RBCC RUSSO-BRITISH CONFERENCE SERIES

BUILDING THE FUTURE TOGETHER

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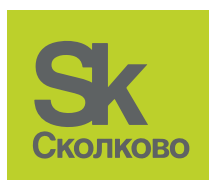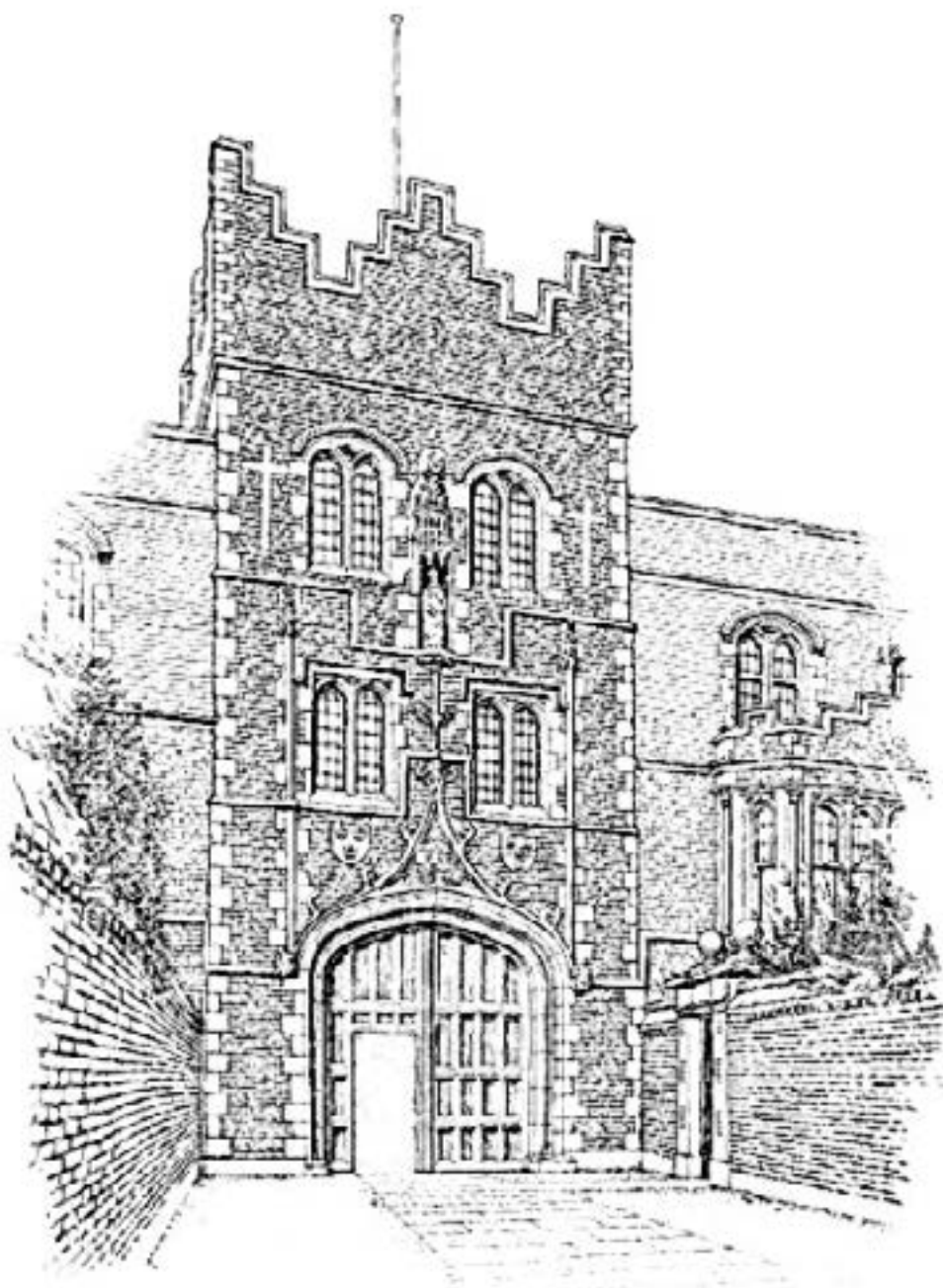
JESUS COLLEGE
CAMBRIDGE

Intellectual Forum

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EXECUTIVE SUMMARY

The second instalment of the RBCC Russo-British Conference Series took place at Jesus College, University of Cambridge on 26-27 February 2020. The event Building the Future Together was held in partnership with the Skolkovo Foundation.

