

SCIENCE BUSINESS



The Future Delivery of Medicine: 2020

How converging technologies will change healthcare

*A conference organized by University College London (UCL) and the
ScienceBusiness news service*

5/6 November 2008, London





Graham Spittle



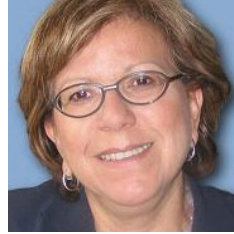
Prof. Malcolm Grant



Mark Britnell



Erik Tambuyzer



Georgette Lalis



Leonard Fass

Speaking:

Graham Spittle, CEO, UK Technology Strategy Board

Prof. Malcolm Grant, President and Provost, UCL

Erik Tambuyzer, Senior Vice President, Genzyme

Mark Britnell, Director-General for Commissioning,
UK Department of Health

Hermann Hauser, Chairman, Amadeus Capital Partners

Stephan Mumenthaler, Head of Economic Affairs, Novartis

Niall Dickson, CEO, King's Fund

Alain Parthoens, Partner, Vesalius BioCapital and President,
Belgian Venture Capital and Private Equity Association

Gerhard Engel, Head of R&D, Accelrys UK

Georgette Lalis, Director, DG Enterprise and Industry,
European Commission

Prof. Mike Spyer, Vice-Provost(Enterprise), UCL

Prof. Ed Byrne, UCL

Prof. John Martin, UCL

New technologies will force fundamental change in the way healthcare systems operate. Low-cost gene sequencing and biopharmaceuticals will make personalized medicine a reality – tailoring the treatment to the patient. The spread of broadband networks makes telemedicine feasible for many, and computerized patient records will transform medical research. New imaging and diagnostics technologies open the door to more preventative medicine.

So what will it be like to be sick in 2020? Who will treat you? How will they get paid? How will health authorities decide which new technologies are worth the money?

These are among the pressing questions to be examined at an international gathering of research, industry and policy experts Nov. 5/6, organized by UCL Advances, University College London's centre for entrepreneurship and business interaction, and the Science|Business news service.

The conference will draw on expertise from all the new technology strands – bioinformatics, imaging, diagnostics, devices, biopharmaceuticals – to create a composite picture of the patient experience in 2020 – and what healthcare authorities should be doing now to prepare for that day.

The outcomes will include a survey and special report summarizing the new scenarios – plus expert recommendations for action.

The conference is a joint venture between UCL Advances and Science Business Publishing Ltd., a UK-based media company focused on R&D investment and policy across Europe.

Who will attend?

- Decision makers in corporate R&D, business development and public affairs
- Leading-edge researchers from business and academia
- Not-for-profit research funders
- Policy and decision makers in public health and government
- Life-science investors

Industries involved in the conference:

- Biopharmaceuticals
- Medical imaging
- Diagnostics
- Gene-sequencing and personalized medicine
- Insurance
- Bioinformatics
- Medical devices
- Medical training and service suppliers
- Venture capital and investment

The background

Healthcare is rising in quality, complexity and cost, as a range of new advances in previously disparate fields start to appear in the clinic. The challenge for researchers, industry and policy-makers is to understand how these converging technologies will change the patient experience in years to come, and how they will be funded.

Point-of-care diagnostics, low-cost genome sequencing, improved imaging technologies – all are striking examples of medical progress; but it makes no sense to apply them case-by-case. There needs to be a strategic view of how they can all come together to change the medical paradigm from treatment after illness begins to prediction and prevention before it begins. What is needed is a process of interdisciplinary innovation to promote the adoption of new medical technologies.

Medicine needs to be targeted to the individual. General practitioner records should be searchable by researchers, and disease mechanisms modeled in silico. Telemedicine – for expert reading of scans and operating theatre technique – should move from experiment to practice.

But who will pay for this? How will it be administered? How can policy-makers encourage the cost-effective development of these technologies? How can companies and investors best profit from these developments? These are among the research, policy and investment questions to be examined in this multi-disciplinary conference.

Special features:

The Executive Forum

A by-invitation roundtable discussion, among speakers and selected guests, to map out scenarios of the future together – and make recommendations for policy action. Result will be a special report of the Forum's work by ScienceBusiness, for presentation at the next day's public conference.

Followed by dinner, hosted by Prof. Mike Spyer, Vice-Provost (Enterprise), UCL.

