborations. Advanced Analytics of Real-world Data in Life Science has thus been designated by the Embassy as a key topic of interest for 2018-2021. The first concrete outcome of the market analysis, capability mapping and prospective exercise initiated in 2018 is a two-day mission of Swiss companies planned for 24-25 June 2019.

This mission has been conceived for Swiss companies innovating at the interface of advanced analytics of real-world data and life science developing:

- Innovative solutions that could improve operational efficiency for the NHS
- Innovations impacting the delivery of care with the aim of "bringing the NHS to the patient"
- Next frontier treatments and personalized medicine

### Overall objective

---

By participating companies will be able to:

- Discover what opportunities this new patient-centered approach brings to the healthcare industry, and learn about current initiatives in the UK
- Meet key high-level business contacts and potential partners to accelerate their expansion to the UK
- For new players, assess opportunities to enter the market and establish a route to market plan

### Delegation

---

The delegation will consist of a maximum of 20 key Swiss stakeholders, from the following target groups:

*Technology providers, pharma and medtech (heads of business development, heads of R&D and innovation, heads of corporate strategy)*

- Benchmarking
- Technology scouting
- Forming strategic alliances to consolidate or expand their positions in the UK and further

*The most innovative Swiss companies with solutions in Real-World Data / Real-World Evidence (start-ups, mature new players and incumbents looking at renewing their position), interested in*

- Establishing new business and R&D cooperation
- Advancing their business development plans in the UK

## Programme

	Programme	Attendees
<b>24 June</b>		
9am	Session chaired by <i>Angela McFarlane, Market Development Director UK &amp; Ireland, <a href="#">IQVIA</a></i> Registration – Breakfast	
9.20am-9.30am	Welcome address Alexandre Fasel, Ambassador of Switzerland to the UK and Noel Gordon, Chair, NHS Digital	
9.30am -10am	Overview of the latest developments and major trends for RWE / RWD in the UK, by <i>Kristin-Anne Rutter, Partner <a href="#">McKinsey &amp; Company</a></i>	
10am -11am	Panel discussion 1: the NHS perspective <ul style="list-style-type: none"> <li>- <i>Noel Gordon, Chairman, <a href="#">NHS Digital</a></i></li> <li>- <i>Dr Amanda Begley, Director of Innovation and Implementation at <a href="#">UCL Partners</a>, National Director NHS Innovation Accelerator, <a href="#">NIA</a></i></li> <li>- <i>Prof John Radford, Scientific Director, <a href="#">Christie NHS Foundation Trust</a></i></li> </ul>	Approx. 20 Swiss delegates Approx. 8 experts
11am -11.15am	Break	
11.15am - 11.40am	Opportunities for collaboration with the new national institute <ul style="list-style-type: none"> <li>- <i>Prof Harry Hemingway, Research Director, <a href="#">Health Data Research UK</a></i></li> </ul>	
11.40am -12.05pm	Data sharing and its impact on the care pathway: the patient groups perspective <ul style="list-style-type: none"> <li>- <i>Dr Helen Bulbeck, Director services and policy, <a href="#">Braintrust</a></i></li> </ul>	
12.05pm -12.30pm	Supporting market access in the UK <ul style="list-style-type: none"> <li>- <i>Jeanette Kusel, Director Scientific Advice, <a href="#">NICE</a></i></li> </ul>	
12.30pm -1.45pm	Networking lunch	
2.45pm - 5pm	Site visit 1: <a href="#">King's College Medical Imaging and A.I.</a> <i>Presentation by Prof Sebastien Ourselin, Professor of Healthcare Engineering, Head of School of Biomedical Engineering &amp; Imaging Sciences, King's College London; and visit of the facility within St Thomas' Hospital</i>  <i>Insights from partners (Siemens, Philips)*</i>	Approx. 20 Swiss delegates
7pm - 9.30pm	Exclusive dinner at the Ambassador's residence focusing on market access and new business models (risk-sharing / outcome-based pricing) <i>Welcome note by Ambassador Fasel</i> <i>Introduction by Prof Alistair McGuire, Department of Health Policy, <a href="#">LSE</a> and Dr René Buholzer, CEO, <a href="#">Interpharma</a></i>	20 - 40 guests
<b>25 June</b>		
8.30 - 11.30am	Site visit 2: <a href="#">Digital Research Informatics Virtual Environments</a> (Great Ormond Street Hospital) <i>Overview of DRIVE</i> <i>Prof. Neil Sebire, DRIVE Director and Chief Research Information Officer Great Ormond Street Hospital</i>  <i>Insights by two of the DRIVE industry partners: Laura Robinson, Director UK PS Healthcare &amp; Life Sciences at Microsoft; and Jason Souloglou, Senior Director, Insight at Arm</i> <i>Demonstrations of DRIVE projects in smaller groups</i>	Approx. 20 Swiss delegates
2pm - 3pm 3pm – 5.15pm	Swiss companies pitch – 5 minutes each  B2B partnering session: One-to-one meetings between Swiss delegates and their UK counterparts aiming at exploring business and R&D collaborations. <i>Organised in partnership with <a href="#">ABHI</a> and <a href="#">One Nucleus</a></i>	Approx. 60 delegates
6.20pm - 7.50pm	“Real World Data and Holistic Approach to Healthcare: exploring growth drivers for the Swiss and the UK industry” <ul style="list-style-type: none"> <li>▪ <i>Keynote, NHS Digital - Noel Gordon</i></li> <li>▪ <i>Panel discussion moderated by Kristin-Anne Rutter, Partner, McKinsey</i> <ul style="list-style-type: none"> <li>- <i>Michael Seewald, Worldwide Head Real World Evidence and Digital, Novartis</i></li> <li>- <i>Lucy Rowell, Group Head of Affiliate Partnerships, Personalised Health Care Data Science, Roche</i></li> <li>- <i>Dr Samantha Roberts, Chief Executive Officer of the Accelerated Access Collaborative, Director of Innovation and Life Sciences, NHS England and NHS Improvement</i></li> <li>- <i>Peter Ellingworth, Chief Executive, ABHI</i></li> </ul> </li> </ul>	Approx. 100 Swiss and UK delegates
7.50pm - 9pm	Networking reception	