The conference brought together leading experts in the fields of smart city technology and digital health from the UK and Russia. These areas have been identified as vibrant sectors of innovation suitable for cooperation projects between the two countries. The conference delivered high-level dialogue between experts in each field and made suggestions for further cooperation.

The conference outlined three key spheres of recommendations to take cooperation further:

- **Sharing expertise:**
  Many examples of best practice were exhibited at the conference. Participants identified the need to develop further mechanisms for the sharing of expertise. The conference itself provided a forum for this knowledge exchange and it was suggested that this dialogue should continue.

- **Public engagement:**
  In both health and smart city technology there was a call to put humans at the centre of technological change, from patient-centric technologies in health innovation to the role of citizens in the design of smart cities. Developing a shared understanding of how to achieve this goal is a key area of cooperation between UK and Russian actors.

- **Standards and regulation:**
  Conference participants would welcome more international cooperation in shaping the regulatory environment for both digital health and smart cities. It was also suggested that unifying standards between countries would be beneficial in terms of cooperation.

Additionally, participants agreed that the conference added new energy to business links between the UK and Russia. In addition to providing a forum for knowledge exchange in the areas of smart cities and digital health technologies, the event was seen by many as building bridges of cooperation. It was agreed by participants that the conference should be used as a platform to cultivate further mutually beneficial business relationships between the UK and Russia. It was suggested that this agenda would be enhanced by arranging a future conference to develop these conversations.

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Smart Cities

203 cities in Russia doing smart city projects, led by Moscow

30% of Russians will participate by 2024

The UK is still experimenting with smart cities - but is a hotbed for AI and machine learning.
⅓ all AI companies are in the UK

Cities are places of comfort and pleasure - citizens are increasingly mobile, **and will leave if they don't like it**

Digital is not always smart and smart is not always digital.
Smart city indicators are 70% analogue, not digital

Three core technologies that can impact on citizens' experiences of smart cities:

Artificial Intelligence

Algorithmic decisions technology

Biometrics
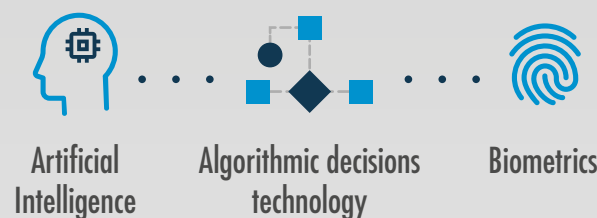
Technologies of near-future to drive:

Responses to climate change

Zero-waste cities

Digital Healthcare

We need to treat the patient, not the tumour

Three layers to digital health:

Genomics

Medical records

Behavioural data

We need both patient-focused technology and clinically-focused technology

Digitisation of healthcare records is a crucial first step. Better than having to provide it yourself every time

Doctors spend **50%** of time writing documents — voice recognition could be a huge change

AI for diagnostic imaging: ¼ of papers seem to be on it, BUT AI is meant to be an aid not to replace humans

The Startup Tsunami: lots of startups claim to be developing AI, **but many aren't REALLY using it**

Wearable devices and smartphone apps: not just for citizens' own personal use but also have research and service implications. They can be used for trials and also for service planning

Key Recommendations:

- Citizens must be at the heart of the implementation of smart cities
- Consider what should be top down, and what should be bottom up
- Ensure regulation can catch up with innovation
- Share expertise and best practice within, between, and outside of cities, including across national borders

Key Recommendations:

- Ensure that long-term investment is available for digital health
- Use digital health improvements to support clinicians, not seek to replace them
- Ensure clear standards across digital health
- Focus on improving patient health and wellbeing, not just treating disease

Key Questions:

Should successful smart city models be replicated elsewhere, or should we aim for a diversity of approaches?

