

UK Longevity Journalists

The Rise of Longevity Media

Within the past 5 years we have witnessed an incredible surge of interest in the topic of Longevity by many well-respected technology and business media brands, including *Bloomberg*, *Financial Times*, *The Economist*, *TIME*, *BBC News*, and many others. This profile chapter is intended to identify some of the most prolific Longevity Journalists and to highlight some of the main topics and trends surrounding the topic of Longevity in UK-based media brands and publications.

In 2013 the topic of extending healthy longevity to the point of increasing the average life expectancy in developed nations to over 100 years, even as a distant future prospect, was considered futuristic and unusual.

Today, such an estimation is routinely seen as normal, and indeed, even perhaps conservative.

Besides an increase in the perceived credibility and feasibility of extending healthy longevity in the eyes of the public, the past 5 years has seen a dramatic rise in the perceived credibility of a legitimate Longevity Industry in the eyes of investors, business analysts, and reputable, conservative business media brands including *The Economist* and *Financial Times* (both of whom have held either conferences or panel discussions on the topic of the Longevity Industry).

What was today seen as fringe science is now recognized and discussed not as an unusual prediction but as a normal state of affairs by financial entities and investment funds.

The past 5 years has also seen an increasingly obvious connection between advanced biomedicine and longevity, with the topic receiving mention to an increasingly prevalent extent in articles about biopharma and advanced biomedicine in general.

5 years ago *TIME* issued a cover asking "Can Google Solve Death?". If any other news outlet put out such a statement it would have been seen as wildly controversial, but because it was *TIME*, and they were talking about Google, it was met without controversy. Today, such magazine covers have become increasingly common.

Relatively few years ago, to state that the life expectancy of developed nations could exceed 100 years was controversial. Today it is regularly perceived as normal. When Dmitry Kaminskiy launched his \$1M prize to the first person to reach their 123rd birthday, it was widely covered by media such as Forbes because it was seen as controversial.

Today, it doesn't sound so very unusual. Based on our analysis of both industry trends, trends within academia and the nonprofit sector, as well as in media trends, we can predict that in 5 years time it will be seen as normal to predict that developed nations life expectancy can exceed 120.

It has also become quite common in the past several years for top business media entities to organize conferences on the subject of Longevity, and for conservative BioPharma conferences to include panels on the topic of Longevity.

This also highlights the fact that Longevity is increasingly finding its way into discussions and frameworks for the general BioPharma industry and advanced biomedicine.

Several years ago the topics were seen as similar and somewhat convergent, but this gap between Longevity therapeutics and advanced biomedicine in general is receding, and we can expect Longevity to take a place in the next few years as a standard and normal element of advanced biomedicine in general, and indeed, perhaps even on the forefront of advanced biomedicine.

So too, have the topic of Longevity garnered increasing support from various government initiatives.

Given the profusion of interest in the topic of Longevity, and its murky past, where the term Anti-Aging was used to sell face creams rather than healthspan-extending therapies based on validated science, we urge journalists to cover the topic in an increasingly due-diligent, informed manner, using tangible metrics; as validated science that is making progress toward the healthcare paradigm shift from treatment to prevention, with the potential to relieve the massive economic burden of demographic aging, and to more effectively treat the chronic ailments afflicting developed nations at their source, rather than articles about magic pills conferring immortality in one fell swoop.



UK Longevity Journalists



The Economist

Natasha Loder



FT FINANCIAL TIMES

Andrew Jack



Bloomberg

James Paton



Bloomberg

Jeremy Kahn



BBC NEWS

Hugh Pym



AUTODESK.

Justin Lawler



MNT

Maria Cohut



pharmaphorum
bringing healthcare together

Richard Staines



MNT

Catharine Paddock



BBC NEWS

Fergus Walsh



BBC NEWS

James Gallagher



digitalhealth
news networks intelligence

Hannah Crouch



DIGITAL HEALTH TODAY

Dan Kendall



TECHNOLOGY NETWORKS

Laura Mason



DIGITAL JOURNAL

Tim Sandle



Haggerston Times

Edmund Ingham



EXPRESS
Home of the Daily and Sunday Express

Olivia Lerche



Herald

Peter Swindon



THE CONVERSATION

Thomas Tamblyn



THE CONVERSATION

Dominick Burton

Name

Olivia Lerche

Position and organization

Health Reporter at Daily Express

Location

UK

Bio

Olivia Lerche is Media Manager at South London and the Maudsley NHS Foundation Trust. As well she is Health reporter at Express Newspapers since April 2016.

