



**2025 Global Forum (Draft) Programme
4th and 5th December 2025
Scottish Event Campus**



2025 GLOBAL FORUM PROGRAMME 4TH DECEMBER 2025 (DAY 1)

TIME (GMT)	SESSION
08:00 - 09:00.	Registration and welcome coffee.
09:00 - 09:20.	Opening address.
09:20-09:35.	Plenary How do we create health through understanding and personalising value?
09:35-10:00.	Plenary The greatest value creation opportunity of all.
10:00-10:45.	Panel discussion Enabling organisations, communities and countries to seize value creation opportunities.
10:45-11:05.	Break
11:05-11:50.	Panel discussion Turbocharging prevention through a focus on understanding and personalising value: Examples.
11:50 – 12:15.	Plenary Person-Centred Value-Based Health Care and Realistic Medicine.
12:15-13:00.	Panel discussion Defining value through the patient’s lens.
13:00-13:15.	Live discussion Mock consultation.
13:15-14:15.	Lunch



TIME	SESSION
14:15-16:00. (Attendees will have the option to choose and attend two 50 minutes sessions).	<p align="center">Session 1 Unleashing the power of technology and AI to create health through understanding and personalising value.</p>
	<p align="center">Session 2 Advancing shared decision-making.</p>
	<p align="center">Session 3 Innovative approaches to prevention: the role of healthy food environments.</p>
	<p align="center">Session 4 Amplifying patient voices: shaping personalised value.</p>
	<p align="center">Session 5 Using values, goals and preferences to shape company pipelines and to measure product effectiveness.</p>
	<p align="center">Session 6 Rediscovering the joy of healthy cooking.</p>
	<p align="center">Session 7 Implementing PCVBHC in practice.</p>
16:00 – 16:50.	<p align="center">Plenary PCVBHC in Action: Challenges, Progress, and Solutions.</p>
16:50-17:00.	<p align="center">Plenary Closing remarks.</p>
18:00-19.00.	<p align="center">Civic Reception hosted by The Rt Hon The Lord Provost of Glasgow, Councillor Jacqueline McLaren, at the City Chambers, George Square (Banqueting Hall, second floor).</p>



2025 GLOBAL FORUM PROGRAMME 5TH DECEMBER 2025 (DAY 2)

SESSION	
08:00 - 09:00.	Registration and welcome coffee.
09:00 - 09:15.	Plenary Opening keynotes.
09:15-10:00.	Plenary How do we go from transaction to strategic partnerships to create value.
10:00-10:35.	Live discussion The power of strategic partnership: A Q&A on a hospital and the industry.
10:35-11:20.	Live discussion Strategic partnerships between health systems and food companies: the vision.
11:45-12:05.	Break
11:40-12:10.	Live discussion A vision for the future: catalysing a wave of strategic partnerships.
12:10-13:10.	Plenary TechTalk Showcase.
13.10-14.10.	Lunch
14:10-14:40	Plenary Value Creation Excellence Awards.
14:40-15:00.	Plenary Bringing it all together: creating health through understanding and personalising value.



15:00-15:15.	Attendees' participation Interactive pulse: reflect, share, transform: advancing personalised value.
TIME	SESSION
15:15-15:45.	Plenary What does the future hold for Person-Centred Value-Based Health Care and Healthy Food Environments - hearing from Sprink and the Scottish Government?
15:45-16:00.	Plenary Closing remarks.