



**2025 Global Forum Programme  
4<sup>th</sup> and 5<sup>th</sup> December 2025**

**Scottish Event Campus  
Glasgow, Scotland**



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

TIME (GMT)	SESSION	SPEAKERS
08:00 - 08:45.	<b>Registration.</b>	
08:45 - 09:00.	<b>Plenary</b> Welcome and opening remarks.	<ul style="list-style-type: none"> <li>Professor Sir Gregor Smith, Chief Medical Officer, Scotland, UK.</li> <li>Tommy Whitelaw, National Lead Person Centred Voices, Health and Social Care Alliance Scotland, UK.</li> </ul>
09:00-09:15.	<b>Plenary</b> Reimagining Health: An Evolved Framework to Understand and Personalise Value.	<ul style="list-style-type: none"> <li>Dr Thomas Kelley, Chief Executive Officer, Sprink, UK.</li> </ul>
09:15-09:50.	<b>Plenary</b> Putting Prevention First: The Greatest Opportunity to Create Lasting Value.	<ul style="list-style-type: none"> <li>Professor David Eisenberg, Director of Culinary Nutrition, Harvard School of Public Health, USA.</li> </ul>
09:50-10:35.	<b>Panel discussion</b> How Can We Effectively Create Value Through Prevention?	<ul style="list-style-type: none"> <li>Dr Michele Cecchini, Head of Public Health, Organisation for Economic Co-operation and Development (OECD), Italy (Virtual attendance).</li> <li>Professor Karen Dwyer, Director of Nephrology and Kidney Care Services, Royal Melbourne Hospital, Australia.</li> <li>Professor Gary Gillespie, Director and Scottish Government Chief Economic Adviser, UK.</li> <li>Huw Thomas, Executive Director of Finance, Digital, and Performance, Hywel Dda University Health Board, UK.</li> </ul> <p>Facilitator: Dr Thomas Kelley.</p>
10:35-10:55.	<b>COFFEE BREAK</b>	

TIME (GMT)	SESSION	SPEAKERS
10:55-11:40.	<b>Plenary</b> How Can We Effectively Create Value Through Prevention? Real-World Examples of What Works. <ol style="list-style-type: none"> <li>1. Tackling Malnutrition in Communities with a Value-Based Approach.</li> <li>2. Transforming our societies to focus on health.</li> <li>3. Teaching Kitchens Today and Tomorrow: Innovations and Impact.</li> </ol>	1. 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.  Facilitator: Dr Ed Maile, Director of Research and Education, Sprink, UK.
11:40 - 11:45.	<b>Plenary</b> Healthy Food Environment Prize introduction.	<ul style="list-style-type: none"> <li>• Dr Ed Maile.</li> </ul>
11:45 – 12:15.	<b>Plenary</b> Person-Centred, Value-Based Health Care and Advancing Meaningful, Sustainable Care with Scotland's Realistic Medicine.	<ul style="list-style-type: none"> <li>• Dr Andrea Srur, Director of PerEmpo Implementation and Sprink Global Forum, Sprink, UK.</li> <li>• Professor Sir Gregor Smith.</li> </ul>
12:15-13:00.	<b>Plenary</b> Defining value through the patient's lens.	<ul style="list-style-type: none"> <li>• Mary Purdie, Acting Treasurer, Your Voice, UK.</li> <li>• Helga Davidson, Patient Ambassador, FH Europe Foundation, UK.</li> <li>• Gilly Mathieson, Television journalist and producer-director, Cancer Patient Europe, Luxembourg.</li> </ul> Facilitator: Professor Catherine Labinjoh, Consultant Cardiologist, NHS Forth Valley and National Clinical Advisor for Realistic Medicine, Scottish Government, UK.
13:00 – 13:15.	<b>Seeing Value Differently: Mock Consultation Comparing PCVBHC and Traditional Care Models.</b>	<ul style="list-style-type: none"> <li>• Professor Christobel Saunders, James Stewart Chair of Surgery, The University of Melbourne, Australia.</li> <li>• Atefeh Sadeghi, Founder, Women Cancer Europe, Belgium.</li> </ul>
13:15-14:15.	<b>LUNCH</b>	

TIME (GMT)	SESSION	SPEAKERS
14:15-16:00. <b>(Attendees will have the option to choose and attend two 45 minutes sessions).</b>	<p><b>Session 1</b> Creating Value Through Prevention: A Focus on HIV and Sexual Health.</p> <p><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></p>	<ul style="list-style-type: none"> <li>Professor Claudia Estcourt, Sexual Health and HIV, Glasgow Caledonian University, UK.</li> </ul>
	<p><b>Session 2</b> Innovative Approaches to Prevention: The Role of Healthy Food Environments.</p> <p><i>This session will examine effective approaches to creating healthy food environments across healthcare systems and society at large.</i></p>	<ul style="list-style-type: none"> <li>Dr Ed Maile.</li> </ul>
	<p><b>Session 3</b> Understanding Value: Effective healthcare systems for the messy yet beautiful world of the (older) human.</p> <p><i>This session will examine how patients' insights, experiences, and preferences can shape the design and delivery of care.</i></p>	<ul style="list-style-type: none"> <li>Dr Lucy Pollock, Consultant Geriatrician and Author, Somerset NHS Foundation Trust, UK.</li> </ul>
	<p><b>Session 4</b> 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"> <li>Lexi Cole, Project Manager, Food is Medicine Institute, USA.</li> </ul>

