OECD EXPERT CONSULATION

Mobile technology based services for global health and wellness:
Opportunities and challenges

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BIO - BOOK

Julia Adler- Milstein
Associate Professor
University of Michigan

Julia Adler-Milstein is an Associate Professor at the School of Information with a joint appointment in the School of Public Health (Health Management and Policy). She leads the Lab for Health IT Impact at U of M. Her research focuses on policy and management issues related to the use of IT in healthcare delivery. Her expertise is in health information exchange and interoperability, with a specific focus on financial incentives and business models. She also studies the quality, productivity and efficiency of electronic health records. Julia graduated with a PhD in Health Policy from Harvard University.

David Bates
Chief, Division of General Internal Medicine, Brigham and Women's Hospital
Medical Director of Clinical and Quality Analysis, Partners HealthCare

Websites:
www.patientsafetyresearch.org
www.cert-hit.org

Dr. Bates is an internationally renowned expert in patient safety, using information technology to improve care, quality-of-care, cost-effectiveness, and outcomes assessment in medical practice. He is a Professor of Medicine at Harvard Medical School, and a Professor of Health Policy and Management at the Harvard School of Public Health, where he co-directs the Program in Clinical Effectiveness. He directs the Center for Patient Safety Research and Practice at Brigham and Women's Hospital, and serves as external program lead for research in the World Health Organization's Global Alliance for Patient Safety.

He is the immediate past president of the International Society for Quality in Healthcare (ISQua) and the editor of the Journal of Patient Safety. He serves as the principle investigator of the Health Information Technology CERT. He has been elected to the Institute of Medicine, the American Society for Clinical Investigation, the Association of American Physicians and the American College of Medical Informatics, and was chairman of the Board of the American Medical Informatics Association. He has published over 700 peer-reviewed papers and has an h-index of 115, which ranks him among the 400 most cited biomedical researchers of any type.

Linus Bengtsson
Executive Director
Flowminder Foundation

Linus Bengtsson is a medical doctor, researcher, co-founder and the Executive Director of the Flowminder Foundation. He pioneered the use of mobile operator data to monitor population displacement after the 2010 Haiti earthquake and during the ensuing cholera outbreak. His work in Flowminder focuses on the development and scaling of new analytical methods to solve gaps in public health and development, focusing on vulnerable populations in low- and middle-income countries. In his academic research Dr. Bengtsson performs evaluations of the use of new digital data types, such as mobile operator data, to measure and monitor development outcomes. He has a Ph.D. in Global Public Health from Karolinska Institute and an MD from Gothenburg University. Dr. Bengtsson has performed studies and worked clinically in Vietnam, Haiti, Burkina Faso, Bangladesh, Cote d'Ivoire, Pakistan, Brazil, and Ethiopia.

Dr Josip Car
Director
Health Services and Outcomes Research Programme
Lee Kong Chian School of Medicine, Imperial College - Nanyang Technological University, Singapore

Associate Professor Josip Car, FFPH MD PhD DIC MSc is the Director of Centre for Population Health Sciences and Chair, Health Services and Outcomes Research Programme at LKC Medicine, joint Medical School between Imperial College London and Nanyang Technological University, Director of the Global eHealth Unit and Co-Director of WHO Collaborating Centre for Public Health at Imperial College London, and a family physician. He works or has worked as an adviser with the World Health Organization, OECD, World Bank (supporting development of national health systems), the Global Fund and is a Board Member of BMC Medicine and Journal of Global Health; an Editor of the Cochrane Collaboration; and has a number of other roles.

Dr Car has a track record of blending academic, policy, management and clinical work. He served in a range of roles including as a Director of Public Health and Primary Care and lead director for integrated care at Imperial College Healthcare NHS Trust, Director of National Institute of Health Research (NIHR) Primary Care Research Network and co-director of NIHR Comprehensive Local Research Network for London (NW), Medical Director and Chair of a Professional Executive Committee of a Primary Care Trust, Primary Care and Research Adviser to the Editor of the BMJ, a director for the Imperial GP Specialty Training, a member of International Advisory Board for City of

Rotterdam.

