CAPE & GSK
 Areas of collaboration

Personalised preventative health
- Novel materials and sensors
- Wearable Tech
- Data collection and aggregation
- Machine Learning and Deep Learning
- Real-World Evidence
- Analysis and interpretation
- Insights for personalised prevention
Digital health is here and it is staying
- Businesses are finding value in the data from digital health
- They are in a race to access, understand and exploit data to improve health outcomes

The rise of well-being and prevention
The rise of digital health will empower both physicians and patients:
- New, health-conscious models of care
- Expectations of wellness from patients,
- Expectations of support and information from physicians

Graphic Source: Nature online – Park et al
https://www.nature.com/articles/d42473-019-00274-6
GSK are exploring new areas for future Consumer Health products and services

Oral Health  Diagnostics  Women’s Health  Mental resilience

Aim To improve our ability to understand the human body and to support everyday health
How can you join this mission?

CAPE Grand Challenge: Systems and Devices for Healthcare

Aim: To improve our ability to understand the human body and to support everyday health

Expression of Interest deadline: 09 July 2021

Sensing
What new measurements of human physiology are possible?

Knowing
What new insights can be gained?

Edge Research
Entirely New Science

- New measurements not previously possible

Maturation
Improving cost & reliability

- Turning lab-science into mass producible technology

Demonstration
Integration into capability

- Integrated sensor systems that can be trialled

New physiological models of biological processes

Improvement of tools to collect health insights

Validation of tools e.g. Predictive AI and Digital Twins