How can AI and robot systems lead to intelligent intervention in cities?

How do we combine multiple complex systems - eg social, economic, technological - within the design of smart systems?

What is the balance between convenience, economic improvement, environmental benefit, and wellbeing enhancement?

How do we keep a human-centred approach in smart systems which are often technologically driven and economically motivated?

How can we create standards that facilitate cooperation and collaboration?

Key Questions:

How do we ensure that digital health is used to improve healthcare, rather than simply adding complexity?

How can technology address inequalities in health?

How can we ensure that mental health is considered in digital health?

Can we move from being reactionary to preventative in our approach to health?

How do we ensure security, privacy, and trustworthiness throughout design, implementation and evaluation?

How can we improve digital literacy to increase health and ensure technology has a meaningful impact on citizens' health?

INTRODUCTION

Context and objectives

The aim of the conference was to bring together high-level participants from the UK and Russia to discuss and produce recommendations on common social and economic challenges and opportunities facing the UK and Russia. The conference topics were selected based on the strength of interest shown during the first conference in the series which was held at Wilton Park 11 – 13 February 2019. The following areas were identified as topics of shared importance:

• Digital health and bi-lateral relationships between hospitals and research communities.
• Urbanisation, smart cities, and modern service provision.

According to the World Bank, in 2018 the percentage of citizens in the UK and Russia living in urban areas was 84% and 73% respectively[1]. There is an imperative for both countries to develop "smart" solutions in urban development to improve the quality of life of their citizens. Central to this is de-stressing urban living by improving the quality of transport and enhancing environmental quality.

Russia and the UK aim to deliver quality healthcare to ageing populations and without excluding the many disadvantaged groups. However, both are struggling with increasing expenditure on their respective healthcare systems, and both systems have anomalies resulting in a less than optimum allocation of resources. Similarly, both countries want to expand the use of digital medicine as they appreciate the improved health care and potential savings these technologies can offer. They recognise that there are ethical concerns regarding the protection of medical data and emerging technologies in the sector such as genome editing.

The conference had the following objectives:
• **Identify** the key trends and developments in digital health and smart cities over the next 5 - 7 years and how each respective side is looking to meet these policy, environmental, and industrial challenges.
• **Engage** with potential business partners and explore avenues for further Russia-UK collaboration.
• **Exchange** with the ideas of international colleagues from across the industry.
• **Shape** future business opportunities by navigating shared international policy challenges.

Outputs and outcomes

The intended outputs were:
• Continued high-level dialogue between UK and Russian participants
• This conference report containing recommendations for future actions
• Promotion of commercial collaboration between UK-Russian commercial entities

A successful outcome would be the continuation of this dialogue in the form of another conference.

Participation

Up to 39 subject matter experts from the UK and Russia. These experts came from business, academia, research and government. A list of participants can be found at the back of this report.

Opening of the Conference

Dr Julian Huppert, Director of the Intellectual Forum at Jesus College, opened the conference with a warm welcome to all participants. He noted the historic success of Cambridge as a site of innovation and that it is a fitting location for this discussion.

Kirill Kaem, Senior Vice-President for Innovations at Skolkovo Foundation, began by introducing the work of Skolkovo. The foundation exists to bring together start-ups and develop new products, sitting at the crossroads of industry, technology, government, and investors. In a world of increasing mobility, the current trend towards isolation will be unsustainable. This conference is an example of cooperation which reverses this process.

Rt Hon Charles Hendry, President of the Advisory Council, Russo-British Chamber of Commerce, hoped that this conference would take forward the important discussions which took place in the previous event. RBCC seeks to identify potential areas of cooperation which can bring together new partners. Digital health and smart cities are particularly exciting prospects in this cooperation agenda.

