

CELEBRATING 10 YEARS OF
LUCID
 GLASGOW
 13-15 OCTOBER 2019
 HILTON GLASGOW

CONFERENCE PROGRAMME

SUNDAY 13 OCTOBER

14:00	Registration Opens - Tea and Exhibition		
15:00	Conference Opens Ballroom	The LUCID Crystal Ball - How Did It Do? Reflection on 10 years of LUCID, look at what was predicted to happen vs what we see today, what has really changed?	Mr Paul Hunt Chair LUCID 2019
15:15	Keynote Presentation Ballroom	The Best and Worst Routes to Maintaining a Healthy Weight Dr Michael Mosley will talk about his countless televised experiments, share stories of the wonders and fragility of the human body and offer a unique view into the best and worst routes to maintaining a healthy weight.	Dr Michael Mosley
16:00	Plenary Presentation Ballroom	Stroke - Managing Risk Factors and Optimising Recovery The latest on novel treatments for upper limb weakness after stroke, including vagus nerve stimulation and robotic therapy.	Professor Jesse Dawson NHS Research Scotland lead for stroke research.
16:40	Tea and Exhibition		
17:10	MDG Founding Sponsor session Ballroom	Dial Medicine for Murder This is the story and juxtaposition of two of the most notorious British physicians of the 20th century. Dr Harold Shipman and Dr John Bodkin Adams were both British doctors. It is alleged that they were also both serial killers, responsible for over 400 murders between them. However, one was convicted of murder whilst the other was acquitted. 'Dial Medicine for Murder' compares the background, arrest, trial, legacy and psychopathology of both individuals interspersed with film footage and contemporaneous news items.	Dr Harry Brunjes and Dr Andrew Johns Medicals Direct Group
19:30	Evening of networking, entertainment & buffet supper Gusto Restaurant, 16 Bothwell Street, Glasgow, G2 6NU		

08:00	Registration Opens - Tea and Exhibition		
09:00	<p>Plenary Presentation Ballroom</p>	<p>Cancer Diagnosis and Treatment in 2020 and Beyond</p> <p>Peter will share latest updates on research programmes he is involved in which is cross-disciplinary and resides at the interface between Cancer Research, Health Economics and Clinical Trials Research. Their aspiration is to improve clinical outcomes for the cancer population and undertake research to provide robust evidence for the real-world evaluation of new interventions for cancer. The focus of research includes: - Economic evaluation of new interventions for cancer - Bayesian decision analysis for efficient research design - Economic evaluation of biomarkers and personalised medicine strategies - The use of routine NHS data through clinical informatics to measure the costs of care - Methods for the measurement of the financial burden of cancer on patients and carers - Outcomes measurement in elderly and non-trial-eligible cancer patients</p>	<p>Dr Peter Hall Edinburgh Cancer Centre</p>
09:40	<p>RGA Founding Sponsor Session Ballroom</p>	<p>Hello World, Brave New World...Or Is It?</p> <p>Algorithms have the potential to make important decisions for us. Whether in healthcare, finance, security, entertainment or justice, they can be more consistent and less prone to errors in judgement. But can we really rely on them? Taking a closer look at their foundations, power and limitations, mathematician Dr Hannah Fry examines whether algorithms actually are the promised improvement on the humans they are replacing. RGA's Peter Banthorpe will then discuss application of data and algorithms in risk selection globally and what the future of Claims & Underwriting could look like.</p>	<p>Dr Hannah Fry and Peter Banthorpe RGA</p>
11:10	Tea and Exhibition		
11:45	<p>Gold Sponsors Parallel Breakout Sessions Ballroom</p>	<p>Diabetes - The Challenges It Has For Everyone Now and In The Future</p> <p>To help explore this further, SCOR are joined by Dr Victoria Salem, a leading Consultant in Diabetes and Endocrinology who provides a fascinating insight into her experiences in treating patients with diabetes and the particular challenges it poses; together with the developments in treatments that are being developed including the role genetics has to play and personalised medicine has for diabetes.</p>	<p>Dr Victoria Salem SCOR SE</p>

