

# GEN NOW



The impact of the  
millennial HCP  
on our world

Round Table  
Executive  
Summary

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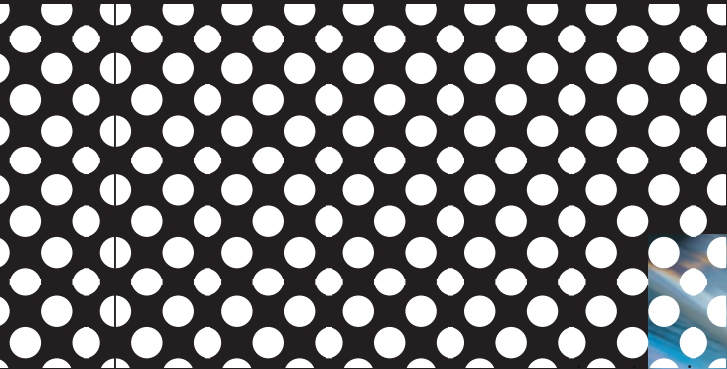


## INTRODUCTION

We at Havas Lynx believe that through collaboration, new technology and new ambitions we can rethink the way healthcare is delivered globally, and so help to create a more sustainable, efficient and effective service for both doctors and patients. With these thoughts in mind we decided to bring together several pioneering healthcare innovators who are already transforming the way our healthcare is delivered.

The event took place at Chandros House, The Royal Society of Medicine on October 5th 2016. The discussions focused on a simple theme: 'What is the impact of the millennial HCP on healthcare, and how can we better support them to deliver improved outcomes for the millennial patient?'

The following is an executive summary of some of the key points discussed.



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#MillennialHCP

## ATTENDEES

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### DR SHAFI AHMED

Consultant and surgeon;  
Co-founder of Medical Realities

Dr Ahmed is pioneering new techniques and harnessing new technologies that are shaping the future of medical education. Dr Ahmed is a highly experienced general and colorectal surgeon, and Co-founder of Medical Realities. Medical Realities is an innovative group offering medical training products, specialising in virtual reality, augmented reality and serious games. By using consumer-level virtual reality devices, Medical Realities can reduce the cost of training, reach a wider audience and provide a completely safe learning environment for medical students. Earlier this year, Dr Ahmed performed the world's first virtual reality live-stream operation, which had 54,580 views worldwide.

[www.medicalrealities.com](http://www.medicalrealities.com)

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### DR STEPHANIE ELTZ

Founder of Doctify

Dr Eltz is a Trauma & Orthopaedic registrar training in London. She is also the Founder of Doctify. Doctify is an online platform allowing patients to book appointments with specialist doctors from any device, 24 hours a day. Doctify allows users to read reviews left by other patients, and if they are after an urgent appointment, the online tools allow them to quickly see the next available doctor. Doctify is beneficial to both the patients and the doctors who can now easily increase their online reach through a transparent and trusted site.

[www.doctify.co.uk](http://www.doctify.co.uk)

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### DR MATT JAMESON EVAN

Co-founder and Chief Medical  
Officer of HealthUnlocked

Matt is Co-founder and Chief Medical Officer of HealthUnlocked, a social network for patients, and previously an orthopaedic surgeon in the NHS. He is a frequent speaker in Digital Health congresses and also a fellow and board member of the NHS Innovation Accelerator initiative (NIA) launched in 2015 by NHS England. He was presented with Best Progress Award in 2016 in the NIA Summit in 2016 for launching a new 'social prescription' service by HealthUnlocked for the NHS. With over 600 health-specific communities and 3 million monthly users, HealthUnlocked is to patients living with chronic diseases what LinkedIn is for professionals. Its primary value is connecting patients with the same diseases like arthritis or cancer to solve day-to-day challenges together. But by allowing NHS, insurers and industry to link up with patients safely online, it's also disrupting the way in which healthcare can be delivered, developed and managed – which is the 7 trillion dollar affordability question of our times.

[www.healthunlocked.com](http://www.healthunlocked.com)

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### DAVID HUNT

CEO Havas Lynx

David has over 18 years' experience in healthcare communications and is a recognised international figure within healthcare innovation. David is hugely respected as an industry thought-leader and regularly speaks at international events about key issues that are shaping our industry. Havas Lynx is a leading global healthcare communications agency that specialises in driving improved outcomes for doctors and patients through creativity, innovation and technology. Responding to the evolving landscape, David works closely with the team to maintain Havas Lynx's position at the forefront of innovation within healthcare.

