**Media Invitation/Photo Opportunity/Interviews Available**

**7 December 2015  
For Immediate Release**

**Health data and innovation are top of the agenda at a nationwide, cross-sector health informatics event taking place at the QEII Centre in London on 10th December.**

Following the November 25th comprehensive spending review the power of data in improving public health services, cutting costs and embedding continuous improvement across the NHS has never been higher on the political agenda.

The Farr Institute of Health Informatics Research, a UK wide network that unites over 20 universities with the NHS and a host of public sector health bodies, are gathering a critical mass of industry partners to discuss how data-intensive health research and digital innovation can continue to align for the benefit of patients and members of the public and position UK plc as the place to do research and digital innovation.

More than ten private sector partners will join a world-leading line-up of academic thought leaders to discuss issues ranging from precision medicine to digital innovation in-front of a diverse audience including clinicians, industry, researchers, charities and funders.

Those attending will be given an insight into the connected health cities of tomorrow, will understand more about how actionable evidence coming out of The Farr Institute’s academic engine room is helping to inform investment and will hear exemplars of existing and successful public-private collaborations in health.

Prof Andrew Morris, Co-Director of The Farr Institute said: “The Farr Institute’s Industry Forum is an important date in the UK’s health informatics calendar thanks to the fantastic opportunity it provides for initiating innovation and new opportunities in health data science and public health.

“This year we have a hugely impressive line-up of internationally renowned digital innovators on the speaker list and we are looking forward to a day of stimulating discussion and insights into the challenges and opportunities facing those at the front end of this emerging and dynamic sector.”

Prof Iain Buchan, Co-Director of The Farr Institute said: “This Forum marks the vital and urgent need for industry, academia and health systems to pool their resources in digital health, where innovation can be diluted or fuelled by data, depending on the scale of analytics.”

Dr James Weatherall, Head of AstraZeneca’s Advanced Analytics Centre said:  “The type of work that the Farr Institute carries out offers the potential to better understand some of today’s biggest public health concerns, and also to develop data-driven approaches and technologies to meet these emerging needs.  I look forward to hearing about the Farr Institute’s plans for learning health systems and understanding where the opportunities for future collaborations may be.”

Dr Will Dixon, Consultant Rheumatologist said: “Public-private partnerships have allowed us to advance and develop novel ways of engaging with patients. By plugging the latest advances in technology and data visualisation into the heart of our research we are able to achieve more meaningful results for both the data analysts and research participants and understand more about human health for the benefit for patients and members of the public.”

The Farr Institute Industry Forum is taking place in association with Genesis 2015.

List of speakers includes:

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| **Name** | **Job Title** | **Company** |
| Dr Will Dixon | Director | Arthritis Research UK Centre for Epidemiology |
| Dr James Weatherall | Head of the Advanced Analytics Centre | AstraZeneca |
| Dr Peter Connick | Senior Clinical Research Fellow | Centre for Clinical Brain Sciences, University of Edinburgh |
| Dr Amanda Lamb | Chief Operating Officer | Connected Health Cities |
| Dr Abel Ureta-Vidal | CEO | Eagle Genomics |
| Rachael Ritchie | Director, International Partnerships | Genome British Columbia |
| Dr Sue Collier | Head of Medical operations for the Salford Lung Study | GlaxoSmithKline |
| Jacqueline Brereton | Safety & Governance Team Lead | GlaxoSmithKline |
| Brendan Delaney | Chair in Medical Informatics and Decision Making | Imperial College London |
| Dr Rob Hollingsworth | CEO | Medical Data Solutions and Services (MDSAS) |
| Professor Mahmood Adil | Medical Director | NHS National Services Scotland (Information Services Division and Health protection Scotland) |
| Howard Overy | IT Director | NorthWest EHealth (NWEH) |
| Dr Brian Lee Perkins | Senior Development Manager | Swansea University Medical School |
| Professor Iain Buchan | Centre Director | The Farr Institute |
| Professor Harry Hemmingway | Centre Director | The Farr Institute |
| Professor Ronan Lyons | Centre Director | The Farr Institute |
| Professor Andrew Morris | Centre Director | The Farr Institute |
| Bruce Hellman | Co-Founder and CEO | uMotif |
| Dr Michael Barnes | Director of Bioinformatics | William Harvey Research Institute, Queen Mary University Hospital |
| Alexis Normand | Healthcare Development Director | Withings |

**Genesis 2015 Conference**: **QE II Centre, Broad Sanctuary, Westminster, London SW1P 3EE**

**Thursday 10th December, 0800 - 1815**

**Farr Industry Forum, St James Room, 4th Floor**

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Notes:

*The UK is fortunate to have a National Health Service rich in data on the health and care of 65 million people. This provides unparalleled opportunities for harnessing electronic health records in discovery science and the evolution of population-based health systems. It is an exciting, innovative and ambitious time for health informatics in the UK and The Farr Institute is proud to be a part of the UK’s vision to become a global leader in the data driven improvements in public health and patient care.*

*Funded by the Medical Research Council and nine other funders, The Farr Institute is comprised of twenty four UK academic institutions, two MRC units and public bodies such as Public Health England, Public Health Wales and NHS National Services Scotland. Together they form a national research collaboration led by four regional centres; Farr Institute @ CIPHER, Farr Institute @ HeRC, Farr Institute @ London and Farr Institute @ Scotland. Conducting cutting-edge research with electronic health data linked from multiple sources, the Institute is committed to building capacity in health informatics research and supporting infrastructure that enables the safe and trusted sharing of data for patient benefit.  
  
For more information please visit* [*www.farrinstitute.org*](http://www.farrinstitute.org)