## Registration

---

To register please follow the link: <https://www.s-ge.com/en/event/s-ge-event/fact-finding-mission-uk-swiss-companies> Please note that registrations operate on a first come first served basis.

## Media and communication

---

Active social media campaign before, during and after the event, using the UK Embassy's Facebook and Twitter channels, as well as Switzerland Global Enterprise and the Swiss Business Hub's LinkedIn channels. Traditional press coverage during and after the event.

## Project Coordination

---



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland  
Swiss Business Hub United Kingdom & Ireland

The Swiss Business Hub UK & I is the business section of the Embassy of Switzerland. Its role is to foster business and R&D collaborations between Swiss and UK / Irish organisations

Marieke Hood, Head of the Swiss Business Hub UK & I  
[Marieke.hood@eda.admin.ch](mailto:Marieke.hood@eda.admin.ch)

## Partners

---



## Profiles

---

**NHS England:** NHS England leads the National Health Service (NHS) setting its priorities and direction. NHS England is an independent body, at arm's length to the Government. It is the commissioner for primary care services and manages around £100 billion of the overall NHS budget.

**NHS Digital:** NHS Digital is the national information and technology partner to the health and care system. Their mission is to use digital technology to improve the NHS and social care by supplying information and data to the health service and providing a significant technological infrastructure.

**UCLPartners:** UCLPartners is one of the world's leading centres for research and healthcare innovation, bringing together individuals and organisations to transform health and wellbeing. Their purpose is to translate cutting-edge research and innovation into measurable health gain for patients.

**NIA:** The NHS Innovation Accelerator supports the uptake and spread of high-impact innovations across the NHS. The initiative is delivered in partnership with NHS England, and is hosted by UCLPartners.

**Christie NHS Foundation Trust:** Located in Manchester, The Christie NHS Foundation Trust is the largest single site cancer centre in Europe, treating over 44,000 patients every year. It is also an international leader in cancer research and development.

**Health Data Research UK:** Health Data Research UK (HDR UK) is the national institute for data science in health care. Working in partnership with the NHS, academia, charities and industry, HDR UK aims to improve patients' health by harnessing biomedical data, research and innovation.

**Braintrust:** Braintrust is a charity focused on the support and wellbeing of patients with brain tumour. Their activities include a wide spectrum of support structures from patient care to support groups, activism and campaigning. Braintrust also supports research in the fields of molecular analysis and epidemiology.

**The National Institute for Health and Care Excellence:** The National Institute for Health and Care Excellence (NICE) provides national guidance and advice to improve health and social care. NICE provides evidence-based guidance for health and social care practitioners and also develops quality standards and performance metrics.

**DRIVE:** The Digital Research Informatics and Virtual Environments unit is the first of its kind in the world. Formed through a partnership between Great Ormond Street Hospital (GOSH) and University College London (UCL) it brings together leading industry experts in technology, artificial intelligence and digital innovation. DRIVE is creating a unique informatics hub to harness the power of the latest technologies to revolutionize clinical practice and enhance patient experience.

**Association of British HealthTech Industries:** ABHI is the UK's leading industry association for health technology, representing industry to stakeholders such as the government, NHS and regulators. Members, including both multinationals and small and medium enterprises (SMEs), supply products from wound dressings to surgical robots and digital technologies.

**One Nucleus:** One Nucleus is a non-profit life science membership organization providing local and international connectivity for life science professionals. One Nucleus has over 470 organizations as members including pharmaceutical, biotech, medical device and diagnostic companies, and associated technical and commercial service providers.