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World-class healthcare communications practices

The two-day forum presents its 2019 themes

Lions Health focuses on the creation, conception and execution of awe-inspiring life-changing creativity that has a verifiable impact on healthcare outcomes. It takes place during the Cannes Lions International Festival of Creativity on the 17-18 June 2019, in Cannes, France.

Seminars, round-table discussions, inspiring activations, networking and an evening awards event foster discussion around the power of creativity to change lives. Delegates will leave armed with new inspiration and proof of the positive role of creativity to shape healthcare communications – whether it's to improve awareness about global health issues, or support individuals in their disease management.

CMOs, brand leaders and award-winning creatives from healthcare marketing agencies, founders of new disruptive players and the investors who are facilitating change are coming together for two days of inspiration, learning and making new connections.

Cannes Lions consulted the entire industry to understand what big issues in the sector should be answered and have outlined four key themes that will be explored at this year's festival.

Using Creativity to Improve healthcare outcomes

Creativity has the power to transform complex scientific, statistical and technical information into arresting narratives, content and advice that connects and engages with everyday people. It permits divergent thinking, experimentation, storytelling and empathy. But compared to hard medical facts, it is often deemed intangible and unmeasurable.

Hear from the world's largest healthcare brand leaders and award-winning creatives on the transformative power of creativity and its capacity to change behaviours, to change dialogue and change attitudes towards healthcare for the better. We'll go behind the scenes on the most effective work, and prove its power to enhance healthcare outcomes.

Speakers include:

- **Maithreyi Jagannathan**, Associate Marketing Director Healthcare, Procter & Gamble
- **Ajay Vikram**, Chief Creative Officer, Publicis Singapore

Ajay and Maithreyi go behind the scenes of Vicks' ground-breaking, award-winning work '#TouchOf-Care' which challenged taboos and redefined stereotypes around family and social values.

The future healthcare company

With the onward march of technologies including big data, machine learning and predictive analytics and the growth of the B2C model, the healthcare industry is experiencing a large-scale structural evolution. How, where and when we access healthcare is fundamentally changing as new entrants strive to make it more convenient and affordable to serve healthcare needs.

What does this shift mean for Big Pharma and long-standing providers? Will the entrance of consumer tech companies and B2C models help empower patients to focus more on their health? How can creativity support this transformation? Speakers from global pharma entities, and new B2C entrants will explore the creative capabilities shaping the healthcare companies of the future.

Speakers include:

- **Anirudh Koul**, Former scientist at Microsoft Research and Founder of Seeing AI, Head of AI & Research, Aira

Anirudh will provide a deep dive into his work at startup Aira – where experiments making use of advances in artificial intelligence, 5G, and wearable computing, married with creativity are opening a

myriad of life-changing, "first-time" experiences for the blind community -- from blind marathoners, to blind photographers and even blind drivers.

Designing human-centred healthcare experiences

For an industry focused on improving the health of human beings, healthcare businesses and services are notoriously poor at customer experience. As experience design becomes a priority for all consumer facing companies, so too is the healthcare industry following suit. There is new focus on designing exceptional experiences for patients with a focus on empathy, seamlessness and empowerment.

Hear from designers and technologists who will explore the use of design methodologies paired with experiments in voice tech and chatbots to gaming and music to shape better healthcare experiences, improving education, adherence and overall well-being in healthcare.

Speakers include:

- **Andrew Barraclough**, Vice-President of Global Design and Innovation, GlaxoSmithKline (GSK)
GSK's Vice-President of Global Design and Innovation Andrew Barraclough will follow on from GSK's talk at last year's Lions Health exploring its digital transformation to discuss how design is now playing a crucial role in the execution of this transformation. He considers how design enables the creation of distinctive and memorable customer experiences across all touch points in this new digital journey

Cut-through storytelling in healthcare

Healthcare might well be based on fact and science, but the human experience of it is emotional; feelings of anxiety, hope, relief and fear are all intrinsically linked to situations focused on our health. Good storytelling triggers an emotional response that provokes action and awareness in a far more powerful form than charts and statistics – and is therefore vital.

Leading artists, writers, directors and creatives will share how they shape narratives about healthcare issues that cut through and change behaviour. We discuss how storytelling, supported by good craft can transcend demographics, geographies and language to engender awareness for public health issues, and speak to healthcare professionals as humans.

Speakers under this theme:

- **Atilla Cansun**, Chief Marketing Officer P&G Health

- **Atilla Justyna Dettmer**, Head of HCP Communication P&G Health

Cansun, CMO of P&G Health, and Justyna Head of HCP Communication for P&G Health will explore how we can improve engagement with healthcare professionals through insight-based emotional campaigns that speak to these people as humans, and help incite more empathy within the doctor-patient relationship.

Lions Health Awards

The Lions Health Awards - Health & Wellness Lions and Pharma Lions - celebrate creativity in branded communications with the unique power to truly change lives. The winners are announced and celebrated at the Awards Ceremony on the 18 June 2019.

The Health & Wellness Lions celebrate creativity for personal wellbeing.

The winning work demonstrates an inspired approach to consumer healthcare; that is exceptionally engaging work which promotes non-prescription products and services, publically educates to allow self-diagnosis or facilitates pro-active personal care. All work entered in Health & Wellness has been created specifically for or by a health and personal wellbeing related brand/service.

The Health & Wellness Lions Jury is led by President Shaheed Peera, Executive Creative Director, Publicis LifeBrands, Publicis Resolute and Real Science.

Pharma Lions

The Pharma Lions celebrate creative communications from pharmaceutical clients and services surrounding this highly-regulated industry.

Communications in this arena bear the responsibility of introducing new innovations, establishing standards of care and advocating for the industry within a context that is often emotionally charged and sometimes full of controversy. These communications must navigate debates about patient rights, policies and politics, society and humanity. Often delivered in healthcare settings, they require a significant level of appropriateness and respect for the people who treat or suffer from medical conditions.

The Pharma Lions Jury is led by President Robin Shapiro, Global President, TBWA\WorldHealth. Robin leads disruptive teams in creating award-winning work that contributes to a more purposeful future. ■