

Event Agenda

DAY 1

8.30 – Registration

Registration open - catering within the networking area available

9.20 - Setting the Scene

Welcome to the Revolution - Ian Spero and Stephen Colegrave

“You never change things by fighting the existing reality.

To change something, build a new model that makes the existing model obsolete.”

R. Buckminster Fuller

9.30 - Mike Biddle - Deputy Director of Innovation Programmes Innovate UK – Late life care, an Engine for Economic Growth.

Late life care is often regarded as an economic liability but it can actually be an engine for economic growth. This is an expanding market and we need to radically rethink our approach to long-term care provision, providing options that will enable people to live with more dignity and autonomy.

9.40 – Lord Victor Adebawale - CEO of Turning Point and member of the NHS Commissioning Board

Poor citizen experience and outcomes, growing demand from an ageing population, increased prevalence of people with multiple long term conditions and an unprecedented financial challenge underpin why we need to transform the existing institutional model of long term care away from a reactive illness service, to the NHS becoming a prevention service which empowers citizens to exercise greater levels of choice, control and self-management of their own care, ideally in their own homes.

9.50 – Question and Answer for Mike and Beverley

10.00 – De-Institutionalising Long Term Care - Jackie Marshall-Balloch, Programme Lead Innovate UK.

Jackie will explain how Innovate UK’s £4million SBRI Long Term Care Revolution National Challenge, aims to give UK businesses a head start in the drive to transform long term care from an “end of life” institutional model, widely regarded as unfit for purpose, to a dynamic market full of radical and disruptive new product and service concepts.

10.10 – Question and Answer for Jackie

10.15 – A unique opportunity for entrepreneurs to shape a burgeoning industry with huge market potential - Justene Ewing, CEO 'DHI' Digital Health Institute

Worldwide, models of health and care cannot scale to meet the challenge of demographic shift despite technological advances. The demand on health and social care provisions are categorically unsustainable. Global health and care efficiency must improve by over 35% to maintain current standards of care for increasing numbers and requirements. Digital health interventions are key to the solution in tackling the crisis.

10.25 – Growing the Silver Economy, scaling the opportunity for small businesses - Peter Wintlev-Jensen, Deputy Head DG Connect European Commission.

Merrill Lynch estimates the “Silver Economy” is worth \$7 trillion per year, which makes it the 3rd largest economy in the world. By 2020 the private spending power of the elderly generation will reach \$15 trillion globally. The Europe 2020 strategy calls for citizens in our ageing society to live actively and independently for longer and to continue contributing to the economy and to society.

According to Peter, “Two important steps are needed to promote healthy and active aging across Europe. First, we have to put innovation at the heart of the transformation of our health and social care systems. Breaking down barriers and encouraging collaboration among all stakeholders. From researchers to designers; big industry to smart start-ups; hospitals to care professionals, not forgetting citizens and carers. Second, patients need to take on a more active role and become empowered consumers. They can be the drivers of the change we need so badly. This is the new way of thinking which the Long Term Care Revolution promises to take to heart”.

Peter will share outputs from the recent EU Summit on Healthy and Active Ageing and talk about EU measures to boost business development opportunities for smaller companies; including his Horizon 2020 programme. ([Click here to read more about Peter's views on growing the Silver Economy](#))

10.40 – Question and Answer for Peter, Justine and Jackie followed by:

“If you want to rebel, rebel from inside the system. That’s much more powerful than rebelling outside the system.”

Marie Lu

11.00 – Meet the Buyers + coffee break

This is a chance for delegates to network with Buyers representing large private and public sector organisations which have little if any experience of dealing with small companies. The Buyers are interested in procuring, testing and collaborating with SMEs working on innovative new products and services, and will give delegates the advantage of 121 advice.

“I hold it that a little rebellion now and then is a good thing, and as necessary in the political world as storms in the physical.”

