



Patient Information Forum

For Professionals Working in Consumer Health Information

Patient Information Forum (PiF) Executive Circle

Tuesday 9 June 2015, 13:30-16:30
kindly hosted by MHP Communications

Agenda

Digital Health

- 1:30-2:00 Registration, refreshments and networking
- 2:00-2:10 **Welcome and introductions**
Sue Farrington – Chair, Patient Information Forum
- 2:10-2:30 **The why, the what and the impact**
David McGirr - Director of Product Design, Digital Life Sciences
- 2:30-2:40 Q&A
- 2:40-3:00 **Caring is easier when you do it *Jointly***
Madeleine Starr – Director of Business Development, Carers UK
- 3:00-3:10 Q&A
- 3:10-3:30 Networking/comfort break
- 3:30-3:50 **Using avatars for education**
Professor Stephen Chapman - Head of Medicines Optimisation/ Deputy Head of School/Professor of Prescribing Studies, Keele University
- 3:50-4:00 Q&A
- 4:00-4:20 **Benefits and challenges of video content**
Joanna Lewis - Director, eHealth Digital Media Ltd
- 4:20-4:30 Q&A
- 4.30 Sum up and close of meeting