

Top speakers, new content at Lions Health

CANNES, FRANCE: Launching a new format, Lions Health will offer four streams of content focusing on 'Creative Inspiration', 'The Big Issues', 'Creative Tools & Innovation' and interactive 'Knowledge Huddles', focusing on some of healthcare's most pressing topics and exciting developments.

Companies providing speakers include Google, WebMD, Walgreens, Novartis, Weber Shandwick and the CEA.



L-R Alex Gourlay, David Blair, David Schlanger, Shawn DuBravac, Jeordan Legon, Stacey Bernstein

Commenting on the programme, Louise Benson, Festival Director for Lions Health, said, "It's a privilege to be able to bring world-class talent like this to the stage. After our launch year, we've been working closely with the industry to create an exciting new festival programme that truly delivers on both learning and inspiration."

In exploring changing healthcare and 'The Big Issues', one of the key themes under discussion will be the realm of digital and specific areas within this.

David Blair, Head of industry for Health at Google, will address innovation and behaviour change, saying, "The velocity of connected life continues at a torrid pace and nowhere is this being felt more than in healthcare. I'll be using the seminar to dive deep into behaviour-changing digital experiences and technological innovations, which are now a fundamental part of the industry."

WebMD will ask, in this era of information anywhere at any time, what will it take for consumers to incorporate the

necessary behaviour changes they need to make to improve their health? David Schlanger, CEO, WebMD, will take to the stage with Alex Gourlay, Executive VP, Walgreens Boots Alliance & President, Walgreen Co to answer this.



Focusing on digital health transformation, Dr Shawn DuBravac, Chief Economist of the Consumer Electronics Association (CEA), will give clear, penetrating analysis and forecasts on how digital health products will transform healthcare while highlighting design advancements that allow for seamless consumer-centric care.

Jeordan Legon, Global Head of Digital and Social Media, Novartis Pharma, and Stacey Bernstein, Head of North American Digital Health, Weber Shandwick, will explore the possibilities of remaining truly patient-centric online and how pushing the boundaries can lead to breakthrough creative in this restrictive environment and ultimately bring engagement to new heights.

With 24 sessions already announced, over the coming weeks Lions Health will reveal further inspirational and in-depth content that tackles behavioural change; collaboration models; patient stories; brand stories; the latest insight into millennial patients and doctors and more. For more information, go to www.canneslions.com/lions_health/.

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