[www.davidandrewhunt.com](http://www.davidandrewhunt.com)

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**JOHN MCCARTHY**

Vice President Global Commercial Excellence, AstraZeneca

John McCarthy was appointed Vice President of Global Commercial Excellence in 2013 and has nearly 30 years' experience in the pharmaceutical industry. John speaks internationally on digital innovation in healthcare and firmly believes pharmaceutical companies have to move from selling products to creating services that are meaningful to patients and physicians in order to improve outcomes. Speaking at the inaugural Lions Health festival of creativity in Cannes, John stated, "Leadership has got to go beyond simply advertising the product. We've got to help our physicians with the demands in their practices, generated by this digital world we are living in; and we've got to put patients first – they've got to be at the center of what we do."

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**REBECCA LUMSDEN**

Head of Science Policy at the ABPI

Dr Rebecca Lumsden is Head of Science Policy at the ABPI. Particular areas of focus include enhancing the UK research and innovation environment for pre-clinical and early-phase research for drug discovery, experimental medicine and open innovation. Recently named as a 'Rising Star' in the BioBeat 50 Movers and Shakers in BioBusiness 2016 report, she is involved in the ABPI's work around rare diseases, antimicrobial resistance and precision/stratified medicines. A post-doctoral scientist prior to pursuing a career in policy, she studied for her PhD in cancer cell signalling at Fitzwilliam College, University of Cambridge.

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**DR CLAIRE NOVOROL**

Founder and Chief Medical Officer of Ada, Founder and Chairman of [doctorpreneurs.com](http://doctorpreneurs.com)

Dr Novorol spent two years as a paediatrician on the Imperial College Training Rotation before taking up a post at Great Ormond Street Hospital. Dr Novorol then worked as a Specialist Registrar in Clinical Genetics at Addenbrooke's Hospital, including nine months as a research fellow whilst in Cambridge, Dr Novorol became increasingly interested in the world of technology start-ups. Dr Novorol then founded the doctorpreneurs community and website as a way to connect medics who shared an interest in health entrepreneurship. Dr Novorol is now the Chief Medical Officer of Ada, a mobile health platform that uses artificial intelligence to provide highly personalised symptom assessments and pre-consultation assessments before connecting users to relevant healthcare professionals.

[www.doctorpreneurs.com](http://www.doctorpreneurs.com)

[www.ada.com](http://www.ada.com)

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**HIBA SALEEM**

Partnerships Director of [doctorpreneurs.com](http://doctorpreneurs.com) and Co-founder of MedTech Student Network

Hiba is currently a final year medical student at Imperial College London and graduated with First Class Honours in her intercalated Management degree at Imperial College Business School. Hiba has a keen interest in healthcare policy, medical start-ups and driving innovation using technology. She is currently working for the Centre for Health Policy at the Institute of Global Health Innovation on a project evaluating secondary care health models and the CCG tariff structure. As Co-founder of MedTech Student, a national network offering a platform for students to connect and innovate in the healthcare sector, Hiba has been building partnerships with various health start-ups to connect students with industry experts, and also helped establish a team of Student Ambassadors for [doctorpreneurs.com](http://doctorpreneurs.com). Recognising that the National Health Service is facing challenging times ahead, Hiba is passionate about collaborating and innovating with other 'doctorpreneurs' to drive efficiency, improve processes and ultimately transform the care we provide to our patients.

[www.doctorpreneurs.com](http://www.doctorpreneurs.com)

## WHO ARE THE MILLENNIALS AND WHAT ARE THEIR DEFINING CHARACTERISTICS AND BEHAVIOURS?

Given the almost endless opportunities for instant gratification in our online world it really is no surprise that two of the key defining characteristics of millennials is, 'me, me me' and 'now, now, now'. But unlike the baby boomers and generation X, the millennial generation is different in that it is not necessarily defined by age. Instead it is best defined by a set of characteristics that reflect our connected world. If you are one of those people who expect to be able to access services and information anytime and anywhere then, in the view of the panel, you are a millennial.

