

Design for Implementation in Health

November 17th, Culture Lab, Newcastle University.

8.00 Registration / coffee

Setting the Scene

8.50	Welcome	Mike Trenell (Newcastle)
9.00	Metabolism	Naveed Sattar (Glasgow)
9.20	Neuromuscular Disease	Mike Hanna (UCL)

Designing for Professional and Patients

09.40	Service Design	Miles Ayling (Dept. Health)
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10.25 Break

10.45 New Media

Jay Bernhardt (Florida University)

11.35 mHealth

Gari Clifford (Oxford)

12.20 *Lunch*

Life outside of the health service

13.00	Experience Based Design	Pete Wright (Newcastle)
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13.45	Evidence based behavior change	Colin Greaves (Peninsula)
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14.30 Break

Mobile Media

14.45	Consumer Psychology? Ouwkerk David Browning (Philips)	<i>Joyce Westerink / Dr Martin Speaker TBC</i>
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15.30	Designing for developing countries	<i>Unilever Speaker TBC</i>
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16.15 Round table with speakers

16.45 Summary and Depart

Speakers in italics have not yet confirmed



Centre for Brain Ageing & Vitality supported by the BBSRC,
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Health and Wellbeing Initiative

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