Thomas Jefferson

11.30 - Understanding Why the Time is Right for the Revolution – Panel discussion, led by Stuart Anderson, Personal Chair in Dependable Systems University of Edinburgh School of Informatics –with:

- **Beverley Bryant – Director of Strategy, Systems and Technology at NHS England (stc)**
- **Justene Ewing, Chief Executive Digital Health Institute**
- **Peter Wintlev-Jensen – European Commission**
- **Robert Turpin - British Standards Institution**
- **Zahid Latif, Head of Health + Care, Innovate UK**
- **Nick Howe Regional Enterprise Manager, NatWest Business Banking**

11.50 - Question and Answer with the panel

12.20 – Reframing Traditional Relationships - Halima Khan, Director - Innovation Lab, Nesta and Founder Coalition for Collaborative Care.

How collaboration among innovators across public services, civil society and business will enable us to imagine, develop and scale new responses to long term care.

12.30 - Question and Answer with Halima

12.35 - Open Innovation as a Catalyst for Change - Roland Harwood founder 100% Open.

“You never change things by fighting the existing reality.

To change something, build a new model that makes the existing model obsolete.”

R. Buckminster Fuller

12.40 – Networking & lunch

Delegates will be served lunch and be able to network. The space will include a graffiti wall which will collate delegate’s thoughts, insights and questions.

13.30 - Jonny Voon Lead Technologist Innovate UK on the connected urban environment of the future.

The Internet of Things (IoT), will not only further blur the line between business IT systems and the real world, but will change the way we design, deploy, and use services and utilities; including - but not limited to - Transport, Energy and of course Health and Care. Serving as an enabling interoperable

platform for innovative collaboration, IoT will stimulate exciting new opportunities for business, and have a transformative effect on society; further empowering an ageing population.

13.40 - Question and Answer for Jonny

The London Challenge –in partnership with NHS England

13.50 – What the Long Term Care Revolution means for London - Jane Barnacle NHS England - Director of Patients and Information (London Region)

Responding to the challenge of an ageing population and the increased prevalence of multiple-long term conditions, the NHS intends to empower citizens to have greater choice, more control and to adopt a more hands on role in self-care.

Lessons learned from managing mental health conditions, so often a cause and a consequence of long term care, is that when people are provided with a choice they tend to choose well.

We are on the cusp of a revolution in health and care. A revolution which will see an explosion of more people centric personalized care. And that is why we are ready and willing to join forces with the people in this room, to leverage our expertise and contacts and think together about co-creating innovative, radical, risky and disruptive new product and service concepts for the Long Term Care Revolution National Challenge.

14.00 – Dr. James Woollard, Clinical Fellow to Dr Geraldine Strathdee, National Clinical Director for Mental Health NHS England – On the impact of an ageing population on service design and delivery.

Although the majority of older adults live independently in their home, too many are living in long term care facilities and will be suffering from mental, emotional, or behavioral problems. The quality and availability of mental health care in these settings leave much to be desired. Mental health problems are routinely ignored, medicated, or tolerated, but seldom treated effectively.

The problem is that long term care facilities are not set up to deal with the challenges their residents present. In the main staff have little or no training in mental health care, and because they are so overwhelmed with the tasks they are given, pay scant attention to the emotional state of the people for which they provide care. The current system is not fit for purpose. It is time for change, and this is where we need to work with innovative small businesses and even strat-ups, if we want to see a true revolution!

14:10 – Social Entrepreneurs can drive change and profit. Ileana Welte – President Big White Wall.

Jen Hyatt, founder of the Big White Wall, was recently named as one of only three European Social Entrepreneurs of the Year, by the Schwab Foundation a sister organization of the World Economic Forum. According to Schwab, “Social entrepreneurs are crucial to the global conversation about inclusive growth. They are innovators who use market forces and business discipline to provide solutions for local problems and improve the lives of low-income and marginalized people.” Ileana will share insights as to how BWW transformed Jen’s original vision into a thriving business, achieving big results for thousands of people dealing with mental health issues, and in so doing saving NHS England £370 for each BWW member.