Hiba Saleem, Partnerships Director of doctorpreneurs.com and Co-founder of MedTech Student Network highlighted the mismatch between millennials and our current healthcare systems. "With a smartphone in your hand you are constantly connected and constantly engaged. You can get things done at the touch of a button. But this doesn't yet apply to healthcare. Millennials want an instant medical opinion but the reality is there isn't the structure to support this." Dr Shafi Ahmed, Consultant, Surgeon, and Co-founder of Medical Realities sees this every day and is adapting his clinical practice to fit - "Patients often arrive having researched their disease, treatment options and even individual doctors. And these aren't just 20-year-olds with cancer - they are 60 to 70-year-olds."

The millennial healthcare professional and patient are best defined by their attitudes to technology and the opportunities it presents to develop and improve healthcare. For the millennial HCP, this is often about challenging mediocrity and traditional ways of working to develop services that truly meet the needs of their millennial patients.

*“ With a smartphone in your hand you are constantly connected and constantly engaged. You can get things done at the touch of a button. But this doesn't yet apply to healthcare.”*





## WHAT ABOUT THE MILLENNIAL PATIENT?

HCPs may not always like it but these days it's unusual if a patient hasn't Googled their symptoms and presents the HCP with a diagnosis and what they want him or her to do. Although this is more pronounced in younger patients, patients of all ages are online and developing their own treatment plans. However, it is common that the patient's plan does not align with that of the HCP and this can often lead to friction. Dr Claire Novorol, Founder and Chief Medical Officer of Ada and Founder and Chairman of doctorpreneurs.com feels that the problem is not the quality of information but the ability of technology and the patient to sift out those points that are actually relevant to their situation. Rebecca Lumsden, Head of Science Policy at the ABPI and Dr Matt Jameson Evans, Co-founder and Chief Medical Officer of HealthUnlocked, both hit the nail on the head with their view that the problem is not the quantity or quality of information, rather it is the need for proper curation and presentation of that information; "Computers can go so far in sifting and presenting information but with healthcare the last 10% requires human input to finesse the data."

Even with these limitations the millennial patient is often supported and empowered by the use of technology. For example, social networks such as HealthUnlocked can overcome the sense of isolation many people with rare or chronic conditions experience. With an average user age of 52, HealthUnlocked is a good example of the ageless characteristics of the millennial patient.



*“The problem is not the quantity or quality of information, rather it is the need for proper curation and presentation of that information.”*

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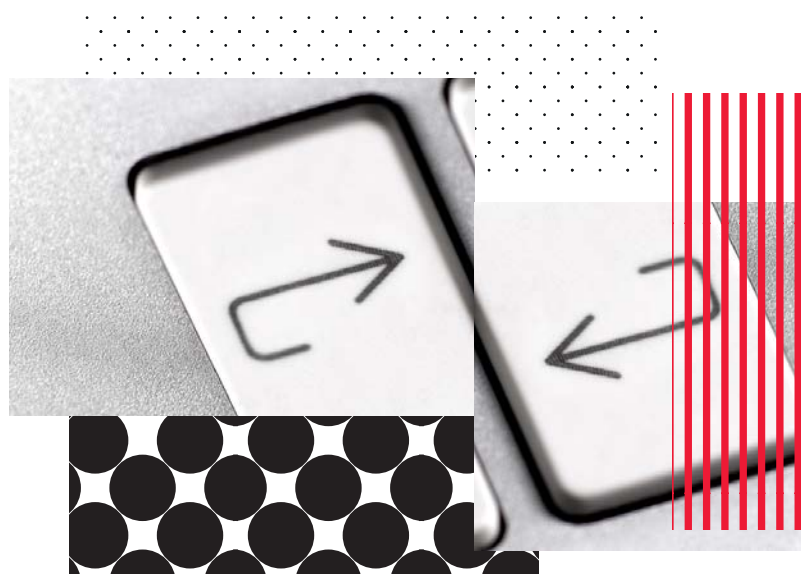
## WHAT IS THE IMPACT OF TECHNOLOGY AND INNOVATION ON HEALTHCARE?

Big data is coming to the NHS and with it there is a pressing need for many aspects of the current infrastructure to evolve. Dr Shafi Ahmed has seen pockets of innovation in healthcare across the UK and suggests that the data is already out there somewhere. “The problem is that there are so many systems that do not connect and that makes access difficult. The size of the NHS is also a barrier; technology companies often run scared of the NHS due to its complexity and the difficulty in penetrating it.”

The panel were unanimous in their opinion that the number and complexity of technology based systems within the NHS pose a formidable barrier to a truly unified information system. The NHS Innovation Accelerator is one initiative designed to streamline and integrate these countless systems but often bureaucracy gets in the way. However innovation doesn't always mean a big bang launch of a national system. Dr Ahmed has observed that many hospital doctors are forsaking their traditional ‘bleeps’ for the instant access of messaging tools such as WhatsApp.

