

— Next Generation Technologies in Healthcare —

The Lions Health MedTech Expo, sponsored by Omnicom Health Group (OHG) and Lions Health, returned to Cannes Lions for a second year to showcase the most innovative companies in medical technology from around the world at this year's festival. The installation ran from the 17th to 18th of June inside the Palais des Festivals. Areas of focus at the future-facing exhibition included OHG partners in: **Virtual & Augmented Reality; Data-Driven Healthcare Solutions; Robotics; Artificial Intelligence; Voice Recognition Technology** and **Social Media for Healthcare**.

— MedTech Exhibitors —



IBM Watson used a combination of their different cognitive APIs to program TJBots created specifically for the Cannes Festival! The first TJBOT was a Chit Chat bot that answered questions about Cannes and France. The second was a bot that changed colors based on answers to certain questions and the third was a music therapy bot. Our partner IBM Watson also presented a talk on their cognitive platform describing how it works, thinks and is being used in the digital health space today. The Watson cognitive systems enable a new partnership between people and computers, where systems can think and understand the world like humans. With Watson, health organizations are harnessing the power of AI and cognitive computing to help them make better decisions, scale expertise and solve complex challenges.

GMR

Delegates could not get enough of GMR's cardiovascular, heights phobia, and human anatomy virtual and augmented reality experiences. GMR Marketing is an experiential leader that connects brands and their consumers through shared passions. They received an overwhelming response from the international delegates and clients who attended. Virtual reality has the power to be a game-changer in healthcare, providing first-hand experiences to patients and doctors to further advance education and understanding. The technology can provide solutions to current industry pain points, such as physician education without impeding patient throughput, calming patients during medical procedures and educating caregivers about the use and effects of prescriptions.



MedTech Exhibitors

CONTROL BIONICS

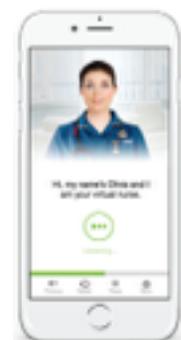
Control Bionics exhibited NeuroNode, the world's first wearable EMG assistive brain-to-computer interface. They shared the enormous potential of this technology as it helps people with conditions such as ALS/MND or spinal cord injuries communicate with their family, friends and physicians through connected devices. Their technology allows severely disabled people to operate computers to relay messages they cannot speak, or move wheelchairs by sensing the intended brain signals to make these devices work for them.



Google's in-house creative innovation lead at the ZOO, which is the creative think tank for brands and agencies at Google, shared insights into how to explore new technology that inspires future ideas by prototyping experiments. Google brought cardboard healthcare VR experiences and a look "Quick Draw" which leverages machine learning to recognize doodles!



Sensely displayed Olivia, a new 3D, talking, artificially intelligent virtual nurse that engages patients in automated conversations about their health. The virtual nurse enables trust and empathy - a critical component in the relationship between a clinician and a patient. Olivia and augmented medical intelligence are changing the healthcare delivery in the NHS and other healthcare systems – be it clinical triage or clinical monitoring of chronic conditions.



Twitter highlighted the power of social technology as it relates to connectivity and patient care. They showed how examining data, like flu or infectious disease symptoms reported on social media, drives what's next in treatment and outcomes. They also brought the infamous Twitter wall to monitor all of the #LionsHealth weekend tweets!



OHG's Data is Delicious

"Data is Delicious" (DID) was an interactive experience using the power of IBM Watson™ to find delegates' Big Five personality types through linguistic Twitter feed analysis and discovered how these affect their choice of macaron.

DID encouraged participants to imagine how much more engaging our communications with HCPs, payers and patients would be if we used such delicious data to better understand their preferences and behaviors.



"Several talks over the last two days of Lions Health discuss how big data and AI are helping inform marketers' patient-engagement strategy. One example that stood out could be seen at Omnicom Health Group's Data is Delicious exhibit. They analyzed Twitter feeds, segmenting them into five major personality types.", MM&M
June 19, 2017

Speaking Panels



Getting to Genome You: The Potential Power of Personal Medicine

Jo Ann Saitta, Chief Digital Officer at OHG, and Paula Dowdy, SVP & General Manager for Illumina, took to the Inspiration Stage to host an informative and provocative session that showcased the power of the human genome, its influence on future healthcare, and the ultimate form of personal communications. Karen shared compelling genomic medicine healthcare stories that demonstrated the dramatic innovation and advancements affecting healthcare's biggest problems like rare diseases and cancer.



Health Wars: The Last Doctor and the Rise of AI

Christina Kim, SVP Data Solutions at OHG, and Dr. Nangalia, a clinical entrepreneur in machine learning at the NHS presented on how healthcare can be more automated, personal, convenient and effective with artificial intelligence (AI). They shared how AI is metamorphosing healthcare to be more automated, personal, convenient and ultimately effective.