11:45	Gold Sponsors Parallel Breakout Sessions Clyde	Are You Sitting Comfortably? From time to time we all endure some stress in the workplace. What we don't realise is how that often effects our body as well as our mind. Simone, Moir, an international lecturer in this field (Pain Specialist, Stress Coach & Yoga Therapist) helps us to recognise this and shows us how to mend our slouching bad habits.	Simone Moir Square Health
11:45	Gold Sponsors Parallel Breakout Sessions Tey and Tweed	Mitigating Social Media Wildfires We live in a world where social media can have both a positive and a negative impact on business and our world of insurance is no exception. We look at ways to mitigate the negative impact of when a social media wildfire rages out of control!	Dave Nicholas and Cindy Blanchard Gen Re
11:45	Gold Sponsors Parallel Breakout Sessions Spey	The Trust Game: How InsurTech Can Help You Win Consumers have little faith that insurers will pay out even on valid claims. As technology evolves, insurers must embrace disruptive thinking as consumers expectations shift. If insurers don't present new ideas, someone else will; and they will own the customer relationship. This session focuses on the role of technology and business models in rebuilding trust between consumers and insurers.	Stacy Varney and Manjit Rana ClaimVantage
12:30	Lunch and Exhibition		
13:35	Gold Sponsors Parallel Breakout Sessions (Repeated) Ballroom	Diabetes - The Challenges It Has For Everyone Now and In The Future To help explore this further, SCOR are joined by Dr Victoria Salem, a leading Consultant in Diabetes and Endocrinology who provides a fascinating insight into her experiences in treating patients with diabetes and the particular challenges it poses; together with the developments in treatments that are being developed including the role genetics has to play and personalised medicine has for diabetes.	Dr Victoria Salem SCOR SE
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14:25	Plenary Presentation Ballroom	Lifestyle Taking On Medicine Professor Campbell will share why she considers herself a 'Pracademic' and how movement matters after a diagnosis of a chronic condition. An evidence-based overview on creating behaviour change programmes in Scotland. Tim will provide a personal account on his journey to treating illness. His sporting mindset, prescribed diet, and how the body needs to be fed differently to deal with illness.	Professor Anna Campbell MBE Edinburgh Napier University and Tim McCarthy The McCarthy Consultancy
15:10	Tea and Exhibition		
15:40	Plenary Presentation Ballroom	Ageing Population - Not Just A Pension Problem Dr Fowler is leading a pioneering project investigating whether a protein can protect against damage caused by reduced blood flow in the brain, which may be an early contributor to Alzheimer's disease. Her research includes understanding the pathological mechanisms that can lead to cognitive decline in dementia, with the aim of developing novel therapeutic approaches.	Dr Jill Fowler Alzheimer's Research UK, Senior Research Fellow at the University of Edinburgh
16:15	Plenary Presentation Ballroom	Tissue Engineering & 3D Bioprinting Professor Kelly is leading a project aimed at developing 3D-printed biological implants to treat people affected by degenerative diseases such as osteoarthritis. Developing novel tissue engineering and 3D bioprinting strategies to regenerate damaged and diseased musculoskeletal tissues could have a stark impact on our disability products.	Professor Daniel Kelly Chair of Tissue Engineering at Trinity College Dublin
17:00	Keynote Presentation Ballroom	Brexit - Consideration of Potential Impacts on Biomedical Research? With Brexit bringing much uncertainty, could things be changing in how government policy will affect future medical research? Professor Glover's former experience as Chief Scientific Adviser to both the Scottish Government and the Europe Commission makes her ideally suited to provide a well-placed opinion on potential impacts of Brexit.	Professor Dame Anne Glover FRS PRSE University of Strathclyde and President of the Royal Society of Edinburgh
19:00	Drinks Reception sponsored by Munich Re The Old Fruit Market at 87-101 Albion St, Glasgow G1 1NQ		

19:45

Conference Dinner
The Old Fruit Market at 87-101 Albion St, Glasgow G1 1NQ

TUESDAY 15 OCTOBER

08:00

Registration Opens - Tea and Exhibition

08:45

**LUCID Charity
Partner
Presentation**
Ballroom

Mental Health - The True Modern Pandemic

The rising incidence of mental health issues in young people is a concern. Without the right early support as this generation get older there is a mental health crisis in the working population of adults on the horizon. Hear how SAMH are actively addressing this problem and how they are campaigning for better services for young people to stop mental health issues before they get into adulthood.

