



**2025 Global Forum Programme
4th and 5th December 2025**

**Scottish Event Campus
Glasgow, Scotland**

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

TIME (GMT)	SESSION	SPEAKERS
08:00 - 08:45.	Registration and welcome coffee.	
08:45 - 09:15.	Plenary Opening keynotes. <i>The opening keynotes will set the tone by emphasising Scotland's commitment to Person-Centred, Value-Based Health & Care.</i>	<ul style="list-style-type: none"> • Professor Sir Gregor Smith, Chief Medical Officer, Scotland, UK. • Tommy Whitelaw, National Lead Person Centred Voices, Health and Social Care Alliance Scotland, UK.
09:15-09:30.	Plenary Reimagining Health: An Evolved Framework to Understand and Personalise Value.	<ul style="list-style-type: none"> • Dr Thomas Kelley, Chief Executive Officer, Sprink, UK.
09:30-10:00.	Plenary Putting Prevention First: The Greatest Opportunity to Create Lasting Value.	<ul style="list-style-type: none"> • Professor David Eisenberg, Director of Culinary Nutrition, Harvard School of Public Health, USA.
10:00-10:45.	Panel discussion How Can We Effectively Create Value Through Prevention?	<ul style="list-style-type: none"> • Dr Michele Cecchini, Head of Public Health, Organisation for Economic Co-operation and Development (OECD), Italy (Virtual attendance). • Professor Karen Dwyer, Director of Nephrology and Kidney Care Services, Royal Melbourne Hospital, Australia. • Professor Gary Gillespie, Director and Scottish Government Chief Economic Adviser, UK. • Huw Thomas, Executive Director of Finance, Digital, and Performance, Hywel Dda University Health Board, UK. <p>Facilitator: Dr Thomas Kelley.</p>
10:45-11:05.	BREAK	

TIME (GMT)	SESSION	SPEAKERS
11:05-11:50.	Plenary How Can We Effectively Create Value Through Prevention? Real-World Examples of What Works. <ol style="list-style-type: none"> 1. Tackling Malnutrition in Communities with a Value-Based Approach. 2. Transforming our societies to focus on health. 3. Building Teaching Kitchens and Northwell Health. 	<ol style="list-style-type: none"> 1. Honorary Professor Chris Brown, National Director, Welsh Value in Health Centre and Emma Catling, Malnutrition Strategic Lead, Hywel Dda UHB, UK. 2. Adjunct A/Professor Veronica Graham, Senior Manager, Population Health Promotion and Planning, Western Health, Australia. 3. Professor David Eisenberg, USA. <p>Facilitator: Dr Ed Maile, Director of Research and Education, Sprink, UK.</p>
11:50 - 11:55.	Plenary Healthy Food Environment Prize introduction.	<ul style="list-style-type: none"> • Dr Ed Maile.
11:55 – 12:15.	Plenary Defining Value Through Personal Values and Goals: Advancing Meaningful, Sustainable Care with Scotland's Realistic Medicine and Person-Centred, Value-Based Health Care (PCVBHC).	Introduction by Professor Sir Gregor Smith. <ul style="list-style-type: none"> • Dr Catherine Labinjoh, Realistic Medicine National Clinical Adviser, Scottish Government, Scotland. • Dr Andrea Srur, Director of PerEmpo Implementation and Sprink Global Forum, Sprink, UK.
12:15-13:00.	Panel discussion Defining value through the patient's lens.	<ul style="list-style-type: none"> • Helga Davidson, Patient Ambassador, FH Europe Foundation, UK. • Violeta Pirana, Co-Founder, Renasansa, Kosovo. • Mary Purdie, Acting Treasurer, Your Voice, UK. <p>Facilitator: Dr Catherine Labinjoh.</p>
13:00 – 13:15.	Seeing Value Differently: Mock Consultation Comparing PCVBHC and Traditional Care Models	<ul style="list-style-type: none"> • Professor Christobel Saunders, James Stewart Chair of Surgery, The Royal Melbourne Hospital, Australia. • Atefeh Sadeghi, Founder, Women Cancer Europe, Belgium.
13:15-14:15.	LUNCH	

