



Patient Outcomes –  
Powered by **AI and technology**

Delegate Guide



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Our second Quality Forum aims to help share data, experiences and knowledge across the healthcare sector. The theme for this year's forum underscores the pivotal role that advancements in AI, robotics, and data play in shaping the future of healthcare for the benefit of patients and everyone involved in the sector.

# Important information

## Venue

The Mermaid London  
Puddle Dock  
London EC4V 3DB

## Blackfriars Station

2 minute walk

## St Paul's Station

6 minute walk

## Wifi connection

Network Name: themermaid  
No password required

## Posting on Social Media

Be sure to follow us and post your photos and thoughts on Social Media.

Find us on:

Twitter - @PHIN\_UK

LinkedIn - PrivateHealthcareInformationNetwork

Facebook - PrivateHealthcareInformationNetwork

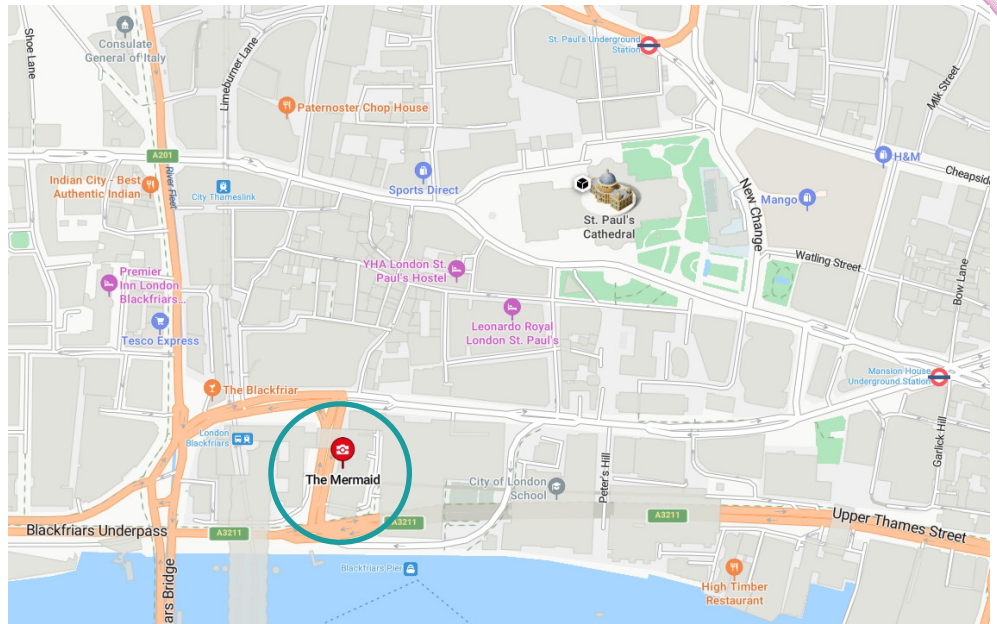
Use the hashtag **#PHINQF** in your posts.

## How to ask questions?

There will be time for questions throughout the day.

We will be using the Slido app for questions and invite you to download the app from your usual app store. Use this event code: 3603970 to ask your questions.

Microphones will also be available for those who prefer to ask their question in person.



# Programme of events

09:00 – 10:00	Arrival and registration
10:05 – 10:20	<b>Welcome and introduction</b> Dr Ian Gargan, PHIN
10:20 – 10:30	<b>Keeping patients at the heart of developments</b> Richard Gregory, Chrysalis Finance
10:30 – 11:20	<b>The impact of robot-assisted surgery for patients and providers</b> Dan Jones, Styrker; David Houlihan-Burne, Fortius Clinic and Chris Smith-Brown, PHIN
11:20 – 11:30	<b>Award 1:</b> Consultant contribution
11:30 – 11:50	Break
11:50 – 12:35	<b>How are AI and machine learning affecting healthcare?</b> Dr Rachael Kent, Dr Digital Health and Prof Sam Shah, PHIN
12:35 – 12:45	<b>Award 2:</b> Promotion of PHIN
12:50 – 13:50	Lunch
13:50 – 14:35	<b>DigitisingWound Care - A Transformational Approach</b> Tharlea Whisker, Healthy.io
14:35 – 14:45	<b>Award 3:</b> Innovation with a patient focus
14:45 – 15:35	<b>How do we best use data in value-based healthcare?</b> Dr Avi Mehra, IBM; Dr Shruti Patel, BUPA and Richard Wells, PHIN
15:35 – 15:50	Break
15:50 – 16:00	<b>Award 4:</b> Best use of PHIN data
16:00 – 16:45	<b>An international perspective on technology and data use in healthcare</b> Dr Ian Gargan and Dr Jordi Cusido, Top Health Tech
16:50 – 17:00	Close
17:00 – 19:00	Drinks

We will be celebrating some of the initiatives, projects and people that are helping to improve the healthcare sector and presenting four new PHIN awards.