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1   World Bank, 2018. Available at: https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS

SESSION ONE

How do technology, policy and human behaviour affect the development of cities?

Session focus
The first conference session sought to capture Russian and UK perspectives on the current state of innovation in smart cities technology. The aim was to bring together diverse, expert voices to identify trajectories of development in both counties. Shared challenges were identified by practitioners as well as exciting prospective avenues for cooperation.

Speakers

Elena Semenova, Coordinator of the Smart City project at the Ministry of Construction Industry, Housing and Utilities Sector of the Russian Federation, opened the discussion by introducing the "Smart City" project. With the goal of using digital solutions to improve wellbeing, the project has implemented a number of technical solutions across multiple Russian regions.

Natalia Chernysheva from the Cluster of Advanced Manufacturing Technologies at Skolkovo Foundation offered her perspective on trends in city development. AI, biometrics, and algorithmic decision-making all increasingly impact on city life and can help cater for the needs of individuals.

Aleksei Merkulov, Chief Digital Officer of PMK Group, refocused the scale of discussion to the construction of individual buildings and how they integrate into the wider city. Technology is increasingly available to meet the needs of various stakeholders in the construction process.

Dr Ying Jin, Director of The Martin Centre, Cambridge, reminded participants of the importance of luck in city development given the uncertainly inherent in technological innovation. It is vital that those working on new technologies should work closely with local communities to ensure that the local population is ready to receive changes in the urban environment.

Key themes of debate

- **Universalism v localism?**
Many participants flagged the competing approaches to smart city design. On the one hand, innovative technologies are inherently local. They emerge out of context-specific problems which a city might face. Some participants suggested that these heterogeneous problems require individual technological solutions.

On the other hand, a particularly effective technology may have universal applications and could be deployed to multiple contexts. Similarly, in order to ensure efficient integration between various city services a more top-down approach may be effective. It was suggested that a "federative model" could bridge this divide with certain guidelines agreed at a universal level but the impetus for experimentation within this framework devolved to the local.

- **Trickle-down effects?**
The question of equality was a recurring theme of discussion. In particular, participants emphasised that smart city technology may disproportionately benefit the largest conurbations, notably London and Moscow in the UK and Russian contexts. Some were concerned that a focus on such cities would widen the development gap between these centres and the sometimes "forgotten" towns. Others were more optimistic about the prospect of trickledown effects suggesting that innovation which originates in big cities could be rolled out to smaller towns.

- **Citizens at the centre of smart cities**
It was noted that digital solutions in cities need to both reflect and adjust people's lifestyles. There were multiple calls to put citizens at the centre of digital solutions. For instance, it was suggested that a "co-design" process had the potential to emphasise the human factor in city living. The aim would be to talk more about humans in the development of these technologies and "leave technology in the backroom".

- **Regulatory environment**
Many aspects of the regularity environment were raised but a recurring theme was the balance between enhanced safety through technological innovations and the individual's right to privacy. It was the view of many that regulations needed to be expanded in this area, particularly relating to securing data privacy. This is especially significant given the known ability of some programmes to de-anonymise data by overlapping various datasets.

SESSION TWO

What does healthcare need from digital technology?

Session focus

The second session redirected attention to the area of healthcare and digital technology. The aim was to highlight opportunities which lie at the intersection of health needs and developments in digital expertise, skills, and products. Participants were keen to highlight some unanswered questions which will continue to frame the development in this sector.

Speakers

Kirill Kaem, Senior Vice-President for Innovations of Skolkovo Foundation, stressed the significance of digital medicine for Skolkovo. Reflecting the general trend in the global medical industry, this is a key growth area and potential sphere of cooperation.

Three "layers of information" can be conceptualised in this field: genetic data, medical records, and behavioural data. It will be crucial to enhance the connections between these layers of data to improve patient outcomes using digital technology.

Valentin Sinitsyn, President of Russian Society of Radiology, presented a detailed view of the radiographic profession in Russia. This has been a particularly attractive area for the application of AI which is used in diagnostic imaging to identify tumours. This is a significant growth area given the global shortage of expert radiographers.