14.20 - Question and Answer for Jane, James and Ileana

14.35 - "The healthcare system is on the verge of a revolution that will make our current ways seem as quaint as the horse and cart." Dr Charles Alessi - co-chairman of the National Association Of Primary Care, and a senior adviser to Public Health England.

In Dr Alessi's vision, patients will carry their own medical records from practitioner to practitioner, demanding that care is carried out in convenient places in the community, such as pharmacies and supermarkets, or at home - not at a huge building we call a hospital.

Speaking to BBC News, Dr Alessi expanded, "The use of technology is to empower. It isn't to replace the doctor. It doesn't mean that face-to-face human interaction forged over the long-term is threatened. It is just different and more tailored to the individual."

Dr Alessi imagines a joined up initiative to address the challenge of the Long Term Care Revolution

14.45 - Question and Answer

14.50- Agents of Change – Panel discussion looking at opportunities for engagement

- **AHSNs – Promoting innovation –from R to Dr Charles Davie, Director, UCL Partners**

Three London based Academic Health Science Networks are collaborating with NHS England, universities, industry and SMEs to identify, test and help accelerate the faster adoption of cost effective innovation into health and care across the region.

London AHSN's are planning to invite delegates to join forces around the Long Term Care Revolution. To network, learn and share the ideas and innovations that will transform long term care into an enabling service benefiting the wider community and the health economy, now and for future generations.

- **DHI Exploratory and Experience Labs - Don McIntyre Programme Director Digital Health and Care Institute and Creative Technologist, Institute of Design Innovation, Glasgow School of Art**

DHI's Exploratory stimulates the development of ideas which are subsequently tested in Experience Laboratories, a safe environment where users (service users, carers, clinicians, practitioners and third sector), businesses and researchers can collaborate and rapidly prototype in response to health and care challenges.

15.25 - Why the Long Term Care Revolution Needs You. – Ian Spero.

"The only way to support a revolution is to make your own."

Abbie Hoffman

15.35 - Pitch Perfect + coffee break

Co-produced with Tech City and RBS, 5 startup/early stage businesses will be offered the opportunity to make 5 minute pitches of their concepts on the Speakers Corner stage.

A panel of experts and funders, will assess each presentation. The best entry will be invited to repeat their pitch on the main stage day two.

16.15 – Co-creating flexible, People Centric Platforms that empower us to Live Life as we Choose - Stuart Anderson, in conversation with Henk Herman, world renowned gerontology authority, author of ‘eHealth in Long-term care’, expert in smart homes, and head of EC project Caalyx-MV Netherlands.

Small businesses are Key to ensuring meaningful care innovations, since they dare to take risks and develop non-mainstream products and services, i.e. disruptive innovations. Stuart and Henk will look into the future of eHealth (mobile) apps, meaningful games and robotics that are all interconnected with a strong focus on privacy and personal ownership of data.

“If I can't dance to it, it's not my revolution.”

Emma Goldman

16.35 – Working together to reinvent long term care - Roland Harwood founder 100% Open

100% Open is a global agency based in London that helps the likes of Cancer Research UK, Innovate UK, News UK, LEGO, Oxfam, P&G, Scottish Enterprise, Tesco and Virgin Atlantic, to create open innovation programmes.

In this interactive session delegates will receive first-hand experiences of how many of the world's most innovative enterprises, such as Microsoft and Kimberly-Clark are successfully harnessing the best ideas, people and technology and embedding an innovative approach to healthcare related challenges.

The focus in this session will be around building and managing collaborative capabilities for your business, safely handling intellectual property, and building productive networks, to unlock big new commercial and social value in response to the long term care revolution. You may even meet future collaborators. Our ambition is for you to leave equipped and energized to forge ahead within your own business and power the future of long term health and care.

18.25 – Day one roundup, day two preview.

Followed by – Networking canapé dinner and drinks, courtesy of our friends at RBS and NatWest

“Good food is wise medicine.”