SPEAKERS	SESSION
<b>Session 5</b> Translating PCVBHC into Action with PerEmpo.  <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>	Facilitator: Dr Thomas Kelley— together with partners: <ul style="list-style-type: none"> <li>• <b>Round 1:</b> Easter Palliative Care (EPC), Australia, The Royal Melbourne Hospital (RMH), Australia and Camden MSK, University College London Hospitals NHS Foundation Trust (UCLH), UK.               <ul style="list-style-type: none"> <li>○ Krystal Wallis, Program Development and Volunteer Services Manager, EPC, Australia (Virtual attendance).</li> <li>○ Professor Karen Dwyer (RMH).</li> <li>○ Dr Megan Rees, Head of Unit for Respiratory Medicine and Sleep Disorders (RMH).</li> <li>○ Jonathan Hearsey, Clinical Director, Camden MSK (UCLH).</li> </ul> </li> <li>• <b>Round 2:</b> Aneurin Bevan University Health Board (ABUHB), UK and King's College Hospital NHS Foundation Trust (KC), UK.               <ul style="list-style-type: none"> <li>○ Karen Hazel, Heart Failure Specialist Nurse and Operational Lead (ABUHB).</li> <li>○ Claire Palmer, Head of Patients Outcomes (KC).</li> <li>○ Dr Irem Patel, Consultant Respiratory Physician and Joint Director of Clinical Strategy (KC).</li> </ul> </li> </ul>
<b>Session 6</b> Realistic Medicine – How a national strategy can deliver personalised care that matters.  <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>	<ul style="list-style-type: none"> <li>• Professor Catherine Labinjoh, Consultant Cardiologist, NHS Forth Valley and National Clinical Advisor for Realistic Medicine, Scottish Government, UK.</li> <li>• Emma O'Keefe, Consultant in Dental Public Health, NHS Fife, UK.</li> <li>• Dr Louise Thomson, Paediatric Respiratory Consultant, NHS Greater Glasgow and Clyde, UK.</li> </ul>

	<b>SESSION</b>	<b>SPEAKERS</b>
	<p><b>Session 7</b>            Conversations That Create Value: Communication Essentials for Person-Centred, Value-Based Care.</p> <p><i>This session will focus on building practical communication skills to help you lead confident, Person Centred, Value-Based conversations with your patients.</i></p>	<ul style="list-style-type: none"> <li>• Dr Adam Steinberg, Deputy Director of Physician Education and Nephrologist, The Royal Melbourne Hospital, Australia.</li> </ul>
16:05 – 16:50.	<p><b>Panel Discussion</b>            Turning Vision into Reality: Real-World PCVBHC—Barriers, Breakthroughs, and Lessons.</p>	<ul style="list-style-type: none"> <li>• Adjunct A/Professor Gaylene Coulton, CEO, Eastern Palliative Care, Australia.</li> <li>• Professor Shelley Dolan, CEO, The Royal Melbourne Hospital, Australia.</li> <li>• Professor Graham Ellis, Deputy Chief Medical Officer for Scotland, UK.</li> <li>• Dr Caroline Elston, Associate Medical Director, King's College Hospital NHS Foundation Trust.</li> <li>• Professor Christobel Saunders.</li> </ul> <p>Facilitator: Professor Sally Lewis, Founder, Kintsugi International and Professor of Value in Health Management, Swansea University, Wales, UK.</p>
16:50-16:55.	<p><b>Plenary</b>            Closing remarks.</p>	<ul style="list-style-type: none"> <li>• Dr Thomas Kelley.</li> </ul>
18:00-19.00.	<p><b>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, c160).</b></p>	