Igor Ignatushenko, CEO of Post Modern Technology, introduced the platform MeDialog which has been developed to meet the needs of large-escale health providers in Russia. There is potential for digital solutions to assist in the management of hospitals given the complexity of hospital workflows.

Ryan Bate, Head of International Medical Strategy at AstraZeneca, gestured towards the increasing number of examples which integrate health and digital technology. It was argued that innovation hubs which bring together specialised health and digital actors can advance an approach which centres on the needs of the patient (not simply the treatment itself). The example of AstraZeneca's work with Skolkovo was highlighted.

Key themes of debate

- **"Treat the patient, not the tumour"**
There was a shared appreciation that digital health solutions should be patient-centric. Many participants shared views on how this might be achieved, from a more holistic approach to patient domains (diagnosis, treatment, etc.) to better communication between strands of healthcare provision.

There was discussion about how AI could be used to achieve this. It was highlighted that scale is very important in the use of data; the more available data the more useful the insights. It was also noted that there have been attempts to incentivise people to take their health seriously, encouraging check-ups and removing barriers to health services.

- **From reactionary to preventative medicine**
Many participants drew attention to the implications which digital technology and AI will have for preventative medicine. The traditional reactive approach (medical intervention triggered by an explicit problem) can be greatly enhanced by integrating pre-emptive interventions facilitated by technology.

A particular focus was on the possibility of early screening. In terms of digital imagery analysis, programmes have been developed to optimise doctors' time. In a similar vein, there was also discussion of how digital technology links health outcomes with the physical environment in which people live. Synergies with the development of smart cities were flagged by many participants, as was the use of technology to address the issue of non-adherence to treatment plans.

- **Security and individual data**
The question of how data will be safeguarded featured heavily in the discussion. As health information (such as medical records) is digitalised there must be suitable technological responses to ensure the security of data. One aspect of putting the patient first is to reflect their desire to access and control their own data. This was noted as a particularly significant area for the development of new regulation.

- **Communication within and between systems**
Many participants argued that digitalisation will facilitate better communication between people, machines, and processes in healthcare delivery. Interoperability of data is a particularly hot topic in this area. It is essential that data collected on individuals is stored in suitable formats to facilitate sharing. Another dimension of this communication is being able to connect specialists from different areas of medicine in technological clusters such as Skolkovo to share best practice and drive innovative patient-centric solutions.

SESSION THREE

What is the state of the art in smart cities?

Session focus

This session shifted the conversation towards cutting-edge innovations being developed and deployed in smart cities. It facilitated discussion between expert practitioners who reflected on their experiences and identified examples of best practice. It also highlighted mechanisms for cooperation in this area of innovation and opportunities to share new intellectual capital.

Speakers

Dmitry Sanatov from the Center for Strategic Research "North-West" Foundation began the discussion with an overview of contemporary work on smart cities in Russia. Russian universities were said to be at the forefront of research on smart cities (in terms of academic publications) and have suitable funding for the research.

Vladislav Kudriavtcev, CEO of INSYTE, spoke about the significance of putting humans at the centre of smart city systems in terms of comfort, functionality, and efficiency. Integrating biometrics, big data, and energy management are all key development areas.

Sergey Volkov from the state-financed entity "Mosstroydevelopment" Department of Moscow Urban Development helpfully identified four consumers who would drive smart city innovation: the resident, temporary resident, business community, and the city administration (government).

Ekaterina Shubina representing the Government of Moscow presented the current innovations implemented by the city. Meeting the needs of a rapidly expanding population (over 12 million residents) has presented questions of human flows and service requirements. Substantial digitisation of services, for instance, the "Electronic School" system, can be used to better connect stakeholders in modern cities.

Tom Henderson from TechUK, the UK's trade association for the tech industry, suggested that a more integrated approach is a dominating trend in smart cities. This includes the integration of AI, sensory devices, and machine learning. It also presents new opportunities for data sharing.