Assoc Professor Car's key skills, knowledge and results areas include: eHealth, clinical leadership, primary and secondary healthcare services commissioning, health system innovations for quality improvement (e.g. integrated care), and investigation of management of long-term diseases.

Tanzeem Choudhury
Associate Professor
Computing and Information Sciences
Cornell University

Tanzeem Choudhury is an Associate Professor in Computing and Information Sciences at Cornell University and a co-founder and CTO of HealthRhythms. At Cornell, she directs the People-Aware Computing group, which works on inventing the future of technology-assisted wellbeing. Tanzeem received her PhD from the Media Laboratory at MIT. Tanzeem was awarded the MIT Technology Review TR35 award, NSF CAREER award and a TED Fellowship. Follow the group's work on twitter @pac_cornell or visit htttp://pac.cs.cornell.edu.

Peter Cullen
Executive Strategist for Policy Innovation
The Information Accountability Foundation

Peter Cullen provides strategic leadership to organizations, helping them leverage big data information use to achieve business value and differentiation, as well as advance their reputation and image. He is a globally minded executive leader, experienced in financial services and technology sectors and an internationally recognized professional in development of information public policy frameworks and organization governance, risk and compliance systems. He brings over two decades of expertise in corporate governance, privacy and risk management as well as extensive background in building sound organizational practices.

He is currently the CEO of Global Information Governance Solutions, a boutique consulting firm providing strategic advisory services to organizations. Current relationships include PwC where he serves as a Privacy Innovation Strategist helping a broader set of clients understand the future of new information use risks and the risk solutions they will need.

He is also currently the Executive Strategist for Policy Innovation at The Information Accountability

Foundation. He leads the Foundation's project on Effective Data Protection Governance, which examines public policy/governance mechanisms to achieve more effective data use and protection.

Yves-Alexandre de Montjoye
Lecturer
Imperial College
England

Yves-Alexandre de Montjoye is a lecturer (eq. Assistant Professor) at Imperial College London, a research scientist at the MIT Media Lab, and a postdoctoral researcher at Harvard IQSS. He recently received his Ph.D. in computational privacy from MIT. His research aims at understanding how the unicity of human behavior impacts the privacy of individuals--through re-identification or inference-- in large-scale metadata datasets such as mobile phone, credit cards, or browsing data. Yves-Alexandre was recently named an Innovator under 35 for Belgium (TR35). His research has been published in Science and Nature SRep. and covered by the BBC, CNN, New York Times, Wall Street Journal, Harvard Business Review, Le Monde, Die Spiegel, Die Zeit, El Pais as well as in his TEDx talks. His work on the shortcomings of anonymization has appeared in reports of the World Economic Forum, United Nations, OECD, FTC, and the European Commission. Before coming to MIT, he was a researcher at the Santa Fe Institute in New Mexico. Yves-Alexandre worked for the Boston Consulting Group and acted as an expert for both the Bill and Melinda Gates Foundation and the United Nations. He is a member of the OECD Advisory Group on Health Data Governance. Over a period of 6 years, he obtained an M.Sc. from Louvain in Applied Mathematics, a M.Sc. (Centralien) from Ecole Centrale Paris, a M.Sc. from KULeuven in Mathematical Engineering as well as his B.Sc. in engineering at Louvain.

Joan Dzenowagis
Health Policy Specialist
World Health Organisation

Joan Dzenowagis, Ph.D. is an international health policy specialist with experience at the country, regional and international level in eHealth, public health, policy and strategy development. At the World Health Organization she has held posts in disease surveillance, information technology strategy and research, as well as managing an international public-private partnership in eHealth. Currently she is responsible for eHealth governance, strategy and Internet affairs.