Alison Levitt M.D

London – Day 2 13th May

8.30 – Delegate registration

Registration open for delegates. Catering within the networking area will be available for delegates

“we need a r/evolution of the mind. we need a r/evolution of the heart. we need a r/evolution of the spirit. the power of the people is stronger than any weapon. a people’s r/evolution can’t be stopped. we need to be weapons of mass construction.”

Assata Shakur

9.15 – Ian Spero and Stephen Colegrave set the scene for day two

9.20 - Why the LTCR is the biggest Challenge of the 21st Century, Jackie Marshall-Balloch, Innovate UK

9.30 – Recap of the LTCR London Challenge with – Shaun Crowe Senior Programme Manager – Patients & Information NHS England

9.35 – Question and Answer with Jackie, Shaun and Stephen

9.50 – LJ Rich presenter on BBC Click takes us on a journey of discovery, looking at the most exciting innovations & trends that will fuel the Long Term Care Revolution and stimulate fresh thinking.

10.15 - Question and Answer for LJ

“The first duty of a revolutionary is to get away with it.”

Abbie Hoffman

10.30 – Meet the Experts + coffee break

A chance for delegates to meet with specialists providing important services to help grow your business.

11.00– A Revolution in Public Health – Shirley Cramer CBE Chief Executive RSPH

RSPH shares the aims and aspirations of the Long Term Care Revolution. The current scenario for long term care is bleak and becoming increasingly unaffordable, undignified and unsustainable. There is growing recognition from the public, service providers and commissioners that more advice, support and care is needed outside the traditional institutional settings of hospitals and care homes. We

require radical and risky thinking to meet the needs that arise from these changes and disrupt the status quo. This represents a significant opportunity for small innovative businesses and academics.

11.10 – The Age of Opportunity – Baroness Sally Greengross, Chief Executive ILC-UK

Care has come a long way over the past half century and it continues to evolve and adapt to our changing society. But we are living ever longer with more complex and multiple conditions and residential care is increasingly dominated by dementia care. Drawing on research from ILC-UK, Baroness Greengross will set out how care needs to change. She will highlight the need for new approaches, technology and services to respond to the challenges ahead.

11.20 Question and Answer with Shirley and Sally

11.35 Funding a revolution in long term care – Get Backing, Get Big & then Get Bought:

How much is available for what purposes and on what terms? - Neil Bellamy Head of Technology, Media and Telecoms RBS and NatWest.

Neil heads up a National network of TMT specialists who are conscious that high growth TMT businesses are different, with unique needs. The Bank regard the digital health and care space as a huge growth opportunity for early stage businesses. Neil will talk about new initiatives which could benefit delegates interested in engaging in the LTCR National Challenge.

11.45 Neil leads a panel discussion. Themes to be covered: • Startups • Development • Refinance • Working capital • Joint venture sources • Partner funding ...

Speakers include:

- **Michael Wilkinson, Head of Equity Investment, Crowdcube**
- **Nick Howe, Regional Enterprise Manager, NatWest Business Banking**
- **Mary McKenna, BIO Tech entrepreneur & angel investor**
- **Hazel Harper, Independent Living Platform Leader, Innovate UK**
- **Don McIntyre, Programme Director DHI**

“We have it in our power to begin the world over again.”

Thomas Paine

13.00 – Pitch Perfect, introduced by Zheela Qaiser Partnership Manager Tech City

Following the style and format of the hit TV show Dragons Den, 5 startup/early stage businesses will be offered the opportunity to make 5 minute pitches of their concepts in front of an expert panel, followed by Q&A's from our panel and delegates.

If you would like to pitch visit: <http://events.dhi-scotland.com/think-differently/>

Winners will benefit from a 12 month NatWest/RBS Mentorship programme of meet-ups and connections, designed to realise the specific needs of your business. Access to the Bank's vast knowledge base, together with connections to external networks, means this prize could have a massive impact on your business gaining traction.

13.45 – Networking and lunch

An opportunity for delegates to pitch your proposition on our Speakers Corner stage and maybe identify partners to join your project.

“The Revolution introduced me to art, and in turn, art introduced me to the Revolution!”