Key themes of debate

• Barriers to innovation

There was an extended discussion about the limits to smart city technology. Given the success of some case studies, what holds back other cities from following suit? Could it be the age of the city and its existing infrastructure? Local governance? National strategy?

A number of potential barriers were identified. Specifically, the combination of available funding dedicated to digital solutions as well as clear city leadership were seen as crucial factors. It was argued that regulatory barriers are relatively low and that some of the largest constraints are financial. Moscow provides a clear example of what can be achieved with the necessary funding.

• Sharing expertise and best practice

The cutting-edge smart city solutions enacted by the city of Moscow led many to question how such successful interventions can be spread more widely. It was noted that some forums do exist which bring together city governments and companies, although it was questioned how this sharing process might operate for smaller cities and towns.

The notion of sharing the intellectual capital associated with smart cities across international borders was also a theme of discussion. It was noted that cities rarely compete to attract the same citizens and thus competition should not limit the sharing of smart technologies. Others highlighted that successful cities actively seek to share the successful deployment of technologies.

Another important point was made that cooperation in this area has the support of the UK and Russian national governments. Despite political tensions, both countries are motivated to pursue business links, especially in the sphere of smart cities.

• The citizen as the client

Many participants pressed the need to place humans at the centre of smart cities. As one participant put it, "to make the citizen the client". One potential way of achieving this is to actively engage with citizens about their experience of the city. For example, the "Active Citizen" feedback which is sought of Moscow citizens in evaluating successes and failures of the city administration.

• Evaluating success in smart cities

The question of measuring the success of smart city projects was also a theme of debate. While there may not be any objective measures of a city's performance in terms of its digital capacity other metrics should be considered which address wellbeing and efficiency. Developing unified measures of smart city technologies would aid in evaluating successes and comparisons between cities.

SESSION FOUR

What can digital technologies offer for healthcare over the next 5 years?

Session focus

Reflecting the conference theme to identify emerging trends, this final session challenged leading experts to share their views on the future of digital health technologies. Particular attention was given to the challenges and barriers hindering development in the field, as well as avenues for cooperation.

Speakers

Igor Romanenko from Moscow State University of Medicine and Dentistry offered the conference a view form a university perceptive. These institutions have a unique place in the healthcare system providing the medical practitioners of the future, research into clinical technologies, and opportunities for new technologies to be developed. Enhancing the availability of patient information for doctors will be a key development area.

Sergei Sorokin, CEO of Intellogic LLC (Botkin.AI), gave insights as a resident organisation of Skolkovo Foundation. Using AI to create platforms for image analysis is seen as a hot topic, particularly given the context of a global shortage of specialist radiographers.

Sergei Voinov, Head of Digital Health at Skolkovo Foundation, pointed out the expansion of start-ups focused on digital health with AI as a particularly promising area. Over the next 5-7 years, there is likely to be expansion in AI, without which current health objectives will not be achieved (such as early screening for lung cancer for the whole population).

Prof. Harry Hemingway, Director of the Farr Institute, University College London, argued that access to largescale health data electronically would make a significant impact on the field. This motivates us to collect and distribute this data at a much larger scale. Links were also drawn between health technologies and smart city development.

Dr Joel Ratnasorthy, CEO of Interneuron CIC, inverted the question posed in this session; from what to expect to what needs to be done. The need for a universal healthcare record was seen as particularly significant, as well as a focus on preventative processes which, naturally, require more data to perfect.

Key themes of debate

- **Patient convenience**

A number of participants questioned why medicine has lagged behind other sectors in using technology to enhance customer experiences. For instance, digital technology has had limited impact on how the majority of individuals access general practitioner services. This was a particularly interesting question given the availability of technology to address long-standing issues.

It was noted that digital literacy is a crucial dimension in enhancing consumer experiences. Some participants were keen to highlight that vulnerable groups of society may need extra support in this area.