Felix Greaves
Deputy Director
Science and Strategic Information, Public Health England

Felix is Deputy Director, Science and Strategic Information at Public Health England, and an honorary clinical senior lecturer in the Department of Primary Care and Public Health and a public health doctor. His role is focussed on ensuring the scientific rigour of national public health policy in England, and includes advising the emerging national framework for assessment of digital health interventions.

He was previously clinical adviser to the Chief Medical Officer at the Department of Health, where he worked on developing national quality and safety policy. He also worked for the World Health Organization's Patient Safety Programme, where he managed their project on improving patient safety education in medical schools and technology for patient safety.

Felix trained at Oxford University (BA, BM BCh), Harvard University (MPH) and Imperial College (MBA, PhD). He has been awarded a Knox Fellowship by Harvard University, the Sir John Brotherston Prize by the Faculty of Public Health in the UK, an Academic Clinical Fellowship by the NIHR, and a Harkness Fellowship in Health Care Policy and Practice by the Commonwealth Fund.

Cora Han
Senior Attorney
Federal Trade Commission

Cora Han is a senior attorney in the Federal Trade Commission's Division of Privacy and Identity Protection where she investigates and prosecutes violations of federal laws protecting the privacy and security of consumer information, and works on related policy matters. She has played a leading role working on health privacy matters for the FTC, including organizing the FTC's seminar on Consumer Generated and Controlled Health Data, and moderating the discussion on connected health at the FTC's workshop on the Internet of Things. In addition, Cora was one of the principal authors of the FTC's Health Breach Notification Rule. Prior to joining the FTC, Cora was an attorney with Wilmer Cutler Pickering Hale and Dorr LLP, where her practice focused on trademark, copyright, and media law.

Michael Hodin
Executive Director
Global Coalition on Ageing, United States
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Michael W. Hodin, Ph.D. is Executive Director of the Global Coalition on Aging, Managing Director at High Lantern Group, and Adjunct Senior Fellow at The Council on Foreign Relations. From 1976-80, Mike was Legislative Assistant to Senator Daniel Patrick Moynihan. During this period he was also a Visiting Scholar at Brookings Institution, on U.S. Foreign Economic Policy. He was a senior executive at Pfizer, Inc. for 30 years, leading its International Public Affairs and Policy Operations.

Mike is a Member of the Council on Foreign Relations and of the World Economic Forum's Global Agenda Council on Ageing. He sits on the Boards of the American Society on Aging, Foreign Policy Association, BCIU, The NYC Blood Center, American Skin Association, Harris Manchester College, Oxford University, UK, and Emigrant Savings Bank, where he chairs the Compensation Committee.

The American Federation for Aging Research (AFAR) awarded Mike their annual AFAR Award of Distinction in 2012 for his work in support of the issues related to aging through the Global Coalition on Aging. Mike holds a BA, cum laude, Cornell University, M.Sc.in International Relations from The London School of Economics and Political Science, and M.Phil and Ph.D. in Political Science from Columbia University. Mike lives in NYC, and is married with two children.

Ashish Jha
Director
Harvard Global Health Institute

Ashish K. Jha, M.D., M.P.H. is Director for the Harvard Global Health Institute, K.T. Li Professor of Health Policy at the Harvard T.H. Chan School of Public Health, Professor of Medicine at Harvard Medical School, and a practicing Internal Medicine physician at the VA Boston Healthcare System.

Dr. Jha received his M.D. from Harvard Medical School and trained in Internal Medicine at the University of California, San Francisco where he also served as Chief Medical Resident. He completed his General Medicine fellowship from Brigham and Women's Hospital and Harvard Medical School and received his M.P.H. from Harvard T.H. Chan School of Public Health.

Dr. Jha's major research interests lie in improving the quality and costs of healthcare with a specific focus on the impact of policy efforts. His work has focused on a broad set of issues including transparency and public reporting of provider performance, financial incentives, health information technology, and leadership, and the roles they play in fixing healthcare delivery systems.

