



People Drive Digital #PDDigital17 - Citizen-focused and citizen-led digital innovation in health and care

Come to #PDDigital to be inspired by people driving digital from the ground up and to share learning about citizen-centric approaches to improving health and care enabled by digital technologies. We'll help you connect to what really matters and makes a difference in health.

Theme: #PDDigital creates a space for conversations about patient and citizen orientated approaches to digital technologies and online social networks. We celebrate frugal and bottom-up approaches to digitally-enabled health and care which we believe holds a blueprint for a new era powered by patients and citizens, mobile technologies and online social networks. Digital technologies are affecting all aspects of our lives from how we access news to how we engage with governments, so it's not surprising that people are also actively finding new ways to engage with health and care services as well as think about their own health and wellbeing.

Audience: Digital health entrepreneurs, start-ups, health and care practitioners, managers and policy makers.

9.30	Introduction – PDDigital and values Anne Cooper and Victoria Betton – co-founders of PDDigital	Victoria Betton is the founder and director of mHabitat . Anne Cooper is Chief Nurse at NHS Digital .
9.45	A patient innovator's Journey Michael Seres	TBC
10.30	Health 2.0 - MSers and peer-to-peer user generated content Rob Sloan of SHIFT MS	TBC
11.00	TBC	Three practitioners and entrepreneurs will join Roz on the couch to share their story. Roz Davis is a co-founder of PDDigital alongside Anne Cooper and Victoria Betton.
11.30	Break	Break for 10 minutes.
11.40	The power of experience and telling stories - if you don't start from the right	TBC

place, you don't get the right answer

Speaker TBC

12.30 **Lunch** One hour for lunch

13.30 **People drive discovery - how to test and validate a good idea** Zoe Harris is the founder of [Mycarematters](#).
Zoe Harris

14.00 **Measuring what counts - people centred evaluation and agile science** Natalie Nelissen is a neuroscientist with previous academic research experience, and a member of the [mHabitat](#) team alongside Victoria Betton.
Natalie Nelissen – mHabitat

14.30 **#Wearenotwaiting - the rise of the citizen** TBC
Matt Guy

15.00 **People led digital mental health** TBC
Hannah Chamberlain – Mental Snap
Emma – My Mind
Mark Brown – Social Spider

15.45 **Break** Break for fifteen minutes

16.00 **People drive digital** A conversation about the future of patient, citizen and practitioner driven digital innovation in health and care.
Anne Cooper and Victoria Betton – co-founders of People Drive Digital

17.30 **Finish**