Articles

1. [High blood pressure: What is the 'silent killer' condition and how YOU can check it](#)
2. [Parkinson's disease: Symptoms to watch out for of devastating neurodegenerative disorder](#)
3. [The key to healthy ageing revealed: THIS is the secret to being active in old age](#)



DAILY EXPRESS
THE WORLD'S GREATEST NEWSPAPER

Name

Peter Swindon

Position and organization

Journalist-Herald Scotland

Location

UK

Bio

Peter Swindon is a journalist for The Herald Scotland. Previously he wrote articles for: The Times, Ayrshire Post, The Herald (Scotland), The Evening Times, Telegraph and Argus, Asian Image, The Gazette (Johnstone & Renfrewshire), Barrhead News

Articles

1. [New drugs could make astronauts more resistant to cosmic rays that cause cancer during missions to Mars](#)
2. [Amnesty urges Theresa May to change abortion law in Northern Ireland](#)
3. [New drugs strategy will divert drug users away from prosecution](#)



The Herald

Name

Thomas Tamblyn

Position and organization

Technology Editor at The Huffington Post

Location

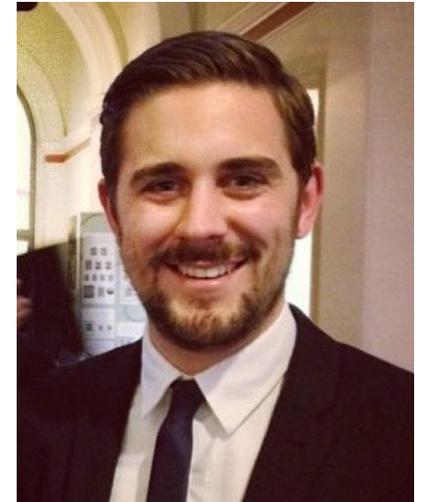
UK

Bio

Thomas Tamblyn is the Technology Editor at HuffPost UK, based in London. Previously he worked as a writer for consumer technology magazine T3 and has written for various publications including Total Film, The Mirror and Tech. He has a degree in Journalism from the University of Westminster

Articles

1. [A New Type Of Drug Could Prevent The Body From Developing Dementia, Heart Disease And Even Arthritis](#)
2. [Listeria Outbreak: These Are The Symptoms To Watch Out For And Why You Need To Cook Your Frozen Veg](#)
3. [Scientists Find Key Ingredient For Life On Saturn's Moon Enceladus](#)



THE HUFFINGTON POST
TOP NEWS AND OPINION

Name

Dominick Burton

Position and organization

Cell Senescence Researcher, Loughborough University
The Conversation

Location

UK

Bio

Dominick Burton is currently undertaking a research position at the Centre for Biological Engineering at Loughborough University focused on extending the cell culture lifespan of cells required for therapeutic applications. He was awarded his PhD in 2008 from the University of Brighton (UK), conducting research on senescent vascular smooth muscle cells and their relationship to cardiovascular disease. Then, as a postdoctoral associate at the University of Miami (USA), he went on to investigate the role of cell senescence in prostate cancer progression.

Articles

1. [Killing 'zombie' cells to improve health in old age](#)



THE CONVERSATION

Name

Natasha Loder

Position and organization

Healthcare Correspondent for The Economist

Location

UK

Bio

Natasha Loder is The Economist's Healthcare correspondent and based in London. She covers the pharmaceutical industry, medical science and technology. Between 2011 and 2014 she worked as a foreign correspondent in Chicago, covering the Midwest, American education and agriculture.

Articles

1. [Is there a doctor in my pocket?](#)
2. [Rational reproduction: how technology is improving on nature](#)
3. [Breathe easy](#)



The
Economist

Name

Andrew Jack

Position and organization

Global education editor for the Financial Times

Location

UK

Bio

Andrew Jack is global education editor for the Financial Times, writing on educational issues around the world and editorial lead for the free FT schools programme. He was previously deputy editor of the analysis section, pharmaceuticals correspondent, Moscow bureau chief, Paris correspondent, financial correspondent, general reporter and corporate reporter.