Technology Scenarios

Four parallel sessions will examine new technologies and discuss different scenarios of the future of medicine in 2020. These include research teams and spin-out companies in biopharmaceuticals, diagnostics, imaging, operating theatre technologies, medical devices, on-line medical services and electronic patient records.

Investment Focus

Expert discussion of how converging technologies will change the healthcare industry, and investment opportunities

Policy Focus

Expert discussion of how converging technologies will change the administration and policy of healthcare. Includes presentation of Executive Forum policy recommendations from the day before.

Conference Report

The ScienceBusiness news service will prepare special reports, for distribution at the conference and online, of the scenarios studied during the conference. A report of recommendations of the Executive Forum will also result. Both ensure continued discussion of the issues long after the conference is over.

About UCL Advances

UCL Advances is UCL's centre for entrepreneurship and business interaction. UCL has built a reputation as a pioneer of collaboration between industry and academia. Often in partnership with the London Business School, we have established many, now mainstream, initiatives that span the gaps between science discovery and exploitation. To focus the capabilities of the wider university community on topics of major societal or market potential we seek to:

- Link the expertise and creative thinking skills of three distinct communities - researchers, business and investors - who have complementary perspectives on shared problems
- Deploy a systematic programme of stimulating engagements within and between these communities that develop a network with 'shared representations' of the challenges to be addressed
- Develop networks that broaden and deepen the 'intellectual space' within which individuals can deploy their creativity to develop 'boundary busting' solutions
- Build a university culture that embraces and rewards enterprise activities by academic researchers
- Provide educational programmes that equip academics to participate in a meaningful way in activities to bring their innovations to the benefit of society
- Motivate members of the network to share expertise in pursuit of shared challenges

About Science Business

Science Business Publishing Ltd. is a London-based media company focused on R&D investment in Europe. It reports news daily online and in a weekly newsletter, and organizes events to bring together public-sector researchers, corporate partners and policy makers. It was founded in 2005 by the former managing editors of the Wall Street Journal Europe and leading science journal Nature, and works with a network of 10 leading European research universities, including UCL.

More information at www.sciencebusiness.net.

08.30 – 09.00	REGISTRATION - SOUTH CLOISTERS		
09.00 – 09.15	Introduction and Welcome (JB room) <i>Prof Mike Spyer, Vice-Provost (Enterprise), UCL</i>		
09.15 – 10.45	<p>Plenary session 1: Opening Panel (JB room) <i>Moderator: Richard Hudson - Science Business</i></p> <p><i>Panellists: Erik Tambuyzer – Senior Vice President, Genzyme Corporation, Stephan Mumenthaler – Chief Economist, Novartis, Georgette Lalis – Consumer Goods Director, European Commission</i></p>		
10.45 – 11:15	BREAK (Tea and Coffee) and UCL SHOWCASE (South Cloisters)		
11:15 – 12:15 Parallel Sessions	New Innovations JB room	New Technologies Old Refectory room	New Companies Haldane room
	Medic 2 Medic (Owen Epstein)	Sepsis (Merv Singer)	Endomagnetics (Quentin Pankhurst)
	Complex Matters (Dr Sia Mahdavi)	Storegene (Dan Brown)	<i>Dr Foster (TBC)</i>
12:15 – 13:45	LUNCH and UCL Showcase (South Cloisters)		
13:45 – 15:15	<p>Plenary session 2: Industry and Investment (JB room) <i>Moderator: Nuala Moran – Science Business</i></p> <p><i>Panellists: Ed Byrne – Vice Provost (Health), UCL, Alain Parthoens - Vesalius Biocapital Partners and President, Belgian Venture Capital & Private Equity Association, Gerhard Engel – Head of R&D, Accelrys Leonard Fass - Director of Academic Relations, GE Healthcare</i></p>		
15:15 – 15:45	BREAK (Tea and coffee) and UCL SHOWCASE (South Cloisters)		
15:45 – 17:00	<p>Plenary session 3: The Policy Implications (JB room) <i>Moderator: Niall Dickson, Kings Fund</i></p> <p><i>Panellists: Mark Britnell -Director General - Commissioning and System Management, Department of Health, John Martin - British Heart Foundation Professor of Cardiovascular Science, UCL Graham Spittle – VP Software UKI - IBM</i></p>		
17:00 – 17:15	Closing Remarks (JB room) Prof Malcolm Grant, President and Provost, UCL		
17:15 – 19:00	Drinks Reception, Networking and UCL Showcase (South Cloisters)		