Richard Lester
Executive & Scientific Director
WelTel International mHealth Society

Dr. Richard Lester is Co-Founder and Executive Director of the WelTel International mHealth Society, Chief Scientific Officer of WelTel Incorporated, Scientific the Director of the Neglected Global Diseases Initiative (NGDI.ubc.ca) and an Assistant Professor in Global Health in the Division of Infectious Diseases, Department of Medicine, at the University of British Columbia (UBC). He completed his research fellowship in HIV in Kenya at the University of Manitoba and University of Nairobi collaborative, where he initiated development of an innovative mobile phone health (mHealth) service that was demonstrated in a landmark trial, WelTel Kenya1 (*Lancet* 2010), to improve HIV outcomes funded by the US Center for Disease Control and Prevention (CDC) and the President's Emergency Plan for AIDS Relief (PEPFAR).

WelTel NFP is the recipient of Grand Challenges Canada phase I & II awards for transitioning the mHealth service to scale in remote Kenya. In a form of reverse innovation, the WelTel service and model have been introduced into the Canadian and other healthcare systems. His program's 'research to action' and patient self-management approach has been published in top-tier medical journals, including the *Lancet*, the *New England Journal of Medicine*, and *Nature*, and has been featured in non-academic international and local media, such as CBC's *The National* and *The Economist*. Dr. Lester continues to conduct studies internationally, in Africa, Canada, and the United States, has consulted on mHealth innovations with the World Health Organization for HIV, TB & tobacco control, and is a CIHR Foundation Scheme recipient and Michael Smith Foundation Scholar.

Garrett Mehl
Scientist
World Health Organisation

Dr. Mehl leads research on digital health innovations at WHO. He leads evidence synthesis and guidelines development through the WHO Technical and Evidence Review Group on mHealth for Reproductive, Maternal, Newborn and Child Health (mTERG), and is co-lead of the Health Data Collaborative Working Group on Digital Health and Interoperability that focuses on supporting

country-level investments into standards-based digital health information systems. Additionally, He is the principal scientist coordinating the THRIVE (Technologies for Health Registries, Information, and Vital Events) Consortium multisite research trial of the Open Smart Register Platform (OpenSRP; www.smartregister.org) that focuses on validating and adapting across multiple countries the use of digital registries for improving frontline health-worker service delivery of essential interventions across the continuum of care. Previously, Dr. Mehl coordinated research and evaluation on adolescents in the WHO Department of Child and Adolescent Health; and contributed to the development of the WHO Framework Convention on Tobacco Control. Previously, he worked at the Rockefeller Foundation, the World Bank, Johns Hopkins University, and the International Eye Foundation. Dr Mehl holds doctoral and masters degrees in International Health from the Johns Hopkins University School of Hygiene and Public Health. He has lived and worked on health in developing countries for over 15 years.

	Sean Martin McDonald
	CEO
	FrontlineSMS

Sean Martin McDonald is the CEO of FrontlineSMS and the author of "Ebola: A Big Data Disaster." Sean has spent the last 10 years at the intersection of international development, law, technology, and business. Frontline uses mobile technology to help thousands of organizations in more than 200 countries reach millions of people with the things they need most. Sean is a lawyer, with an M.A. in International Conflict Resolution.

	Yoko Nakata
	Deputy Director
	Information Application Promotion Office
	Information and Communications Bureau
	Ministry of Internal Affairs and Communications, Japan

Ms. Nakata work involves building Medical Information Networks. She is in a project team for an amendment act, in order to promote the utilization of health data in Japan. Her role is ensuring the security of the network line for medical information.

In addition to that, she is in charge of EU-Japan cooperation on ''Novel Robotics based Solutions for Active and Health Aging at Home or In Care Facilities''. This project is aimed at developing and

demonstarating advanced ICT Robotics based solutions for promoting active and healthy aging in daily life. She received a BA from the Department of Law from Hitotsubashi University in Japan in 2011.