TIME (GMT)	SESSION	SPEAKERS
14:15-16:00. (Attendees will have the option to choose and attend two 45 minutes sessions).	Session 1 Creating Value Through Prevention: A Focus on HIV and Sexual Health. <i>The session will focus on the value of early HIV prevention, personalising strategies for different communities, leveraging strategic partnerships for scalable solutions, and using innovative technology and AI for early detection and personalised prevention.</i>	<ul style="list-style-type: none"> Professor Claudia Estcourt, Sexual Health and HIV, Glasgow Caledonian University, UK.
	Session 2 Innovative Approaches to Prevention: The Role of Healthy Food Environments. <i>This session will examine effective approaches to creating healthy food environments across healthcare systems and society at large.</i>	<ul style="list-style-type: none"> Dr Ed Maile.
	Session 3 Putting Patients at the Centre: Designing Care that Matters. <i>This session will examine how patients' insights, experiences, and preferences can shape the design and delivery of care.</i>	<ul style="list-style-type: none"> Dr Lucy Pollock, Consultant Geriatrician and Author, Somerset NHS Foundation Trust, UK.
	Session 4 Powering Value Innovation: Using Patient Priorities to Identify Unmet Needs, Shape Pipelines, and Measure Product Effectiveness. <i>This session will explore how industry can use patient priorities and insights to uncover unmet needs, inform pipeline development, and evaluate product effectiveness to drive value-based innovation.</i>	<ul style="list-style-type: none"> Dr Stefanie Mikolaizak, Market Access and Health Economics and Outcomes Research (HEOR) Manager, and Erin Tomaszewski, Director, Patient-Centered Outcomes Research, AbbVie, Australia.

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	<p>Session 5 From Kitchen to Clinic: Culinary Medicine Transforming Prevention and Health.</p> <p><i>This session will highlight how culinary medicine bridges nutrition and clinical care to prevent disease, improve health outcomes, and empower patients and professionals through practical education.</i></p>	<ul style="list-style-type: none"> Lexi Cole, Project Manager, Partnerships and Events, Tufts University, USA.
	<p>Session 6 Translating PCVBHC into Action with PerEmpo.</p> <p><i>This session will focus on practical strategies for implementing PCVBHC using the PerEmpo technology. The session will include real-world examples, tools, and steps to successfully embed PCVBHC through PerEmpo in clinical and organisational settings.</i></p>	<p>Facilitated by Lea Marais, Associate Director, Sprink, UK– together with partners:</p> <ul style="list-style-type: none"> Session 1: The Royal Melbourne Hospital (RMH), Australia and King’s College Hospital NHS Foundation Trust (KC), UK. <ul style="list-style-type: none"> Professor Karen Dwyer (RMH). Dr Megan Rees, Head of Unit for Respiratory Medicine and Sleep Disorders (RMH). Claire Palmer, Head of Patients Outcomes (KC). Dr Irem Patel, Reader Kings College London, and Consultant Respiratory Physician (KC). Session 2: Aneurin Bevan University Health Board (ABUHB), UK, Camden MSK, University College London Hospitals NHS Foundation Trust (UCLH), UK and The Royal Melbourne Hospital (RMH), Australia. <ul style="list-style-type: none"> Sharin Anand, Dermatology Clinical Nurse Consultant (RMH). Linda Edmunds, Consultant Nurse Failure and Cardiac Rehabilitation (ABUHB). Jonathan Hearsey, Clinical Director, Camden MSK (UCLH).
	<p>Session 7 Realistic Medicine – How a national strategy can deliver personalised care that matters.</p> <p><i>This session will showcase how Scotland is bringing Realistic Medicine to life to drive Value-Based Health and Care—spotlighting its principles, the national strategy for personalised care, practical tools like the Realistic Medicine Casebook, and compelling real-world examples of impact in clinical practice.</i></p>	<ul style="list-style-type: none"> Dr Catherine Labinjoh. Emma O’Keefe, Consultant in Dental Public Health, NHS Fife, UK. Dr Louise Thompson, Paediatric Respiratory Consultant, NHS Greater Glasgow and Clyde, UK.


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	Session 8 Conversations That Create Value: Communication Essentials for Person-Centred, Value-Based Care. <i>This session will focus on building practical communication skills to help you lead confident, Person Centred, Value-Based conversations with your patients.</i>	<ul style="list-style-type: none"> Dr Adam Steinberg, Deputy Director of Physician Education and Nephrologist, The Royal Melbourne Hospital, Australia.
16:05 – 16:55.	Panel Discussion Turning Vision into Reality: Real-World PCVBHC—Barriers, Breakthroughs, and Lessons.	<ul style="list-style-type: none"> Adjunct A/Professor Gaylene Coulton, CEO, Eastern Palliative Care, Australia. Professor Shelley Dolan, CEO, The Royal Melbourne Hospital, Australia. Professor Graham Ellis, Deputy Chief Medical Officer for Scotland, UK. Dr Caroline Elston, Associate Medical Director, King's College Hospital NHS Foundation Trust. Professor Christobel Saunders. Theodore Schuck, Chief Medical Officer, Brevard Health Alliance, USA. <p>Facilitator: Professor Sally Lewis, Health Care Consultant and former National Clinical Director for Value-Based Health Care, Wales, UK.</p>
16:55-17:00.	Plenary Closing remarks.	<ul style="list-style-type: none"> Dr Thomas Kelley.
18:00-19.00.	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).	