Albert Einstein

14.20 – Designs for Life- Panel Session Chaired by Mat Hunter, Chief Design Officer Design Council

User Centred Design is not a new phenomenon in healthcare where success is as much about social outcomes as clinical, but all too often it's still noticeable by its absence. This human centred practice ensures that people's real needs are met, creating solutions that we might all *aspire* to rather than just put up with. In this session we will hear from pioneers who are employing innovative design methods to demonstrate better outcomes for older adults and learn how they are overcoming barriers to adoption.

- **Dr Marta Fernandez, Global Research Leader at Arup for Foresight + Research + Innovation**
- **Chris McGinley, Deputy Head of the Helen Hamlyn Centre for Design's Age & Ability Research Lab at the RCA**
- **Don McIntyre, Programme Director / Creative Technologist, Institute of Design Innovation, Glasgow School of Art**
- **Question and Answer discussion**

15.00 – Creativity + Tech = Measurable Health Benefits: some uses of big data and creativity to improve quality of life for an ageing population -Professor Andrew Hugill, Professor Hongji Yang (Bath Spa University, Centre for Creative Computing) (IS)

Computing offers us the possibility to link together different knowledge and technologies to build a comprehensive long-term health-care system. This includes creativities in terms of improving patient care and cost savings in manufacturing materials, energy consumption, and so on.

Effective analysis and use of big data is central to all this, since volume, variety, velocity and veracity are the defining characteristics of data in the health sector. But big data and creativity are especially key to improving quality of life and patient care.

15.10 - “The afternoon knows what the morning never suspected”: On serious games and engagement with an aging population. Pamela Kato, Ed.M., Ph.D. Professor of Serious Games Coventry University.

Dr. Kato will provide examples of successful serious games with a focus on health care. She will also discuss some common myths about making games for an aging population (e.g. low expectations of technology and design, images of other older people are engaging) and how we can push the field.

15.20 - Creativity (a human construct of imaginative thought) is under-utilized, under-researched and under-recognized within our pharmaco-centric health system. Dr. Thomas M Barber, Associate Professor and Honorary Consultant Endocrinologist, University of Warwick and UHCW NHS Trust

In our increasingly technology-literate older population, there is an emerging opportunity for engagement with digital tools that promote creativity as a means of alleviating stress and anxiety, addressing chronic isolation and loneliness and even taboo subjects, such as death.

Despite the holistic potential of digitally-applied creativity to improve mental health and wellbeing, there is a clear lack of empirical data that provide evidence for such effects. Our aim is to generate this much-needed evidence, to demonstrate the eudemonic and health-economic utility and impact of non-invasive, digitally-enabled and creativity-focused interventions.

15.30 - Question and Answer with Andrew, Hongi, Pam and Tom

15.45 – Networking + Coffee

A final opportunity for delegates to pitch your proposition on our Speakers Corner stage and maybe identify partners to join your project.

16.15 - Sebastian Conran, Designer in Residence Sheffield University and Partner Sheffield Robotics. Enhancing the Experience of Later Life by transforming science, technology and engineering into experience, lifestyle and culture.

Thoughtfully designed adaptive technology can appeal across the generations – as exemplified by the iPad. Our aim is to use this inclusive approach to extend people’s independence. We are focused on designing and delivering autonomous solutions, using proven robotics technology to automate elements of the home and workplace, expanding their functionality, ease-of-use and customizability; especially for older adults.

16.25 - Question and Answer with Sebastian

“A revolution is coming – a revolution which will be peaceful if we are wise enough; compassionate if we care enough; successful if we are fortunate enough – but a revolution which is coming whether we will it or not. We can affect its character; we cannot alter its inevitability.”

— Robert F. Kennedy

16.30 - Round up and recap on the past 2 days, highlighting insights, thoughts, learnings and next steps

16.45 – Event close

Event Produced and curated by CSL, in association with DHI and Innovate UK. Contact Ian Spero ian@creativeskillsforlife.com. To register interest in attending: <https://events.dhi-scotland.com/long-term-care-revolution/>