Articles

1. [FT Health: The NHS and funding for health](#)
2. [Drug costs prompt fears of 'financial toxicity' in cancer care](#)
3. [FT Health: Transfat ban could save 500,000 lives a year](#)
4. [FT Health: Pneumonia - the biggest killer of children](#)



Name

Edmund Ingham

Position and organization

Writer and editor of Haggerston Times

Location

UK

Bio

Edmund Ingham is a writer and editor at Haggerston Times since 2014. Edmund likes to focus on the world's most exciting entrepreneurs and their companies, big or small, global player or humble start-up. He reports on trends and discuss strategies, as well as looking at what makes a truly great entrepreneur.

Articles

1. [Business of Longevity Deep Dive Report Released](#)



Haggerston Times

Name

James Paton

Position and organization

Europe health reporter at Bloomberg News

Location

UK

Bio

James Paton is an Europe health reporter at Bloomberg News in London. Before he wrote for Chicago Tribune, The Boston Globe, St. Louis Post-Dispatch, Toronto Star, Seattle Times, Star Tribune, Salt Lake Tribune, Fort Worth Star-Telegram, The Globe and Mail.

Articles

1. [British Doctors Lack Transparency Where Big Pharma Pays](#)
2. [Novartis to Spin Off Alcon as CEO Focuses on Finding Drugs](#)
3. [Tiny U.K. Biotech Takes On Glaxo's \\$730,000 Gene Therapy](#)



Bloomberg

Name

Jeremy Kahn

Position and organization

Technology writer for Bloomberg

Location

UK

Bio

Jeremy Kahn reports and writes about technology and tech companies in Europe. Before he wrote stories on a range of topics involving India and South Asia for publications that included The New York Times, The International Herald Tribune, Newsweek, The Atlantic, Smithsonian magazine, The Boston Globe, Fortune, Portfolio magazine, and others.

Articles

1. [What's up doc? This AI might know better than your physician](#)
2. [Emergency number AI can save lives by spotting heart attacks more quickly](#)
3. [AI-Powered Drug Developer Hits \\$2 Billion Valuation, Plans Hires](#)



Bloomberg

Name

Hugh Pym

Position and organization

Health Editor for BBC News

Location

UK

Bio

Pym has published four books: “What Happened? And Other Questions About the Credit Crunch” (co-author with Nick Kochan), “A Study Of Gordon Brown's First Year in Office as Chancellor of the Exchequer” (also co-written with Nick Kochan).

Articles

1. [NHS reform: How many patients will benefit?](#)
2. [Sugar tax: There's more to come in the war on obesity](#)
3. [How accurate is hospital A&E data?](#)



BBC NEWS

Name

Justin Lawler

Position and organization

Senior Software Developer at Autodesk

Location

Ireland

Bio

Justin is a developer, team lead, blogger, outsourcing expert, and organizer of the Dublin branch of Quantified Self.

Articles

1. [High-frequency blood testing. What? Why? How?](#)
2. [The future of Healthcare is in the Home - Startup Grind talks to Johnny Walker](#)
3. [Patient as Entrepreneur - Interview with Patient Advocate and CEO of HealthTech Company 11 Health](#)



Name

Maria Cohut

Position and organization

News Writer for Medical News Today

Location

UK

Bio

With an academic background in English and Creative Writing, Maria is endlessly curious about mental health, bioethics, and genetics. She is passionate about research and delivering high-quality, reliable content to readers. Before joining the team at MNT, Maria worked as a literature and communication skills teacher, postgraduate ambassador, and freelanced as a writer and copy editor.