The categories and shortlist of candidates are:

**Consultant contribution:** Consultant practice or consultant rep who makes biggest contribution to PHIN's work.

- **Ram Moorthy** – has represented the views of ENT and thoracic surgeons very effectively. He has been key in reviewing procedure groups in this specialty, has helped our engagement with BAETS. Following this engagement, we will shortly show links to the BAETS registry so that patients can access information.
- **Colin Esler** – has provided PHIN with valuable feedback across a range of issues. He helps in providing a 'consultant perspective' as we develop systems and processes and offers practical suggestions for improvements.
- **David Houlihan-Burne** – has been a supporter of PHIN's objectives since its inception. He is passionate about the provision of quality of data to patients and scrutinising his PHIN data, thoroughly. He has been a sounding board for PHIN for several years across a range of issues.

**Promotion of PHIN:** Actions to raise awareness of PHIN and encourage patients to make more informed healthcare choices.

- **Sue Harvey (Ramsay healthcare)** – for working relentlessly behind the scenes travelling to different sites to educate, support and enhance current work on PROMs.
- **Paul Matthews (University Hospital Sussex)** – for being a spokesperson for PPU's around PROMs challenges and giving excellent support to PHIN to help develop materials to support smaller PPU's.
- **Maria Davies (Healthcare Markets)** – For regular support of PHIN in Healthcare Markets, including a monthly data-focused column.



**Innovation with a patient focus:** Use of data, especially PROMs, with significant impact on patient outcomes and/or experience.

- **HCA Healthcare UK** – for innovation and implementation in the use of robot-assisted surgery.
- **Leeds Teaching Hospital** – improving outcomes through work to develop its theatre packs.
- **Health Screening Solutions Ltd** – Providing capsule endoscopy service to allow patient investigation to take place at home.

**Best use of PHIN data:** Highlight how you have used PHIN data to make a difference to your operations and/or processes.

- **Ramsay Woodland Hospital** – for the implementation of a process to review patient outcomes feedback in near to real time, including an action register to follow up with patients with worse outcomes.
- **Nuffield Health** – for using PHIN data for Adverse Events and PROMs to create funnel plots and undertake internal outlier analysis.
- **Aviva** – for using PHIN data in an approach focused very much around quality improvement and clinical safety & governance, and engaging with hospitals and consultants on using this data to support improved patient outcomes.

## Speakers



Dr Avi Mehra

Dr Avi Mehra is an Associate Partner for Healthcare & Life Sciences and Clinical Safety Officer at IBM, where he is responsible for supporting healthcare clients to improve patient care through leveraging IBM's technology capabilities and consulting expertise, and leading clinical safety assurance for IBM's digital health solutions. He also advises new health tech companies and is involved in coaching and mentoring. Before IBM, he led digital health projects at Bupa and worked in the NHS as a doctor. He studied medicine and management at Imperial College.



Dr Chris Smith-Brown

Dr Chris Smith-Brown is a doctor and health informatics specialist, who has worked in both private and public healthcare sectors. He is PHIN's Clinical Advisor. He was previously a management consultant for Carnall Farrar, a leading healthcare consultancy.

As a Rising Leaders Fellow at the Aspen Institute UK, he engages with diverse perspectives and explores solutions to complex challenges. He is also a member of the Faculty of Medical Leadership and Management and BCS, The Chartered Institute for IT.



Dan Jones

Dan Jones is the head of Government Affairs for Stryker in the UK and Ireland, with nearly 20 years in politics and 15 in the medical device industry. He began his career in politics supporting a Labour MP and later worked in Parliament.

After joining ABHI, he advanced to Director of Communications, managing public affairs and communications. He then moved to Brussels, leading a medical device practice at a consultancy, before returning to the UK with Healthcomms Consulting, focusing on advocacy and market access for medical devices. Since 2021, at Stryker, he's been managing relationships with government and NHS leaders to enhance market access for medical devices.



David Houlihan-Burne

Mr David Houlihan-Burne specialises in all aspects of knee surgery. He pioneered the Rapid Recovery Programme in the UK, the patient-centred approach to hip and knee replacement surgery and is one of Europe's leading surgeons in the use of robotic knee replacement.

His other surgical interests include knee preservation surgery, using techniques such as cartilage and osteotomy surgery for younger patients with arthritis.