## 2025 GLOBAL FORUM PROGRAMME 5<sup>TH</sup> DECEMBER 2025 (DAY 2)

TIME	SESSION	SPEAKERS
08:00 - 09:00.	<b>Registration.</b>	
08:15-8:55.	<b>Morning Kick-off Session</b> Creating The Conditions for Change to Empower People and Personalise Care - Macmillan's Improving the Cancer Journey.	<ul style="list-style-type: none"> <li>Mr Steven McIntosh, Chief of Partnerships, Macmillan Cancer Support, UK.</li> <li>Dr Debbie Provan, Clinical Advisor, Scottish Government, UK.</li> </ul>
09:00 - 09:15.	<b>Plenary</b> 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"> <li>Professor Shelley Dolan.</li> <li>Mădălina Iamandei, EU Affairs Director (Health), DGA Group Europe and Patient Ambassador, FH Europe, Belgium.</li> </ul>
09:15-10:00.	<b>Panel Discussion</b> What does it take to move beyond transactional partnerships and build alliances that drive real value?	<ul style="list-style-type: none"> <li>Michele Calabò, Executive Director, European Regional and Local Health Authorities (EUREGHA), Belgium.</li> <li>Professor Martina Hennessy, Director, Wellcome-HRB Clinical Research Facility, St James's Hospital, Ireland.</li> <li>Dr Adam Heathfield, Senior Director, Global Health and Value Innovation Centre, Pfizer.</li> </ul> <p>Facilitator: Professor Arie Franx, Chair of Obstetrics, Erasmus University Medical Center and Co-Founder of the Linnean Initiative, The Netherlands.</p>
10:00-10:20.	<b>COFFEE BREAK</b>	
10:20-11:00.	<b>Keynote Conversation</b> Next-Generation Healthcare Partnerships: The vision, approach and learnings from St James's Hospital & Pfizer.	<ul style="list-style-type: none"> <li>Muireann McAlister, Senior Director, Pfizer Global Access &amp; Value. Ireland.</li> <li>Professor Niamh O'Connell, National Haemophilia Director and Consultant Haematologist, National Coagulation Centre, St James's Hospital, Ireland.</li> <li>Dr Gerry Hughes, Research Synergies Manager, Wellcome-HRB Clinical Research Facility, St James's Hospital, Ireland.</li> </ul> <p>Facilitator: Dr Thomas Kelley.</p>

TIME (GMT)	SESSION	SPEAKERS
11:00-11:40.	<b>Keynote Conversation</b> The Food-Health Alliance: Creating Value Through Prevention and Partnerships.	<ul style="list-style-type: none"> <li>Professor Linda Bauld, Chief Social Policy Adviser, Scottish Government, UK.</li> <li>Jorge Azevedo, Chief Executive Officer, Fermented Food Holdings, Inc., USA (Virtual attendance).</li> <li>Professor Emilie Combet, Commissioner, Scottish Food Commission, UK.</li> </ul> <p>Facilitator: Dr Thomas Kelley.</p>
11:40-12:10.	<b>Plenary</b> How Do We Move Forward? Building Partnerships That Deliver Value.	<ul style="list-style-type: none"> <li>Professor Arie Franx.</li> </ul>
12:10-13:10.	<b>LUNCH</b>	
13:10-14:50	<b>Plenary</b> 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"> <li><b>“What Matters Most?” Driving Value-Based Care through AI-Powered VR Communication Training</b> – Professor Karen Dwyer, Director of Nephrology and Kidney Care Services, Royal Melbourne Hospital, Australia.</li> <li><b>PerEmpo: What Matters Most to People?</b> – Dr Thomas Kelley, CEO, Sprink, UK.</li> <li><b>Reimagining Doctor-Patient Communication</b> – Dr Giles Davies, Consultant Oncoplastic Breast Surgeon, Cromwell Hospital, UK.</li> <li><b>Your Data: Personalise Prevention</b> – Dr Ana Talbot, Consultant in Older Adult Medicine, NHS Lanarkshire, UK.</li> <li><b>Holistic Needs Assessment</b> – Professor Richard Simcock, Chief Medical Officer, Macmillan Cancer Support, UK.</li> <li><b>Making AI for Skin Disease Safe, Fair, and Cost-Effective</b> – Dr Faisal Dubash, Consultant Dermatologist, NHS Tayside, UK.</li> <li><b>From Hospital Walls to Home: Redefining Safe Pregnancy Care</b> – Dr Mireille Bekker, Senior Specialist Registrar, Obstetrics and Gynecology, UMC Utrecht, The Netherlands.</li> <li><b>Digital Storytelling as a Healthcare Intervention</b> – Fraser Gilmore, CEO, Care Opinion, UK.</li> </ul> <p>Facilitator: Professor Catherine Labinjoh.</p>

TIME (GMT)	SESSION	SPEAKERS
14:50-15:10.	<p><b>Attendees' participation</b></p> <p>It Starts with You: What Will You Take Forward to Create and Personalise Value in Health?</p> <p><i>This session enables participants to reflect on and share actionable steps they are taking back to their organisations to create and personalise value.</i></p>	<ul style="list-style-type: none"> <li>Professor Christobel Saunders.</li> </ul>
15:10-15.30.	<p><b>Keynote Conversation</b></p> <p>What's Next? Keeping Momentum Alive and Driving Value Forward.</p> <p><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></p>	<ul style="list-style-type: none"> <li>Professor Sir Gregor Smith.</li> <li>Dr Andrea Srur.</li> </ul>
15:30-15:35.	<p><b>Plenary</b></p> <p>Closing remarks.</p>	<ul style="list-style-type: none"> <li>Professor Graham Ellis.</li> </ul>