Articles

1. [How daytime sleepiness may raise Alzheimer's risk](#)
2. [Alzheimer's: Brain implant could improve cognitive function](#)
3. [Head injuries may lead to early Alzheimer's](#)



Name

Richard Staines

Position and organization

Senior Reporter for Pharmaphorum

Location

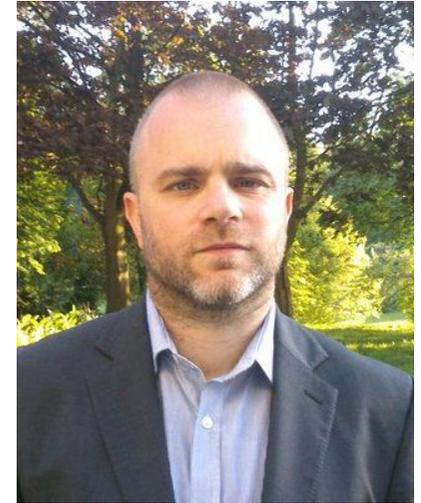
UK

Bio

Richard Staines has been a journalist since the late 90s and has written for websites, newspapers and magazines. He has always had an interest in health, and has been writing about the pharma industry since 2010. His coverage has included stories about market access, the impact of the Greek financial crisis on the healthcare system and pharma pricing in the UK.

Articles

1. [US health firms to launch blockchain pilot](#)
2. [Digital health round-up: Blockchain, digital disruption and more](#)
3. [Digital health round-up: CVS starts to deliver prescriptions, pre-empting Amazon move](#)



Name

Catharine Paddock

Position and organization

Writer for Medical News Today

Location

UK

Bio

Catharine has been a news and web content writer for 10 years. In 2008, she was awarded a Ph.D. from Manchester Business School in the United Kingdom after completing her own research culminating in a thesis on psychosocial factors in small and medium enterprises (SMEs). Before taking up news writing, Catharine's career spanned technical writing, training, human resource management, psychotherapy, stress counselling, and small business mentoring.

Articles

1. [Alzheimer's: Scientists find the cause of evening agitation](#)
2. [Alzheimer's: Protecting 'powerhouse' of cells may fuel new treatment](#)
3. [Could an existing oxygen therapy treat Alzheimer's?](#)



Name

Fergus Walsh

Position and organization

Medical Correspondent for the BBC

Location

UK

Bio

Fergus Walsh has been the BBC's medical correspondent since 2006. He has won several awards for medical journalism, and has been commended for his work in making important health topics more understandable to the public.

Articles

1. [DNA 'barcode' delivering personalised breast cancer care](#)
2. [First UK womb transplant 'by end of 2018'](#)
3. ['Wake-up call' over liver disease risks due to weight](#)
4. [Stem cell transplant 'game changer' for MS patients](#)



BBC
NEWS

Name

James Gallagher

Position and organization

Health and Science Reporter for the BBC

Location

UK

Bio

James Gallagher is the health editor for the BBC News website. He has received awards for his journalism from the Radio Academy, the Medical Journalists Association, the Association of British Science Writers and the Endocrine Society.

Articles

1. [Gene Therapy Reverses Rat's Paralysis](#)
2. ['Remarkable' therapy beats terminal breast cancer](#)
3. [Body clock linked to mood disorders](#)
4. [Missing microbes 'cause' childhood cancer](#)



BBC
NEWS

Name

Hannah Crouch

Position and organization

Senior Journalist at Digital Health Intelligence Ltd

Location

UK

Bio

Hannah Crouch is a Senior Journalist at Digital Health Intelligence Ltd. Before she was a news reporter for the Slough Express and responsible for sourcing stories as well as writing content for the website and paper.

Articles

1. [Microsoft and GOSH partner for artificial intelligence in healthcare](#)
2. [Babylon partners up with Bupa for 'one of a kind' health service](#)
3. [Babylon expands its AI technology to mainland China](#)



digitalhealth
news • networks • intelligence

Name

Dan Kendall

Position and organization

Managing Editor and Host for the Digital Health Today

Location

UK

Bio

Dan Kendall is the managing editor and host of Digital Health Today, an integrated media platform that inspires, connects and accelerates innovators across healthcare and around the world.

Articles

1. [Medable Launches the First Cloud Solution for Real Time Health Management on iOS](#)
2. [Virtual Reality in Health: Applications in Surgery and Therapy](#)



Name

Laura Mason

Position and organization

Science Writer at Technology Networks

Location

UK

Bio

Laura Mason is a Science Writer at Technology Networks covering: Biopharma, Cancer Research, Drug Discovery.

