

SPEAKER ONE-PAGER

Dr Samuel J Swidzinski

Speaker on patient relevance, cognitive-support design, and lived experience as a research method.

*PhD, IoPPN King's College London · Founder & CEO, Hey Veyra · Author, Winning the War with Bipolar
Visiting Lecturer, Imperial College London · Session chair, Royal College of Psychiatrists*

BIO

Dr Samuel J Swidzinski went from research participant to researcher to founder. Diagnosed with bipolar I disorder in 2013, he completed a PhD in cognition and bipolar disorder at King's College London's IoPPN, authored *Winning the War with Bipolar*, and founded Hey Veyra, the company behind Veyra: a UKRI-backed, patent-pending cognitive assessment and skills-training platform for secondary schools, built with researchers at King's College London and Imperial College London and supported by the NHS Innovation Service. He is the creator of the concept of patient relevance: the principle that research must measure what matters to the people it is meant to help.

TALK TOPICS

- Patient relevance: the future of lived-experience research
- From patient to researcher to founder: a lived arc through the mental-health system
- The AND thesis: AI and AAA game design as active clinical ingredients, not decoration
- Designing cognitive-support technology for adolescents: assessment, games and the classroom
- Making research relevant: the CRiB to CRiB2 story

SELECTED VENUES

Technische Universität Dresden · South London & Maudsley NHS, London EI Network · Mental Health Mission · BFX Festival, Bournemouth University · Royal College of Psychiatrists (chaired sessions) · Conference talk, Switzerland

AS SEEN AND HEARD ON

ITV News (with Angela Rayner, 2024) · Bipolar UK, *Let's Talk Bipolar* · *Before You Kill Yourself* (suicide-prevention podcast) · *PTSD and Beyond* · *Stories of Hope*, David Susman PhD

Invite Sam to speak

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Talks for academic, clinical and public audiences. Video: samswidzinski.co.uk/#speaking