- **Doctor efficiency**

Casting their attention to the next five years, there was significant discussion of how digital technology will be used to enhance the efficiency of the healthcare system and alleviate pressures on doctors' time. For example, the use of AI in image analysis was a clear example where technology can accurately assess the majority of cases and identify where a human specialist would be required.

At the core of this discussion was a desire to help doctors work more efficiently and enhance their time with patients. Some also raised reliability concerns (for example the possibility of false positives and negatives in image screening) and the centrality of human expertise was agreed upon.

- **The significance of healthcare records**

One area of potential innovation is the digitisation of health records. This increasingly common practice is extremely useful in enhancing channels of communication within the healthcare system but remains an incomplete project. Some raised the need to unify what is meant by "health record" to ensure that relevant information was included. Similarly, this understanding would enhance the interoperability of data within the system.

- **Sources of investment**

It was noted that a necessary component of digital innovation in healthcare would be substantial and sustainable sources of funding. Given the potential application of digital technology to preventative medicine, it is necessary for funding bodies to take a long-term approach. By investing in screening technologies in the short-term, efficiency savings should be made over a longer period.

CONCLUDING REMARKS

Recommendations for Future Collaboration

In the final conference session, **Dr Julian Huppert** called on all participants to distil their reflections on the event into a single recommendation to take this work forward. The delegates offered insightful comments on a range of aspects stretching across the smart cities and digital health spheres. Broadly speaking, the majority of recommendations fell into three key areas:

1. The sharing of expertise and best practice

The conference succeeded in providing a platform for industry experts to highlight innovative solutions to complex problems in smart cities and digital health technologies. The strength of development in these two areas was clearly apparent, as were examples of best practice.

Given this, many participants recommended developing further avenues for the sharing of knowledge, experience, and resources between actors in the UK, Russia, and beyond. It was suggested that conference participants be connected in a group messaging forum to share information on upcoming events. It was also suggested that catalogues which include company information for each industry could be compiled and made more readily available.

2. Engaging with citizens

In both smart cities and digital health, participants made the case for citizens to be at the centre of innovation; as clients to smart city designers and as the focus of treatment in healthcare systems.

Both the public and private sectors have a responsibility to encourage citizen engagement with new technologies. One aspect of this is to push for enhanced digital literacy, especially for the most vulnerable groups in society. Another is to place the needs of the individual at the centre of the design process in these industries.

3. Developing standards and regulation

It was acknowledged that while there have been fantastic innovations in smart city and digital health technology these often arise from small-scale, context-specific interventions. Participants pointed out that without unifying standards spanning across international borders avenues for cooperation are limited.

There were thus calls to forge international standards in these two areas with input from both UK and Russian practitioners. This will need to be met with an expansion in the regulatory environment which would foster growth and innovation.

UK-Russia relations

In many ways, the conference both *reflected* and *reshaped* the relationship between UK and Russian actors.

At various points, participants *reflected* on the to the difficult political relationship between the two countries. However, it was noted by representatives from the UK and Russian sides that business cooperation is actively encouraged by both governments. It was suggested that the primary barriers to cooperation in the areas of smart cities and digital health were market related rather than political or regulatory.

As well as reflecting the current relationship between the UK and Russia, a key output of this conference was to *reshape* relations. Participants were extremely positive about bridges of commercial collaboration and friendship which the event fostered. It was agreed that the conference would serve as a platform for further cooperation and that a future conference should be arranged to advance this agenda.

The conference concluded with words of thanks from the organisers:

Roger Munnings of the Russo-British Chamber of Commerce expressed gratitude to all involved with the conference, especially noting the financial contribution made by the Foreign and Commonwealth Office.

Kirill Kaem, Senior Vice-President for Innovations at the Skolkovo Foundation thanked the conference hosts and RBCC for their efforts. He reflected on the success of the event in building bridges of cooperation and hoped that they might extend to people beyond this conference.

Finally, **Dr Julian Huppert** drew the event to a close with a vote of thanks to Jesus College. He expressed the sentiments of many participants in hoping the conference serves as a platform for future UK-Russia collaboration in these spheres.

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