

## **Peter Hudson Ellis, C.H.E., A.H.A.**

### **Background and Experience**

Peter Ellis has over 40 years of experience in the strategic development, managing and advising of health organisations in the UK, North America and Europe. Most recently he was UK Managing Director of Medworxx Inc. 2012-18, and Chairman of VisionRT 2002-18. He is currently an Executive Advisor to Sweat Coin and Bio Conscious Technologies.

Previously Peter Ellis was a senior partner with Ernst Young and Head of Arthur D Little's health care practice. He has led strategic consulting assignments in Pharmaceutical, Private Equity, Biotech, Health IT and Medical Device organizations, as well as for governments, payer and provider organizations across the UK health sector.

He was instrumental in bringing the concept of Academic Health Science Centres to the UK and advised both Imperial and Kings College respectively

Before his return to the UK, Peter Ellis had a long (22 year) career at Sunnybrook Health Science Centre, Toronto, culminating in two terms as President and Chief Executive Officer. Peter was instrumental in leading Sunnybrook through a dramatic period of growth from its original purpose as a Veterans Hospital, to its present pre-eminent position, as a world leader in cancer, heart disease, trauma, mental health and care of the elderly. It also houses Canada's leading research programmes in trauma management, imaging and clinical epidemiology and is an Academy of the U of T's medical school.

### **Business Development Activities**

Peter Ellis has been involved in the development, as chairman, chief executive or as a non-exec director in a variety of health and bio-science related companies from start-up to exit :

- VisionRT Ltd., a company that has brought to market a novel Radiotherapy patient positioning and treatment gating system that dramatically improves the throughput and effectiveness of radiation treatment and is now recognised globally as the "standard of care" for motion management and SGRT (Surface Guided Radiotherapy). VisionRT was recently acquired by William Demant Holdings at an up to 50x premium for shareholders.
- Medworxx, is a solution to more effectively manage patient flow and optimise clinical decision making based on the concepts of "Clinical Utilisation Review" (CUR) . Medworxx has been contracted by NHSE. Medworxx is now owned by Central Square, a subsidiary of the private equity company Vista.
- Ixico Ltd., IXICO provides neuroscience expertise and global operations to deliver imaging and digital biomarker analytical services for clinical development, within a framework of regulatory compliance. Ixico is listed on the LSE AIM.
- MED e-care is a Canadian based global software provider serving care homes and pharmacies. It provides a full platform with an integrated Electronic Medication Management) eMAR System. The system can be used in French or English, for complete management of the Resident Care Life cycle.
- Biotec Ltd developed a test for the rapid detection of *Mycobacterium tuberculosis* in human sputum samples using its patented FastPlaque TB test. Their focus was to develop an affordable test for drug resistant TB that would be effective in developing countries with minimal technical infrastructure. The company was acquired by Lab21

- PharmaTrust, a Canadian company that has developed a unique and disruptive technology which enables remote dispensing of medicines through an ATM-like device and provides direct real time counselling by a pharmacist. The company was acquired by Walgreens/Boots
- Bio Conscious Technologies, is a Canadian Company, It uses machine learning to better understand human metabolism. By integrating medical and wearable sensor data it identifies risk factors, monitors disease progression and predicts complications associated with major chronic conditions before they occur. Their current focus is “Diabits” which monitors blood sugar 60 minutes in advance and alerts of potential untowards events This improves time in range, and helps reduce HbA1c,
- SweatCoin has achieved sustainable physical activity behaviour change. It uses irrational economic behaviour theory to continuously rewards its users for being active. It works with governments, health conscious audiences, and insurers wishing to encourage healthier lifestyle choices and governments looking to reduce healthcare costs.

### **Other Activities**

Peter Ellis has taken an active interest and been an advisor in international health policy issues and has, either as a government appointee or industry representative, led or been a member of many commissions or task forces charged with improving healthcare systems, and, was a member of JETCO which was set up between UK and India to foster business relationships in the health sector.

He was instrumental in the development of the concept of “Academic Health Science Centres” in the UK and advised Imperial College, Kings College, QMUL, The Bart’s and London Hospital and the Darzi review.

Peter Ellis was actively involved in curriculum renewal at the U of T medical school and was instrumental in promoting radical revisions based on the concepts of “problem-based learning” and multi-disciplinary care which aligned with Sunnybrook’s philosophy.

Peter’s career commenced in the NHS where he was a management trainee and subsequently held senior management positions in Leeds and at Mount Vernon Hospital.

### **Publications**

Peter Ellis has published numerous articles and contributed to policy statements from think-tanks such as Policy Exchange and Reform, particularly in matters related to innovation in the NHS and adoption of disruptive technologies.

### **Awards**

Peter Ellis was appointed an Honorary Assistant Professor in the Faculty of Medicine, Health Management Division, University of Toronto; awarded the Gold Medal from his fellow Canadian Health Executives and recognised as CEO of the year by the Canadian Public Relations Association

Peter Ellis  
 21 Ellis Street  
 London SW1X 9AL  
[peter.ellis@strathealth.co.uk](mailto:peter.ellis@strathealth.co.uk)  
 Tel + 44 (0)20 7730 9614  
 UK Mobile + 44 (0)7785500384  
 Canadian Cell +1 647 882 3276