

How to navigate social media and build your brand

Thursday 12th June 2025

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PROGRAMME & SPEAKERS



Pharmacierge - Edward Ungar

Topic: *'Building a Private Healthcare Brand: Pharmacierge's Journey'*

Edward Ungar is Co-founder and CEO of Pharmacierge, a leading healthtech creating ePrescribing apps for private prescription home delivery. After 9 years at Google he became Chief Commercial Officer at Onfido, a UK leader in identity verification. Prior to his MBA he held management roles at the Financial Times, and began his career in banking at Goldman Sachs. He studied languages at Cambridge and holds an MBA from IE in Madrid.



Silvia Del Corso

Topic: *'Turning Website Visitors into Patients – How to Make Your Site Work for You'*

Silvia Del Corso is the Founder and Director of PinkSEO Ltd, an award-winning SEO agency based in West London, recognised as Creative Media Business of the Year. With over 13 years of experience in search engine optimisation, she specialises in helping business owners—especially in the medical sector—enhance their online visibility and turn website visitors into patients. Passionate about making SEO accessible, Silvia frequently speaks at industry events, sharing practical, actionable strategies that drive real results.



Dr Cath Spencer-Smith

Topic: *'How to use video and AI to easily grow and market your practice'*

Dr Cath Spencer-Smith has been in Private Practice (sports medicine) full-time for over twenty years. She works with an extensive range of different sports people and has been an Olympic and Commonwealth Games Sports Physician. She developed an MSc Programme at Bangor University, is a keen lecturer, has ghost written several books and has presented in several prime-time TV productions. She founded Private Practice Ninja in 2015, with her husband and to date have helped hundreds of clinicians to grow successful Private Practices.



Cheryl Laidlaw

Topic: *'The Social Media Prescription: Strategies to Attract, Engage & Convert Patients Online'*

As an award-winning web designer, AI trainer, and social media strategist, Cheryl helps clinicians, doctors, consultants, and physiotherapists harness the power of technology to enhance their online presence, engage patients, and grow their private practice. She has won Best Online Business of the Year 2025 at the SME London Business Awards and Best Woman in STEM at the Best Women in Business Awards. She is dedicated to delivering high-performing, patient-focused digital solutions. As a Judge for The Good Web Guide, she understands what makes a website effective, engaging, and future-proof—helping healthcare professionals establish trust, attract new patients, and improve operational efficiency.



Dr Evgenia Galinskaya

Topic: *'5 Steps to Finally Start a YouTube Channel as a Doctor in Private Practice'*

Dr Evgenia Galinskaya (Dr Eve) is a Cambridge-educated former NHS doctor turned entrepreneur, speaker, and YouTube strategist for healthcare professionals. With over a decade of coaching experience, she helps clinicians build personal brands and adapt to digital healthcare. As founder of Videognostics, she empowers doctors and dentists to leverage YouTube for business growth, patient engagement, and credibility. Dr Eve's mission is to amplify clinicians' impact, inspire patient trust, and future-proof their careers through digital influence.



Dr Houda Ounnas

Topic: *'Doctors as Influencers: Maintaining a Balance Between the Authentic and Filtered Self When Leveraging Platforms for Meaningful Change'*

Dr Houda Ounnas is a Harley Street GP and founder of Dr Houda 360, a holistic health platform combining general practice, psychotherapy, functional medicine and occupational health. An expert in women's health and mental wellbeing, she is a regular media contributor featured in outlets such as Vogue, The Times, and Sky News. She is also the creator of the mental health album Arabic Meditation 360. A GP trainer and global speaker, Dr Ounnas has worked with the NHS, UN, and international health forums. Her talks are known for being as engaging as they are insightful.

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