

Private Healthcare Australia 2019 Conference Program

Level 2 (Telstra Customer Insight Centre, 400 George Street, Sydney NSW 2000)

The next frontier: innovating for the future of private health in Australia

Thursday, 28 November 2019

8am - 8:45am	Registration & coffee on arrival	
8:45am - 8:50am	Conference welcome and open	Dr Rachel David, PHA
8:50am - 9am	MC welcome guests and open conference	Dr Norman Swan, Tonic Health Media & ABC
9am - 9:40am	<p><i>Disruptive innovation and what we can learn from others: Technology trends, consumer expectations and the new direct-to-consumer business models</i></p> <p>In this session Megan will provide an innovation primer for PHA members, covering the why, what and how of innovating in the Australian context. Drawing on examples from consumer facing industries facing – or creating – disruption, Megan will illustrate how organisations employ new technologies and business models to get a better view of customer needs in order to gain competitive advantage. Session discovery topics:</p> <ul style="list-style-type: none">• The seven different types of innovation• How technology trends are affecting consumer expectations• Growth in the direct-to-consumer (D2C) economy and what it means for incumbents	Megan Brownlow, Houston Consulting
9:40am - 10:15am	<p><i>Being Human – Making Machine, AI and Digital Experiences, Human Experiences</i></p> <p>Ben Hanna & “Sam” a Soul Machines Digital Human will explore the future of AI, Machines and Digital experiences, and how leading innovators and brands are using Human AI to communicate, collaborate and cooperate like never before.</p>	Ben Hanna, Soul Machines
10:15am - 10:45am	Morning tea and networking	

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10:45am - 11:50am	<p>Panel session: <i>Disruption of private health from the inside – will this save the sector?</i></p> <p>Experts will discuss what's happening within the private health sector to disrupt the status quo. What is the latest technology and how do health funds get involved to ensure the sustainability of the industry into the future? What are the opportunities for health funds?</p>	<p>Moderator: Dr Norman Swan, Tonic Health Media & ABC</p> <p>Panellists:</p> <p>Andrew Mackie, Hiku</p> <p>Bianca Brown, Instant Consult</p> <p>Moe Khodragha, Dialysis Australia</p> <p>Rami Weiss, HealthShare</p> <p>Tess van der Rijt, Patient Connector</p>
11:50am - 1pm	<p>Panel session: <i>Where will disruption come from outside the sector? Will it help the consumers?</i></p> <p>Panellists will discuss new ways of doing business; how is business using technology to reach and influence consumers? For example, if Apple creates a health record what does it mean for industry? Consumers will be walking around with their health data on their smart phone – how can the PHI industry harness this new technology to help consumers make the right decisions about their healthcare.</p>	<p>Moderator: Dr Norman Swan, Tonic Health Media & ABC</p> <p>Panellists:</p> <p>Clifford Rosenberg, Afterpay Touch</p> <p>Jodie Auster, Uber Eats</p> <p>Rocky Scopelliti, Youthquake 4.0</p>
1pm - 2pm	Lunch and networking	
2pm - 2:30pm	<p>Keynote: <i>The Secret Power of Words</i></p> <p>Life is a journey, as they say. Hence we talk about milestones and turning points, crossing bridges and avoiding ruts. Such is the power of metaphor, an invisible force that shapes our thoughts and strategies – including the metaphors underlying the realm of health and wellbeing. A dynamic and entertaining speaker, David Astle reveals the impact of language on our mindset, from metaphor to word history, from Viking poetry to Inuit snow, with plenty of stories, detours and a few brain-buzzing puzzles along the metaphorical way.</p>	<p>David Astle, The Age</p>

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2:30pm - 3:15pm

Keynote: *Patient's and their medical records – much more than just accessing their data*

Consumers are now used to accessing information and services through digital channels across their lifestyle and consider that health should be no different. From accessing medical records through their phone, to tracing their health and fitness with fitness devices through to tele-health consults – consumers are getting increasingly health literate and demanding more digital channels to their health services.

This talk will provide an insight into some of the underlying technologies that are changing the way health information is being shared between health providers and between a health provider and the patient. There will also be discussion of some of the data analytics that this new paradigm of data exchange is enabling and some of the innovative health services that it supports.

Dr David Hansen, Australian e-Health Research Centre (CSIRO)

3:15pm - 3:45pm

Afternoon tea and networking

3:45pm - 4:30pm

Keynote: *The next frontier of polling and market analysis – advances in predicting customer behaviour*

Big Data explosion is now a reality and not just a buzz word and it is hard to identify any area of research or practice, which is not faced with the issues big data are associated with, or the benefits that can be gained from it.

We witness more and more different sources of data, which contain valuable information that could be relevant for many different domains and businesses. By analysing this data, for example, we can run our business smarter, predict unusual behaviour or simply discover interesting patterns in our data we were not aware of.

This talk will demonstrate the power of big data analytics through elaborating on the diverse areas of existing projects in the "Big Data and Smart Analytics" lab at the Griffith University. To showcase the applicability to Private Health and benefits from extracting valuable information hidden deeply within publicly available data, Professor Stantic will present some basic analysis of recent PHA related social media posts. In conclusion, he will provide some hints of possible projects which could give an edge in the competitive market.

Prof Bela Stantic, Griffith University

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4:30pm - 5:15pm	Closing Keynote: <i>Our ever-evolving relationship between technology and humanity</i>	Dr Jordan Nguyen , Psykinetic
5:15pm - 5:30pm	Closing remarks	Dr Norman Swan , Tonic Health Media & ABC
5:30pm - 5:45pm	<i>Close of day session</i>	
5:45pm - 6:30pm	<i>Networking drinks</i>	
6:30pm - 9:30pm	<i>Conference dinner</i> Venue: Four Seasons Hotel, Ballroom 2 199 George Street, The Rocks NSW 2000 Dinner Keynote Speaker – Dr Craig Challen SC OAM , Cave Diver and Aviator, 2019 Australian of the Year	