She was in then the International Cooperation Division from 2011 to 2013, implementing ICT technology to Asian countries by ODA and through international organizations (e.g. Asia-Pacific Telecommunity). She worked in the Office for the Promotion of Privatization of Postal Services in the Cabinet Secretriat from 2013 to 2015. She took part in the negotiation process in the Trans-Pacific Partnership (TPP), regarding issues related to the privatization of postal services. She was in a project team for an amendment act from 2015 to 2016 which is aimed at strengthening cybersecurity forces as well as IoT business in Japan.

	Jenni Nordborg
	Director and Head
	Health Division
	Vinnova

Jenni Nordborg, PhD, is Director and Head of the Health Division at VINNOVA, the Swedish Governmental Innovation Agency. She is active in strategic innovation policy development and implementation within health and life science on national and international level. Her network includes international innovation policy, entrepreneurship and in the health and life science ecosystem.

Dr. Nordborg has experience from senior management positions in both the private and public sector and she works actively in the cross-section between life science and IT. She has an entrepreneurial background from commercialization of research and international marketing and sales experience. She also has experience in board level positions both in private companies and governmental organizations and is board member of the Linnaeus University.

Dr. Nordborg has a research background from Chalmers University of Technology and has worked at several international high-level research facilities such as the Tokyo University facility in Tsukuba, Japan, Brookhaven National Labs in the US, and University of Western Australia.

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Tom Olouch
Deputy Branch Chief
Epidemiology, Surveillance and Informatics
Centre for Disease Control and Prevention

Dr. Tom Oluoch is a health scientist with over 18 years of experience in design, implementation and evaluation of health information systems in low and middle income countries (LMICs). He has led the development of innovative technology-based solutions for efficient management of health data focusing on clinical care, disease surveillance, monitoring & evaluation and research. He has worked extensively in sub-Saharan Africa and provided consultancy services to several countries including DR Congo, Ethiopia, Ghana, Kenya, Nigeria, Sierra Leone, Uganda, Tanzania and Zambia. His interests include the implementation and integration of health information systems for enhanced quality of care in low-income countries. He has also led mHealth projects in Kenya which are currently used widely to support HIV care (decision support, commodity tracking, adherence to treatment), enhancement of health worker skills, licensing and management of health workforce.

Dr. Oluoch currently works as a Health Scientist (Informatics) at CDC in Atlanta, GA, USA. He previously worked for CDC-Kenya and The Wellcome Trust as team lead for strategic information, data management and ICT. He holds a PhD in Medical Informatics from the University of Amsterdam, The Netherlands. He has published 21 papers in peer-reviewed journals and one book chapter on health IT in LMICs. He has been engaged in developing health information systems strategic plan and policies that are evidence based.

Jongtae Park
Professor
School of Electronics Engineering
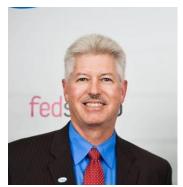Kyungpook National University
Republic of Korea

Jongtae Park is a professor of the School of Electronics Engineering at Kyungpook National University, Korea. He is a director of Daily Healthcare Demonstration Complex Construction Agency (DHC), which is sponsored by Korea government for developing and deploying IoT-based healthcare services and platform in Korea. He is also a director of Center for Ubiquitous Healthcare Convergence Network. He received his Ph.D. degree in Computer Science and Engineering from the University of Michigan, and previously worked at AT&T Bell Labs in the United States, and Samsung Electronics in Korea. He has founded the Committee of Korean Network Operations and Management (KNOM) in the Korean Institute of Communication Sciences, and served as chair of the Technical Committee on Information Infrastructure of IEEE Communication Society. He was a

general chair for APNOMS97, a general chair for ICC 2002 Symposium and a co-chair for Globecom2002 Symposium on Global Service Portability and Infrastructure.

He has also served as a standing committee member for APNOMS, and advisory board member for IEEE/IFIP NOMS and IM. He has published more than 200 journals and articles in the areas of network management, secure and reliable distributed systems, mobile network convergence technology. His current research interest is in the areas of Internet of Things and healthcare convergence technology. He has also served as a member of special committee of Communications Commission of Korea government.

