

## HCA Conference, London, 8th July: Speaker Biographies

### Azmain Chowdhury MBBS BSc, GP Registrar and Clinician Creator

Azmain (@DoctorAzmain) is a GP registrar and clinician creator in the UK with 500,000 followers. He has a passion for fun and engaging health education videos, ranging from public health awareness to debunking health myths, frequently getting millions of views.

He is a member of WHO Fides, a member of the TikTok clinical creator council, accredited by YouTube Health, and accredited by Patient Information Forum. He was the Gold award winner of MHP Group's 30 to Watch Politics Award: Health Champion for contributions to public health. He has collaborated with the UK Government, UNICEF, and various healthcare related organisations and charities.

He is the author of *Mysteries of the Human Body* (Macmillan imprint, 2025).



**Doctor  
Azmain**

### Sarah Clarke MBBS, Author of *Clarke's Code Companion* and ABPI Code Expert

Sarah is the author of ***Clarke's Code Companion*** - a pragmatic guide to the ABPI Code, based on her 40 years as a Final Medical Signatory.

She is keen to help people see the Code as a safety net not a barrier to ensure we deliver meaningful materials and activities that benefit patient care.



## **Barbara Fountain, CEO and Founder, Young Tongues**

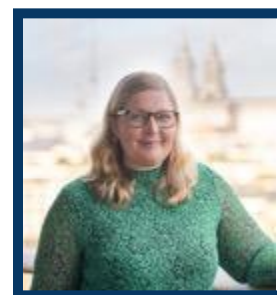
Barbara Fountain is the CEO and Founder of Young Tongues, a global charity dedicated to supporting young people diagnosed with tongue cancer. Diagnosed herself at the age of 32, Barbara brings both lived experience and strategic leadership to her work, ensuring that patient voices are not only heard, but meaningfully embedded across research, clinical practice, and support systems.

She founded Young Tongues to address a clear and growing gap: younger patients often face age-inappropriate care, delayed diagnosis, and limited access to relevant support. Under her leadership, the organisation has grown into a worldwide community, offering peer support, practical resources and platforms that connect patients, clinicians and researchers in more collaborative, patient-centred ways.

Barbara is a passionate advocate for Patient and Public Involvement and Engagement (PPIE), working to ensure that grassroots patient organisations are recognised as essential partners in shaping research and improving outcomes.

Today, she continues to lead Young Tongues with a focus on connection, collaboration and change: working towards a future where younger people with tongue cancer are diagnosed earlier, supported appropriately, and represented accurately across the systems that affect their care.

**Website:** [www.youngtonguesglobal.com](http://www.youngtonguesglobal.com)



## **Gavin Griffiths, Founder, League of Diabetes and Marketing Manager, LivaNova**

Gavin is passionate about ensuring health truly connects with care.

He lives with type 1 diabetes and is the founder of a small charity registered under DiAthlete, and the “League of Diabetes” platform - which operates to “make the diabetes talk connect” through peer events.

He also works as a Global Patient Marketing Leader at LivaNova in epilepsy.

He combines lived experience with professional expertise, and works to make healthcare communication more human -helping organisations to better connect with the people they serve.

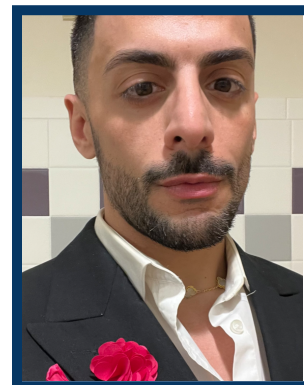
Gavin’s advocacy has taken him around the world, championing patient voices, access to care, and mental wellbeing. He once completed a standout endurance challenge of running 30 miles a day for 30 days from John O’Groats to Land’s End to raise awareness of life with type 1 diabetes.



**Andreas Hadjicharalambous, BSc, MSc, Account Director, Obsidian Healthcare Group Ltd**

Andreas is a medical communications leader with over eight years' experience driving EU medical affairs strategy across pharma and life sciences.

A scientist by training, he holds an MSc in Infection Biology (Virology) from the University of Glasgow and a BSc in Medical Microbiology from the University of Leicester. His passion for scientific communication drew him from the laboratory into medical communications, where he has delivered highly complex educational programmes spanning rare disease, gene therapy, oncology, and beyond.



He has led cross-functional teams, owned revenue-critical portfolios, and built capability frameworks that raise delivery standards. Above all, Andreas is motivated by improving patients' lives, ensuring complex science reaches the people who need it most.

**Sam Howland, Brand Communications and Patient Advocacy Lead, Ipsen U.K. and Ireland**

Sam has been in healthcare communications for 17 years, working both in-house and for agencies.

As Brand Communications and Patient Advocacy Lead, she leads Ipsen's Comms strategy across their therapeutic portfolio in Oncology, Rare Disease, and Neuroscience, and spearheads Ipsen's awareness and advocacy work with U.K and Irish patient organisations.



**Oliver Kemp MBE, Chief Executive Officer, Prostate Cancer Research**

Oliver has been Chief Executive Officer of Prostate Cancer Research (PCR) for the past 9 years. He leads the organisation's mission to accelerate progress in developing and delivering breakthrough medicines and treatments for prostate cancer. Under his leadership, the charity has become one of the fastest growing non-profits in the UK.

Prior to joining PCR, Oliver served as Chief Executive of Build Africa. During his leadership, the organisation expanded its reach dramatically, supporting over 400,000 people and increasing its impact more than fivefold in six years.



