

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?

- 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

Agenda

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	BRAVE Conversations - 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

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

Speakers



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



Personalised
Care Institute

[Click here to read full speaker bios](#)

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

Speakers

Dr Peter Glick

Person of lived experience and Participatory Healthcare Researcher at Newcastle University



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



Dr Jessica Morley

Associate Research Scientist & Assistant Director, Digital Ethics Center, Yale University and Associate Editor, BMJ Digital Health



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 - Preventive & Community Care (6 sessions)
 - Health & Wellbeing Coaching (5 sessions)
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- Exclusive entry to up to six Special Interest Groups (SIGs) — collaborate with peers, share insights, and shape the future of personalised care.
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Whether you're an individual looking to stay ahead, or an ICB, PCN, or commissioner ready to empower your team — PCI Plus is your gateway to personalised care education.

SIGN UP NOW!

Interested in sponsoring our events?

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
- Showcase your expertise to a highly engaged audience
- Reach over 42,000 PCI members through targeted digital marketing and promotion

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

Partnership Opportunities

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 to arrange a call to explore opportunities.