

FACT-FINDING MISSION IN THE UK FOR SWISS COMPANIES

Real-world data and healthcare: business and R&D opportunities

24-25 June 2019, London and surroundings



Context

The imperative to modernize the NHS through innovation and digitization, translated into impressive funding announcements: £475 million granted for the NHS digitization, increase of £20.5bn of the NHS yearly budget. Her Majesty's government has also clearly stated its ambition for the UK to become the world leader for personalized medicine by granting access to data for the most advanced research to be implemented in the UK.

This conjunction of factors generate a wealth of opportunities for business and R&D collaborations. Advanced Analytics of Real-world Data in Life Science has thus been designated by the Embassy as a key topic of interest for 2018-2021. The first concrete outcome of the market analysis, capability mapping and prospective exercise initiated in 2018 is a two-day mission of Swiss companies planned for 24-25 June 2019.

This mission has been conceived for Swiss companies innovating at the interface of advanced analytics of real-world data and life science developing:

- Innovative solutions that could improve operational efficiency for the NHS
- Innovations impacting the delivery of care with the aim of "bringing the NHS to the patient"
- Next frontier treatments and personalized medicine

Overall objective

By participating companies will be able to:

- Discover what opportunities this new patient-centered approach brings to the healthcare industry, and learn about current initiatives in the UK
- Meet key high-level business contacts and potential partners to accelerate their expansion to the UK
- For new players, assess opportunities to enter the market and establish a route to market plan

Delegation

The delegation will consist of a maximum of 20 key Swiss stakeholders, from the following target groups:

Technology providers, pharma and medtech (heads of business development, heads of R&D and innovation, heads of corporate strategy)

- Benchmarking
- Technology scouting
- Forming strategic alliances to consolidate or expand their positions in the UK and further

The most innovative Swiss companies with solutions in Real-World Data / Real-World Evidence (start-ups, mature new players and incumbents looking at renewing their position), interested in

- Establishing new business and R&D cooperation
- Advancing their business development plans in the UK

Draft programme

| | Programme | Attendees |
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| 24 June 9am-1pm | Overview of the latest developments and major trends for RWE / RWD in the UK <ul style="list-style-type: none"> - <i>McKinsey and/or McLaren Applied Technology*</i> Panel discussion 1: the NHS perspective <ul style="list-style-type: none"> - <i>Christie NHS Foundation trust*</i> - <i>Genomics England*</i> - <i>NHS Digital*</i> - <i>NHS England</i> Panel discussion 2: the pharma / medtech perspective <ul style="list-style-type: none"> - <i>Swiss and UK players</i> Panel discussion 3: the patient groups perspective <ul style="list-style-type: none"> - <i>Cancer Research UK*</i> - <i>Health Data Research UK*</i> - <i>Use MY Data*</i> Networking lunch | Approx. 20 Swiss delegates Approx. 8 experts |
| 24 June 1pm-5.30pm | Site visit 1: <i>NICE*</i> Site visit 2: <i>either Digital Health London Accelerator* or NiA*</i> | Approx. 20 Swiss delegates |
| 24 June 6.30pm-9.30pm | Exclusive dinner at the Ambassador's residence focusing on market access and new business models (risk-sharing / outcome-based pricing) | Approx. 10 Swiss guests Approx. 10 UK guests |
| 25 June 9am-1pm | Site visit 3: <i>King's College Medical Imaging and A.I.*</i> | Approx. 20 Swiss delegates |
| 25 June 2pm-5.30pm | B2B partnering session: Pre-organised one-to-one meetings between Swiss delegates and their UK counterparts aiming at discussing business and R&D collaborations | Approx. 60 delegates |
| 25 June 6.30pm- 9pm | Networking event at the Embassy of Switzerland in the UK "Real World Data and Holistic Approach to Healthcare: exploring growth drivers for the Swiss and the UK industry" <ul style="list-style-type: none"> ▪ Keynote, <i>NHS Digital*</i> ▪ Panel discussion <ul style="list-style-type: none"> - <i>Roche CH, Novartis CH*</i> - <i>AZ, GSK*</i> - <i>NHS</i> | Approx. 100 Swiss and UK delegates |

* All provisional / TBC

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| 26-28 June | Optional participation of the Swiss delegates in Health PLUS Care Expo (London) |
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Media and communication

Active social media campaign before, during and after the event, using the UK Embassy's Facebook and Twitter channels, as well as Switzerland Global Enterprise and the Swiss Business Hub's LinkedIn channels. Traditional press coverage during and after the event.

Project Coordination



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Business Hub United Kingdom & Ireland

The Swiss Business Hub UK & I is the business section of the Embassy of Switzerland. Its role is to foster business and R&D collaborations between Swiss and UK / Irish organisations

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Partners