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



TIME	SESSION	SPEAKERS
08:00 - 09:00.	Registration and welcome coffee.	
08:15-8:50.	Breakfast session Creating The Conditions For Change to Empower People and Personalise Care - Macmillan's Improving the Cancer Journey.	<ul style="list-style-type: none"> Mr Steven McIntosh, Chief of Partnerships, Macmillan Cancer Support, UK. Dr Debbie Provan, Clinical Advisor, Scottish Government, UK.
09:00 - 09:20.	Plenary Opening keynotes. <i>The opening keynotes will highlight the importance of Person-Centred Value-Based Health Care (PCVBHC), focusing on how partnerships create meaningful value.</i>	<ul style="list-style-type: none"> Professor Shelley Dolan. Mădălina Iamandei, EU Affairs Director (Health), DGA Group Europe and Patient Ambassador, FH Europe, Belgium.
09:20-10:05.	Plenary What does it take to move beyond transactional partnerships and build alliances that drive real value?	<ul style="list-style-type: none"> Adele Cahill, Deputy Director, Welsh Value in Health Centre, UK. Michele Calabrò, Executive Director, European Regional and Local Health Authorities (EUREGHA), Belgium. Professor Martina Hennessy, Director, Wellcome-HRB Clinical Research Facility, St James's Hospital, Ireland. Dr Adam Heathfield, Senior Director, Global Health and Value Innovation Centre, Pfizer. <p>Facilitated by Professor Arie Franx, Senior Advisor, Sprink, The Netherlands.</p>
10:05-10:50.	Keynote Conversation Next-Generation Healthcare Partnerships: The vision, approach and learnings from St James's Hospital & Pfizer.	<ul style="list-style-type: none"> Muireann McAlister, Senior Director, Pfizer, Ireland. Niamh O'Connell, National Haemophilia Director and Consultant Haematologist, National Coagulation Centre, St James's Hospital, Ireland. Dr Gerry Hughes, Research Synergies Manager, Wellcome-HRB Clinical Research Facility, St James's Hospital, Ireland. <p>Facilitated by Dr Thomas Kelley.</p>

TIME (GMT)	SESSION	SPEAKERS
10:50-11:35.	Keynote Conversation The Food-Health Alliance: Creating Value Through Prevention and Partnerships	<ul style="list-style-type: none"> Professor Linda Bauld, Chief Social Policy Adviser, Scottish Government, UK. Jorge Azevedo, Chief Executive Officer, Fermented Food Holdings, Inc., USA. Facilitated by Dr Thomas Kelley.
11:35-11:55.	BREAK	
11:55-12:25.	Plenary How Do We Move Forward? Building Partnerships That Deliver Value.	<ul style="list-style-type: none"> Professor Arie Franx.
12:25-13:30	Plenary TechTalk. <i>This session is a dynamic, TED-style session showcasing bold ideas and real-world innovations that are creating value in healthcare through technology. From AI to digital tools, these 10-minute talks highlight how technology is preventing disease and helping people live well on their own terms.</i>	<ul style="list-style-type: none"> “What Matters Most?” Driving Value-Based Care through AI-Powered VR Communication Training – Professor Karen Dwyer, Director of Nephrology and Kidney Care Services, Royal Melbourne Hospital, Australia. PerEmpo: What Matters Most to People? – Dr Thomas Kelley, CEO, Sprink, UK. AI You Can Trust: Clinician Led Communication for Better Care – Dr Giles Davies, Consultant Oncoplastic Breast Surgeon, Cromwell Hospital, UK. Hollistic Need Assemmement – Professor Richard Simcock, Chief Medical Officer, Macmillan Cancer Support, UK No Need to Fall – Dr Ana Talbot, Consultant in Older Adult Medicine, NHS Lanarkshire, UK. Making AI for Skin Disease Safe, Fair, and Cost-Effective– Dr Faisal Dubash, Consultant Dermatologist, NHS Tayside, UK. From Hospital Walls to Home: Redefining Safe Pregnancy Care– Dr Mireille Bekker, Senior Specialist Registrar, Obstetrics and Gynecology, UMC Utrecht, The Netherlands. Digital Storytelling as a Healthcare Intervention– Fraser Gilmore, CEO, Care Opinion, UK.
13.30-14.30.	LUNCH	
14:30-14:50.	Plenary Summing up the conversation: how we move forward to create health by understanding and personalising value.	<ul style="list-style-type: none"> Dr Thomas Kelley.



TIME (GMT)	SESSION	SPEAKERS
14:50-15:15.	Attendees' participation It Starts with You: What Will You Take Back to Create Value in Health? <i>This session enables participants to reflect on and share actionable steps they are taking back to their organisations to create value.</i>	<ul style="list-style-type: none"> • Professor Christobel Saunders.
15:15-15.45.	Keynote Conversation What's Next? Keeping Momentum Alive and Driving Value Forward. <i>This session explores the next steps for sustaining momentum from the Forum, focusing on practical strategies attendees can use to continue driving value creation.</i>	<ul style="list-style-type: none"> • Professor Sir Gregor Smith. • Dr Andrea Srur.
15:45-16:00.	Plenary Closing remarks.	<ul style="list-style-type: none"> • Professor Graham Ellis.