Articles

1. [Therapeutic Approaches to Combat Age-Related Diseases](#)
2. [The Role of Wnt Signaling in Cancer](#)
3. [Cisplatin Efficacy: The Importance of Measuring Uptake in Cancer Cells](#)



TECHNOLOGY
NETWORKS

Name

Tim Sandle

Position and organization

Pharmaceutical Microbiologist and Editor-at-Large at Digital Journal

Location

UK

Bio

Dr. Tim Sandle is a chartered biologist and holds a first class honours degree in Applied Biology; a Masters degree in education; and has a doctorate from Keele University. He is a journalist, technical writer, author, and practicing scientist.

Articles

1. [Blockchain technology to equip scientists and drug developers](#)
2. [Blockchain technologies could return control of data to patients](#)
3. [Essential Science: Sodium intake and the link with mortality](#)



**DIGITAL
JOURNAL**

Examples of Articles



FEATURES CULTURE DESIGN STYLE TECHNOLOGY FOOD + DRINK TRAVEL DISPATCHES

SEARCH



FERTILITY

RATIONAL REPRODUCTION

Rational reproduction: how technology is improving on nature

NATASHA LODER | APRIL/MAY 2016



FEATURES CULTURE DESIGN STYLE TECHNOLOGY FOOD + DRINK TRAVEL DISPATCHES

SEARCH

HEALTH

IS THERE A DOCTOR IN MY POCKET?

Advances in medical technology can be painfully slow. But, Natasha Loder argues, we are on the verge of a transformation in health care that will render visiting the doctor a thing of the past



NATASHA LODER | OCTOBER/NOVEMBER 2017



Examples of Articles

The key to healthy ageing revealed: THIS is the secret to being active in old age

THE key to ageing healthily has been revealed by experts - and it could be as simple as being active in mid life.

By **OLIVIA LERCHE**

PUBLISHED: 10:07, Thu, Sep 21, 2017 | UPDATED: 10:19, Thu, Sep 21, 2017



Exercise: Being physically active in midlife will help people as they get older

Examples of Articles

FINANCIAL TIMES

HOME WORLD US COMPANIES MARKETS OPINION WORK & CAREERS LIFE & ARTS

Latest on National Health Service

 Raising fuel duty 'absolute madness', says Tory MP

 NHS launches its biggest recruitment drive

 NHS develops contingency plans for no-deal Brexit

National Health Service [+ Add to myFT](#)

FT Health: The NHS and funding for health

Helen Clark, child mortality, smartphone addiction





© FT montage

Andrew Jack and **Darren Dodd** JANUARY 12, 2018 1

Examples of Articles

Life expectancy to break 90 barrier by 2030

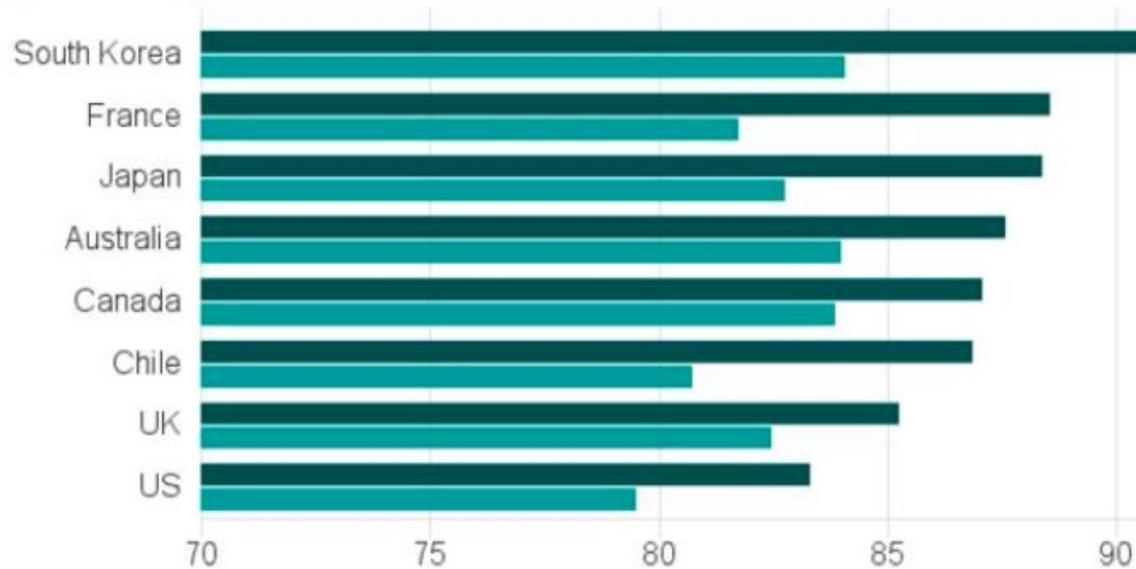
By James Gallagher
Health and science reporter, BBC News website