Jo Anderson
Direct of External
Affairs, Scottish
Association for
Mental Health

09:20

**Swiss Re
Founding
Sponsor Session**
Ballroom

Addicted to Life

Modern day addictions include drugs, opioids, caffeine, mobile phones, binge watching, sugar, gambling, sex and more. What is really addictive, how harmful are these addictions, what are the trends, how do these affect our health, and what does it mean for life and health business?

Swiss Re
Dr John Schoonbee
Dr Debbie Smith
Justyn Rees
Larcombe

10:50

Tea and Exhibition

11:25

**Gold Sponsors
Parallel Breakout
Sessions**
Ballroom

**A Spotlight On Mental Health - Test Your
Mental Health Knowledge**

Join us for an interactive and insightful session on mental health, where Dr Rob Rosa, our CMO, will explore the concept of Imposter Syndrome in the workplace and how it affects all of us to some degree. We'll also be testing your mental health knowledge in a quiz.

Dr Rob Rosa
Pacific Life Re

11:25

**Gold Sponsors
Parallel Breakout
Sessions**
Tay and Tweed

**MSS Leading The Way On Innovation In
Laboratory Testing - Differentiating Between
Smokers and Vapers**

Smoke and mirrors... With the progress of smoking products it's becoming harder to distinguish what is meant by a smoker and non-smoker. Advances in laboratory testing may now provide more accurate answers. Our session will focus on the development of a state of the art reference based assay that will enable the accurate differentiation between non-smokers, smokers, vapers and e-cigarette users.

Timothy Woolley
Medical Screening
Solutions

11:25	Gold Sponsors Parallel Breakout Sessions Spey, Clyde, Dee and Don	Can Morality Define Mortality - Does Your Attitude To Risk Determine If You Are A #Saint Or #Sinner? The industry continues to face challenges with application disclosure and mis-representation. Munich Re looks at the use of digital solutions and data to remove the burden of disclosure, both at the underwriting and claims end of the customer journey as well as looking to control any risks to the insurance industry in a more robust manner. Join the Munich Re breakout session where we will test your risk-taking aptitude and morality in a fun, interactive extravaganza!"	Matt Bone and Mike Bolshaw Munich Re
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14:05	Plenary Presentation Ballroom	<p>Precision Medicine</p> <p>Professor Dominiczak is one of the world's leading cardiovascular scientists and clinical academics. In 2016, she was awarded a DBE for services to cardiovascular and medical science. Her major research interests are in hypertension, cardiovascular genomics and precision medicine. "Her talk, 'Precision Medicine', will focus on the future of healthcare and how 'the right treatment, for the right patient at the right time' can revolutionise patient care. Precision Medicine has implications for cardiovascular disease, cancer, chronic disease and beyond."</p>	Professor Dame Anna F Dominiczak DBE MD FRCP FAHA FRSE FMedSci Regius Professor of Medicine Vice-Principal and Head of College of Medical, Veterinary and Life Sciences University of Glasgow.
14:40	Plenary Presentation Ballroom	<p>Innovation To Disrupt The NHS</p> <p>Professor Young will update us on the Government and NHS England's continued commitment to driving innovation in healthcare across the UK. He will highlight how the healthcare system is ensuring that patients can reap the benefits from the unprecedented recent advances in medicines and technology.</p>	Professor Tony Young OBE National Clinical Lead For Innovation NHS England
15:15	3MT Challenge Ballroom	<p>The LUCID Crystal Ball - A Glimpse Into The Future?</p> <p>An 80,000-word PhD thesis would take 9 hours to present. Their time limit... 3 minutes! Showcasing Scotland's finest talents on future medicine & technology. 3 Presenters, 3 minutes each - can they do it? • Highlighting going rogue in cancer • Using big data to mend Scotland's hearts • The effects of patient online self-diagnosing in 'smart-phone society'</p>	PhD Students Participants in 2019's 3 minute thesis competition. Loannis Kafetzopoulos Kirstin Leslie Annabel Farnood
15:35	<p>Close of Conference Mr Paul Hunt Chair LUCID 2019</p>		