Rebecca Lumsden was passionate about the role technology has to play in healthcare. “We need to harness big data - and in particular analytical processing it to make it meaningful to HCPs. Along with this will come a whole host of complementary professions forming multi-disciplinary teams that could deliver truly personalised treatment pathways.” Given the complexity of diagnosing, treating and monitoring many rare diseases, the healthcare establishment will need to engage fully with these innovative disruptive technologies. Dr Claire Novorol was clear about the difficulty of changing healthcare systems, “Changing how we order a pizza is easy, changing healthcare isn't; so no matter how fantastic the technology is, not everything can simply be plugged into our existing systems.” Everyone agreed that because of this, the impact of change is unlikely to be rapid.

*“Changing how we order a pizza is easy, changing healthcare isn't; so no matter how fantastic the technology is not everything can simply be plugged into our existing systems.”*



## HOW CAN WE SUPPORT ENTREPRENEURIAL HCPS IN THE ATTEMPTS TO CHANGE THE FACE OF HEALTHCARE?

Historically, and often for the right reasons, our healthcare establishment is risk averse, especially when it comes to the introduction of new technology. Entrepreneurial HCPs such as Dr Claire Novorol feel that this doesn't support the entrepreneur's mind-set of 'fail fast and break things'. Dr Stephanie Eltz, Founder of Doctify knows from experience that many HCPs are versatile, passionate and driven but often simply do not know how to drive their ideas into implementation. One solution proposed by Hiba Saleem, Partnerships Director at doctorpreneurs.com and Co-founder of MedTech Student Network, suggested that as part of their training doctors should be taught how to develop a business case that could take things from ideas to reality.

The panel agreed that in order to move technology forward there is a real need for all stakeholders to tap into these creative ideas. John McCarthy, VP Global Commercial Excellence, AstraZeneca summed this up with a statement based on his experience in the pharmaceutical industry, "Most of the success in innovation comes when you mix different skillsets together."

*“Our healthcare establishment is rightly risk averse. However, this approach doesn't support the entrepreneur's motto of 'fail fast and break things'.”*





## WHAT DOES THE FUTURE OF MILLENNIAL HEALTHCARE LOOK LIKE?

Dr Matt Jameson Evans opened this particular question with the key point that “The future must enable the day-to-day ability of patients to manage their own healthcare effectively” but that “No such patient-based platform currently exists.” Everyone agreed though that one day this will emerge. When it does it should give the patient control of their data and have a major focus on preventative healthcare. Dr Claire Novorol and Dr Shafi Ahmed both believe that such a system could benefit all stakeholders by making healthcare more cost-effective and even reducing the need for patients to see a physical HCP.

Community management of chronic conditions could also be supported by technology. John McCarthy believes that apps will support not only adherence to treatment but also deliver major improvements in predictive analytics. “With ‘wearables’ we will be able to determine what measurements matter the most for particular conditions and respond appropriately.” This increase in real-world data is also likely to support the pharmaceutical industry in developing new and existing treatments. Rebecca Lumsden agreed that this collection of real-world data will be vital in proving the value of medicines but pointed out that this has to be a ‘virtuous circle’. People inputting data will expect some benefit in return, and rightly so.

Other technologies were discussed such as: augmented reality, virtual reality, the internet of things, robotics and bio-sensors. The panel that these will have a huge impact on the healthcare in the future.

What was clear from the discussions was that healthcare often follows where consumer technology goes. This trend looks set to continue as we start to see Google, Apple and Facebook are get involved.

**In summary, it is clear that we are witnessing dramatic transformations to our healthcare environment, transformations that are being driven by both millennial patients and HCPs. Around the table, there was an excitement for the future of healthcare, and a willingness to collaborate to help accelerate progress and improve services.**

**Key learnings for the ‘Generation Now’ round table include:**

- Increased collaboration between healthcare, the pharmaceutical industry and technology companies is needed to accelerate the innovation and uptake of new approaches
- We need to reduce and remove the barriers that are limiting innovations that will improve healthcare
- We need to adapt and learn. We have to accept that change is happening and that the speed of this change is likely to accelerate as more new technologies appear

**As we progress and embrace new technologies, we must ensure that we don’t leave patients or HCPs behind.**