Earlier in his career, Oliver was Head of Fundraising at the Haemophilia Society and he has also been Director of two start-ups, giving him a strong entrepreneurial mindset.

In addition to his executive roles, Oliver serves as Chair of Health Poverty Action, an international development charity working across 19 countries with over 500 staff, focused on improving the health and wellbeing of the world's most marginalised communities.

**Website:**

- <https://www.prostate-cancer-research.org.uk/>
- <https://www.prostate-cancer-research.org.uk/realtalk-2/>

**Lynn Laidlaw, Patient and Public Contributor and Patient Researcher**

Lynn lives with a rare, autoimmune disease and multiple long term conditions. A 4 year diagnostic odyssey prompted her interest in Patient and Public Involvement in research and she is involved with multiple researchers and institutions across the UK and abroad as a Patient and Public partner and peer researcher.

She is a Co-Investigator on a number of clinical trials and other research and has been involved in strategy and policy with organisations such as the Health Research Authority. Lynn is particularly interested in Co-Production (working in equal partnership for equal benefit) and qualitative research.



**Elena Mills PhD, Co-Chair, Passion Partnership; Co-Founder and Managing Director of The Salve**

Elena is Co-Founder and Managing Director of The Salve, a B-Corp certified Medical Affairs consultancy, committed to delivering positive impact in healthcare through remarkable and purposeful communications.

Elena is Co-Chair of the Passion Partnership, under the HCA, alongside Lucy Eddowes of Costello Medical, and is passionate about embedding pro bono strategy into organisational culture and demonstrating how meaningful, values-aligned work can drive both social impact and business resilience.



Elena was winner of the 2025 MAD//Fest Female Leader Award, and is Chair of the Alliance of Independent Founders (under the Alliance of Independent Agencies).



**Website:**

- <https://www.linkedin.com/company/passion-partnership>
- <https://the-hca.org/Pro-Bono>
- <http://www.thesalvehealth.com/>

**Gabor Purman MD MBA, Patient Advocacy Director, Corporate Affairs Team, Kyowa Kirin**

Gabor is a behavioural economist and futurologist who loves to design and execute solutions for complex problems in the life science industry.

He is passionate in studying and change human behaviour. He is experienced in belief and behaviour change models for multiple stakeholders, including:

1. Patients, care partners living with conditions: through patient insights generation, patient journey mapping and designing solutions for positive treatment experience.
2. Internal cross functional teams: connect their hearts and minds for patient centric solutions. To developing products and services that create more value to patients, society, and shareholders in the real world.
3. Health care professionals: design engaging educational programmes based on real life insights that will inspire HCPs to use therapy solutions for positive treatment experience.



He has managed multiple projects through engaging matrix teams in Europe and the US. His work has improved the quality of life of over 11 million people and still counting.

**Sam Robinson, Director, Practice Lead Communications & Advocacy, AXON**

Sam is a senior leader in global healthcare communications and advocacy, with over 19 years' experience driving transformative patient engagement strategies across the pharmaceutical industry. As Director and Practice Group Lead at AXON, part of AVENIR GLOBAL, she has led global initiatives that embed patient voices at every stage of drug development, access, and delivery.



## **Dominic Shadbolt, Founder, [theMSGuide.com](https://www.themsguide.com) and Managing Director, Patient Signal**

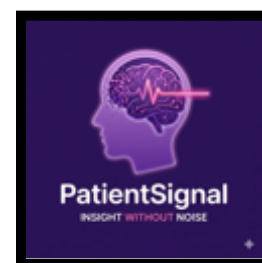
Dominic is Managing Director of PatientSignal, a specialist consultancy that transforms authentic patient experience into actionable intelligence for pharmaceutical companies, clinical trials, and healthcare communications. With over 30 years of lived experience with Multiple Sclerosis, Dominic combines deep patient insight with commercial expertise in pharmaceuticals, strategic consulting, and quantitative research methods.



He founded *theMSGuide.com*, a YouTube channel with 5,000 subscribers and hundreds of videos that has become a trusted independent resource for the MS community. Through YouTube, Instagram, Facebook, and the TikTok platforms, Dominic maintains direct connection with patients navigating treatment decisions, clinical trials, and the practical realities of living with chronic neurological disease—insights that inform his consultancy work.



As an Honorary Research Fellow at Queen Mary University of London, Dominic leads patient boards for major clinical trials including ASSIST-MS at QMUL and RESTORE at Cambridge. He holds an MSc in Politics with Research Methods from the University of Sheffield, where his training in quantitative methodology and statistical analysis (STATA) enables him to bridge patient narrative with the data-driven decision-making that pharmaceutical and healthcare organisations require.



PatientSignal specialises in identifying gaps between what healthcare organisations assume patients understand and what patients actually experience. Dominic's work helps clients reduce trial dropout, improve communication clarity, strengthen digital health UX, and avoid costly redesigns by incorporating patient perspective early in development cycles. His approach delivers measurable outcomes: less friction, greater engagement, and solutions that succeed in real-world implementation.

Dominic brings both the patient voice from his extensive community connections and the strategic rigour that pharmaceutical decision-makers demand.

## **Maisie Weinschenk, Director of Digital Narrative Intelligence, Lumanity**

Maisie is Director of Digital Narrative Intelligence at Lumanity, where she helps healthcare organizations better understand patient experiences through social media.

With more than 15 years of experience in patient-centered insights and research, her work focuses on identifying authentic opportunities for engagement, partnership and advocacy that create meaningful change for patients and the communities that support them.



***The HCA Activity in 2026 is sponsored by AXON, Envision Pharma Group, Lumanity and Obsidian Healthcare Group Ltd.***