

## **Professor Sam Shah**

### **Chief Medical Strategy Officer, Numan**

*Professor Sam Shah is Chief Medical Strategy Officer for Numan, the online men's health provider. Sam's interests span digital health, clinical leadership and public health. Sam has a strong interest in consumer facing digital health services. He is a digital health technology advisor to a number of healthcare and technology companies, spanning a range of industries including telecommunications, assessment of apps, scaling new technology into the NHS and workforce solutions. Sam was previously Director of Digital Development for NHS England and NHSX, where he was responsible for digital development of the ecosystem and leading on a number of national transformation programmes. Sam has been involved in digital and clinical policy, working with regulators and addressing reimbursement models. He has worked closely with organisations involved in assessing digital health services in the UK and Europe. Sam advises Royal Wolverhampton NHS Trust on digital transformation and innovation adoption across medical technology and continues to work in primary healthcare. His academic interests involve teaching and education across digital health and entrepreneurship working with Ulster University, University of Central Lancashire and UCL Global Business School for Health.*