Dr Ian Gargan

Since joining PHIN as CEO in September 2022, Dr Ian Gargan has spearheaded significant changes, aligning the organisation with the mission to empower patients with data for informed healthcare choices. His leadership focuses on enhancing transparency and efficiency in private healthcare, leveraging his medical background and data-driven approach.

With his extensive background as a medical doctor and qualified psychologist, Dr Gargan brings a unique perspective to the table, combining medical expertise with a data-driven approach. This combination of skills has proven invaluable in leading organisations focused on improving patient outcomes in both public and private healthcare.



Dr Jordi Cusido

Dr Jordi Cusido is a seasoned General Management professional with 8 years of experience, known for his innovative leadership in tech startups. He co-founded and has been a strategic board member for four ventures, where he excelled in leading teams, fundraising, and developing market strategies. His negotiation skills and ability to forge key partnerships have been particularly notable.

At Top Doctors Holding as Research and Innovation Manager, Jordi spearheaded projects like GlobalEHR, AI in medical devices, and advanced virtual assistants, securing over 2 million euros in R&D funding. Additionally, he founded SMARTIVE, focusing on IT for renewable energy, where he has driven all aspects of business growth. Jordi's blend of technical and managerial expertise positions him as a prime candidate for executive roles, ready to lead transformative changes in technology-driven companies.





Dr Rachael Kent

Dr Rachael Kent is a prominent researcher and lecturer at King's College London, focusing on the effects of digital technology on health. She hosts the podcast "Digital Health Diagnosed," which delves into how technology influences well-being, based on solid evidence. As the founder of Dr Digital Health, she advises major clients like the NHS and UK Government on tech-related health issues.

Additionally, Dr Kent is notably the first female class representative in the UK to lead a legal action against Apple, seeking £1.5bn for overcharging on app purchases. Her insights are frequently featured in various media outlets, and she authored "The Digital Health Self" in 2023, exploring wellness in the digital age.



Richard Gregory

Richard spent most of his career in the International Insurance business with AGF Assurances and then Allianz, spending many years working in France and Japan. Since returning to the UK in 2005 he has spent his time working in the UK private healthcare market for Nuffield Health and Circle Health, holding various senior commercial, sales and business development roles.

He has a specific expertise in consumer healthcare (self-pay), speaking at many conferences and regularly contributing in the industry press. Through his consulting business, Jaspers Consulting, Richard now works extensively with Chrysalis Finance, providing them with strategic support and senior networking.



Richard Wells

Richard Wells, with nearly 30 years of experience in the NHS, now serves as the Director of Tech, Product, and Informatics, leading teams that specialise in gathering and analysing data from private healthcare facilities across the UK. His work aims to enhance transparency in the independent healthcare sector, assisting patients in making better-informed choices.

Before joining his current position, Richard was the Director of Business Intelligence and Analytics at the London Ambulance Service, where he spent three years leveraging data to improve services. His extensive career has consistently revolved around utilising data to drive healthcare improvements.



Prof Sam Shah

Professor Sam Shah is a prominent figure in digital health, currently associated with Ulster University's College of Medicine and Dentistry, and also serves as visiting faculty at UCL and UCLan. He serves on the PHIN board as a non-executive director. He holds a clinical role in primary care and is an NHS Consultant at Royal Wolverhampton NHS Trust, while also acting as a medico-legal advisor.

Previously, he was the Chief Medical Strategy Officer for Numan, an online healthcare provider, and before that, he directed digital development for NHS England. Sam is involved with various healthtech organisations, focusing on ecosystem development, and has led significant projects in digital transformation, service redesign, and public health programs. His expertise extends into healthtech regulation, public health, and behavior change.



Dr Shruti Patel

Dr Shruti Patel is a medical doctor dual certified in paediatrics and public health. She has a wide range of healthcare experience, having worked clinically in both the UK and Australia and subsequently in a range of delivery and strategic leadership roles. Her work has focused on leading transformation of services and improving quality, with a focus on optimising use of data and digital technologies.

Shruti has held hospital management roles in London and public health roles in government, at UKHSA and NICE. She also has experience of humanitarian healthcare, having worked for MSF across central Asia, India and Democratic Republic of Congo. She joined Bupa Group in November 2023, and holds a portfolio focused on use of health data to accelerate the delivery of value based care across Bupa's multiple geographies.



Tharicia Whisker

Tharicia is an experienced professional with over 21 years' experience across the health and tech sectors. Tharicia joined Healthy.io in November 2020 and now heads up the wound services directorate to accelerate progress on digital wound care. Tharicia is focused on bringing together evidence-based practice and great digital design to make a real and lasting difference to patients living with wounds.

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