22 February 2017

f m t e Share

Average life expectancy at birth by 2030 (in years)

Women Men



Source: Imperial College London / World Health Organization



South Korean women will be the first in the world to have an average life expectancy above 90, a study suggests.

Examples of Articles

☰ 🔍 FINANCIAL TIMES

HOME WORLD US COMPANIES MARKETS OPINION WORK & CAREERS LIFE & ARTS

FT Health: Combating Cancer

Health [+ Add to myFT](#)

Drug costs prompt fears of ‘financial toxicity’ in cancer care

High prices subject some patients to long-term collateral damage to incomes and health

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Policymakers, as well as physicians and patients, are increasingly concerned about the affordability of cancer drugs © Getty

Andrew Jack MAY 31, 2018 [1](#) [Print](#)

Examples of Articles

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NEWS

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Health

NHS reform: How many patients will benefit?

 **Hugh Pym**
Health editor
@BBCHughPym

18 April 2018

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BBC Sign in News Sport Weather Shop Earth Travel

NEWS

Home Video World US & Canada UK Business Tech Science Stories Ent

Health

How accurate is hospital A&E data?

 **Hugh Pym**
Health editor
@BBCHughPym

28 January 2018

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It's an important and high profile benchmark for NHS performance - the number of patients having to wait more than four hours in A&E to be treated, assessed or for a decision to be admitted to a hospital.

Examples of Articles

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NEWS

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Sign in Menu

NEWS

Home | Video | World | US & Canada | UK | Business | Tech | Science | Stories | Entertainment

DNA 'barcode' delivering personalised breast cancer care

 **Fergus Walsh**
Medical correspondent
@BBCFergusWalsh

27 June 2018

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Imagine Dragons
Concord Pavilion
July 24
[Buy Tickets](#)

First UK womb transplant 'by end of 2018'

 **Fergus Walsh**
Medical correspondent
@BBCFergusWalsh

5 June 2018

Share



The surgeon planning to do the first womb transplant in the UK says he hopes to carry out the first operations "before the end of 2018".

Examples of Articles

How long could we live?



Fergus Walsh
Medical correspondent
@BBCFergusWalsh

🕒 20 December 2017



🔗 Share



How long do you want to live - to 85, 90, 100 or beyond? More important than how long we live is the state of our health in old age.

Examples of Articles



[Health](#)

Body clock linked to mood disorders

By James Gallagher
Health and science correspondent, BBC News

16 May 2018



Disruption to the body's internal clock may put people at increased risk of mood disorders, scientists say.

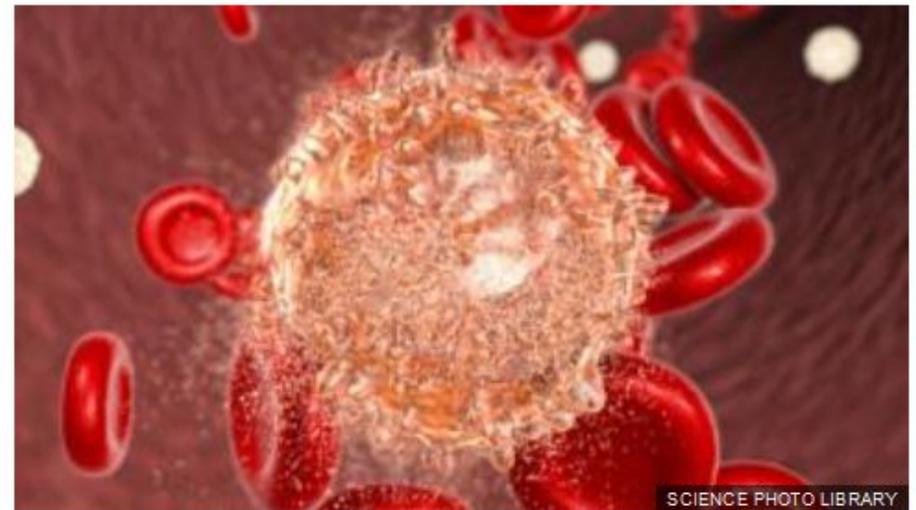


[Health](#)

Missing microbes 'cause' childhood cancer

By James Gallagher
Health and science correspondent, BBC News

21 May 2018



Our modern germ-free life is the cause of the most common type of cancer in children, according to one of Britain's most eminent scientists.