Robert (Bob) Petitt
Global Director
Business Client / Mobility / Distributed Care
Intel Health and Life Sciences

Bob Petitt is currently Global Director for Business Client, Mobility and Distributed Care in Intel's Health and Life Sciences Group. In this role Bob leads Intel strategy for enabling industry partners and customers in driving workplace transformation, collaboration, mobility and virtual care solutions through the use of Intel technologies. He also leads Intel's Distributed Care efforts in the rapidly growing markets for Telemedicine, Remote Patient Monitoring (RPM), and Internet of Things (IoT) Solutions aimed at improving patient engagement, quality of care, reduced cost of care, clinical operations and device interoperability.

Prior to this role Bob was Senior Business Development Director for Federal Healthcare in the Influencer Sales Organization for 14 years where he acted as trusted advisor to the Department of Veteran Affairs, Military Health System, and the Social Security Administration consulting with agency C-Suite executives on technology trends, industry best practices in the use and deployment of IT to improve health outcomes, and reduce costs. Bob was also Managing Director for Intel Federal IoT strategy and scale programs. Prior to this role he has held a variety of sales and marketing positions in his 29 years at Intel in both Private and Public Sector markets with a focus on enterprise architecture, mobility, and security. He holds a BS in Business Administration from the State University of New York at Albany.

Ignacio Prieto-Egido
Professor
King Juan Carlos University

Ignacio Prieto-Egido B.Sc. in Communications Engineering from Carlos III University of Madrid (Spain) and M.Sc in Telecommunication Networks for Developing Countries from King Juan Carlos University (Madrid, Spain). His research is based on improving health care in rural areas of developing countries through the use of communications technologies (telemedicine) and has published results on journals such as IEEE Communications Magazine, Journal of Telemedicine and Telecare, or Telemedicine and e-Health. He has 8 years of experience working on projects in Ecuador, Cambodia, Peru, Guatemala or Bolivia with funding of international institutions such as the European Union, the Inter-American Development Bank, USAID or the Development Bank of Latin America. Currently he works as visiting lecturer at King Juan Carlos University (Spain) and is the Project Director of the EHAS Foundation, focusing his work on designing, deploying and evaluating solutions to reduce maternal and infant mortality in rural areas of developing countries.

Elettra Ronchi
Senior Policy Analyst
Organisation of Economic Cooperation and Development

Elettra Ronchi, PhD, MPP, is Senior Policy Analyst in the Science, Technology and Innovation Directorate at the Organisation for Economic Co-operation and Development (OECD) in Paris where since 2015 she is Head of Unit, coordinating work on data governance and security risk management in the digital economy.

Elettra Ronchi has more than 20 years of experience as policy analyst, evaluating the instruments available to governments to improve the public benefits from investments in health, science and technology. Since 2006 she has led work on e-health, including the development of international measures and approaches to benchmarking progress in this sector. From 2013 to 2015 Elettra has coordinated G7 OECD work on dementia, Big Data and open science and more recently, the development of an OECD Council Recommendation on Health Data Governance.

Elettra Ronchi started her policy career in 1993 as consultant for the United Nations Development Programme. Before joining the international civil service she held academic research and teaching

positions in the US and France. She received her PhD from the Rockefeller University/Cornell Medical School (US), and MPP from the University of York (UK).

Lucia Savage
Chief Privacy Officer
Office of the National Coordinator for Health IT

Appointed Chief Privacy Officer at Office of the National Coordinator for Health Information Technology, Department of Health & Human Services in October 2014, Lucia Savage advises the National Coordinator for Health IT and others within HHS on how to balance the need for private, secure digital health information, with learning and the need for innovation in the health care ecosystem. Current topics include mobile health, APIs and Apps, encrypted vs. unencrypted email, and ethical hacking in healthcare. She previously served as General Counsel at Pacific Business Group on Health and California's former health insurance exchange, PacAdvantage. Most recently, as Senior Associate General Counsel at UnitedHealthcare she advised regarding large data transactions, health information exchange, and APCDs.

