**Annual Virtual Conference 2025**



Shaping the Future:

The Role of Digital Health for Personalised Care

Thursday 25th September 2025

9:00-14:00

**Scan here to register free**

Smarter Learning, Real-world Impact

**Why attend?**



[Register here](https://www.eventbrite.co.uk/e/shaping-the-future-the-role-of-digital-health-for-personalised-care-tickets-1476727936009?aff=oddtdtcreator)

 Hear from leaders shaping national digital health policy

 Discover practical tools to improve patient experience

 Network with peers and innovators in personalised care  Be part of shaping the NHS’s digital future

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| --- | --- |
| Time | Session |
| 09:00 | Welcome and Introductions - Dr Jenni Naisby |
| 09:05 | The Role of Digital Health for Personalised Care - Prof. Partha Kar |
| 09:50 | Universal by Design: Making Digital Products Work for Everyone - Claire Dellar |
| 10:20 | Break |
| 10:35 | Dr Matthew Dolman |
| 11:05 | Digital Social Care: Taking a Relational Public Service Approach - Prof Rob Wilson |
| 11:30 | Break |
| 11:55 | DigitalMe: Voices That Must Be Heard - Julie Nicholson |
| 12:20 | Abstract Presentations |
| 13:00 | Rebuilding People’s Trust in Digital Health - Rob Moriarty and Dr Peter Glick |
| 13:30 | From Optimisation to Flourishing: Reframing AI for Personalised, Person-Centred Care - Dr Jessica Morley |
| 14:00 | Close |

# Speakers

**Shaping the Future: The Role of Digital Health for Personalised Care**

### Dr Jenni Naisby

Clinical Director for Research, Education and Partnerships, Personalised Care Institute



**Prof Partha Kar** National Specialty Advisor, Diabetes with NHS England and co-author of the national Diabetes GIRFT report

### Claire Dellar

Lead Product Manager, Digital Primary Care and Accessibility & Inclusive Design Evangelist, NHS England

### Dr Matthew Dolman

Complex Care GP, North Sedgemoor PCN, Somerset NHSE South West Clinical Lead Regional Digital

Neighbourhood Programme

# Speakers

**Shaping the Future: The Role of Digital Health for Personalised Care**

### Dr Peter Glick

Person of lived experience and Participatory Healthcare Researcher at Newcastle University



**Dr Jessica Morley** Associate Research Scientist & Assistant Director, Digital Ethics Center, Yale University and

Associate Editor, BMJ Digital Health

### Rob Moriarty

Person of lived experience and Director of Chrobis Ltd

**Prof Rob Wilson** Digital Social Innovation in the Department of Sociology and member of the Policy and Evaluation

Research Unit (PERU)

**Julie Nicholson**

Founding Co-Director and Managing Director of Digital Voice for Communities



## Unlock the Future of Personalised Care with PCI Plus 2025/26

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## [Interested in sponsoring our events?](https://www.personalisedcareinstitute.org.uk/work-with-us/partnerships/)

Put your brand on the centre stage and connect with thousands of healthcare professionals driving the future of personalised care by getting involved as a sponsor.

We offer a range of flexible sponsorship packages — from spotlighting your organisation in the main conference programme to owning a dedicated webinar session during PCI Week.

This is your chance to:

Align with innovation in digital health

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Whether you’re looking for broad exposure or a focused platform, we’ll help you find the right fit.





[**Partnership Opportunities**](https://www.personalisedcareinstitute.org.uk/work-with-us/partnerships/)

Partnership is at the heart of everything we do. Whether working with our Steering Group to shape personalised care learning or supporting healthcare providers to embed personalised care, we’re always looking to collaborate. If you’d like to explore partnership opportunities with PCI, please get in touch.

**How We Support Health and Care Organisations:**

ICB Roadmap: A practical framework helping Integrated Care Boards (ICBs), Training Hubs, and PCNs align local plans with national priorities, measure impact, and share best practice.

Bespoke training and consultancy: Tailored programmes designed with commissioners to meet local priorities, such as reducing health inequalities. Over 50,000 professionals have trained with PCI, with 85% rating the quality highly.

PCI Accreditation: Our quality mark for training programmes, ensuring health and care professionals access the highest standard of personalised care training.

Contact Hayley Dunn, Senior Programme Manager, at [hayley.dunn@personalisedcareinstitute.org.uk](mailto:hayley.dunn@personalisedcareinstitute.org.uk) to arrange a call to explore opportunities.