Venture Capitalist Promises \$1M To First Person To Reach 123rd Birthday



Sarah Hedgecock, FORBES STAFF ✓

Apr 21, 2015 12:40 PM

8,556 👁

Venture capitalist Dmitry Kaminskiy thinks he has what it takes to lengthen people's life spans: a million-dollar prize, which he will award to the first person to beat the current longevity record and reach his or her 123rd birthday.



Jean Clement on her 122nd birthday. Jean died at the age of 122.5 years in 1997, and holds the record for the longest lived human in history.

ADVERTISEMENT

EXCLUSIVE: Moldovan oligarch pledges \$1 million prize to the first person that can live to be 123

- The large prize is being offered by businessman, Dmitry Kaminskiy
- He hopes money will help create a new group of 'supercenternarians'
- Jeanne Calment holds the record of oldest person, dying aged 122.5
- He has made a \$1m bet with Dr Alex Zhavoronkov on who will die first

By ZOLTAN ISTVAN FOR DAILYMAIL.COM

PUBLISHED: 18:02 EDT, 10 April 2015 | **UPDATED:** 20:32 EDT, 12 April 2015

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Anti-Aging Experts Made a Million-Dollar Bet on Who Dies Last



Zoltan Istvan

2/23/15 1:00pm • Filed to: LIFE EXTENSION



23.0K 5:



© Charlie Groome

At January's JPMorgan Health Care Conference in San Francisco, Dmitry Kaminskiy (right) made a bet with Dr Alex Zhavoronkov (left), PhD, CEO of anti-aging company Insilico Medicine Inc. for a million dollars in stock who would live beyond 100 years of age

Even 10 years ago, the idea of reversing aging and conquering human mortality was still fringe science, seen as snake-oil research by most scientists, large pharmaceutical companies, and the public. What a difference a decade makes. Anti-aging science is poised to become a major industry in the biotech world.

To prove its promise, the first million-dollar bet on who can live the longest (for company stock—a signed deal likely made public later this week) was recently struck. It was made last month by two leading longevity advocates at the [biggest](#) annual healthcare investing event of the year, the JPMorgan Health Care Conference.

Dmitry Kaminskiy, senior partner of Hong Kong-based technology venture fund, [Deep Knowledge Ventures](#), and [Dr. Alex Zhavoronkov](#), PhD, CEO of bioinformatics company [Insilico Medicine Inc.](#) which specializes in

MAR 31, 2017 @ 09:30 AM 4,066

Brit Billionaire Jim Mellon Says Biotech Is The Best Investment Now



Patrick Cox, CONTRIBUTOR

FULL BIO

Opinions expressed by Forbes Contributors are their own.



Shutterstock

We are in the midst of an unprecedented change. Life spans have nearly doubled since the beginning of the 20th century. In addition, recent advances in computer technology have had a huge impact on biological sciences, which means this trend will accelerate.

Still, most people think that the process of aging will go on pretty much as it is now. They're wrong.

Discoveries have been made that will yield radical increases in healthy life expectancies. These

biotechnologies will change everything—the way we live... and the way we invest.

Longer, Healthier Life Spans Require Dramatic Change

MARKETS OPINION WORK & CAREERS LIFE & ARTS

Juvenescence aims to tap longevity 'money fountain'

UK start-up raises \$50m to finance development of anti-ageing therapies



Clive Cookson, Science Editor JUNE 11, 2018

5

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JUN 29, 2018 @ 11:29 AM 2,516

Are There No Limits To Human Lifespan? Here Is What This Study Said



Bruce Y. Lee, CONTRIBUTOR
FULL BIO ▾

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