Lucia has a BA with Honors from Mills College in Oakland, CA, and received her Juris Doctor summa cum laude from New York University School of Law.

Fabio Senne
Project Coordinator/ Analyst
Regional Centre for Studies on the Development of the Information Society

Fabio Senne is the Project Coordinator at the Regional Centre for Studies on the Development of the Information Society (Cetic.br). Master's degree in Communication from University of Brasília (UnB), Bachelor's degree in Social Sciences from University of Sao Paulo (USP). Communication researcher, interested in the roles played by information and communication technologies within civil society, accountability of governments and public policies. Responsible for thematic media analysis conducted by News Agency for Children's Rights (ANDI). Collaborated with the Center for the Study on Media and Politics (NEMP) at University of Brasilia.

Brieuc Van Damme
Deputy Head
Cabinet of the Minister of Public Health and Social, Belgium

Brieuc Van Damme (1983) is an economist (KULeuven, College of Europe), healthcare expert and the deputy chief of staff of Belgium's Minister of Public Health and Social affairs. At the Minister's cabinet, Brieuc is responsible for patient matters, the industry, Belgium's e-health and big data strategy and the health insurance budget. Politico's Peter O'Donnell called him one of the key strategists behind Belgium's much talked about international healthcare policy and one of Europe's "rising healthcare stars". Brieuc is a board member of Belgium's HTA body (KCE) and the Health Insurance and Reimbursement Institute (INAMI). On top of his political activities, Brieuc is the chairman of the Friday Group, a multidisciplinary and pluralistic think-tank sponsored by the King Baudouin Foundation. At the universities of Ghent and Antwerp, Brieuc taught an economics class for master students and at the Ecole Nationale d'Administration of Kinshasa (DRC) he gives a lecture on public policy as a guest professor. In 2010 he wrote the book The Grey Gold, in which he puts the aging paradigm upside down. Brieuc has published numerous policy papers and op-eds in Belgium's leading newspapers and is frequently asked to advise both public and private institutions, in Belgium and abroad.

Effy Vayena
Professor
University of Zurich

Dr. Effy Vayena is Professor of Health Policy at the University of Zurich, where she leads the Health Ethics and Policy Lab. From 2000-2007 she was a technical officer at the World Health Organization (WHO), working on ethical and policy issues relating to health research ethics, reproductive health ethics. She is a consultant to WHO on several projects, and visiting faculty at the Harvard Center for Bioethics, Harvard Medical School. In 2015–2016, she is a Fellow at the Berkman Center for Internet and Society at Harvard Law School. She is a member of the Swiss Academy of Medical Sciences. Her current research focus is on ethical and policy questions in personalized medicine and digital health.

At the intersection of multiple fields, she relies on normative analyses and empirical methods to explore how values such as freedom of choice, participation and privacy are affected by recent developments in precision medicine and in digital health. She is particularly interested in the issues of ethical oversight of research uses of big data, ethical uses of big data for global health, as well as

the ethics of citizen science. She has published widely in major journals in medicine, public health, health policy and ethics.

Jennifer Zelmer
President
Azimuth Health Group

Dr. Jennifer Zelmer is President of Azimuth Health Group. In this capacity, she provides a range of advisory services to local, national, and international clients who seek to advance health and health care. In addition, she is the Editor-in-Chief of *Healthcare Policy*, an Adjunct Faculty Member at the University of Victoria, and serves on a range of health-related advisory committees and boards.

Prior to founding Azimuth Health Group, Jennifer held a series of progressively responsible leadership positions in Canada and abroad, mostly recently as Executive Vice President at Canada Health Infoway, where she was executive lead for the organization's national clinical adoption, innovation, consumer health, and communications programs, as well its Ontario investment portfolio. Before joining Infoway, Jennifer served as Chief Executive Officer of the International Health Terminology Standards Development Organization and as Vice President at the Canadian Institute for Health Information.

Jennifer received her PhD and MA in economics from McMaster University and her B.Sc. in health information science from the University of Victoria.