

DIGITAL TRANSFORMATION PHARMA

25.11.21 | pharmadigitalconference.com

A One-Day, Industry-Led Conference & Networking Event, 25th November 2021, **Central London Or Virtually**

Power Digital Transformation Momentum In Pharma For Better Customer Outcomes: Driving Digital Transformation, Innovation & Automation Across The Pharma Value Chain

Group Discounts Available

19 PHARMA BRAND SPEAKERS, 1 DAY

Reimagine The Pharma Industry With A Focus On: AI & Automation – Data – Culture Change – Manufacturing – Clinical Trials – Digital Health – Omni-Channel – Processes – Regulation

- 1 Drive Value With Automation, AI & RPA:** Capitalise on new technologies and digital innovations to benefit the end customer and create fit-for-the-future, relevant business
- 2 Culture Change, Digital Mindsets, Leadership Buy-In:** From the shop floor to senior leadership, cultivate a digital-first culture that embraces transformation, new technologies and change
- 3 Data-Led Pharma:** Advanced strategies for optimum data gathering, management and analysis to drive digital transformation
- 4 Patient-Centric Innovation:** Ensure the end customer is consistently at the heart of digital transformation
- 5 Digital Health Advances:** Capture the momentum of acceleration in digital health, therapeutics and wearables and continue to boost market access and add value for the patient
- 6 Successes & Lessons In Digital Transformation Journeys:** What does an honest journey of digital transformation and innovation in pharma actually look like?
- 7 Embrace Industry 4.0 For Manufacturing:** Harness the power of digital transformation to achieve new goals and efficiencies for manufacturing and production
- 8 Decentralised Clinical Trials:** Create future-proofed, decentralised clinical trials that suit both the needs of the patient and pharma
- 9 Omni-Channel Customer & Stakeholder Engagement:** Strive for omni-channel engagement excellence across patients, HCPs and stakeholders alike

 <p>Samik Adhikary Head of AI & Data Science In Global Product Strategy</p>  <p>Roche</p>	 <p>Andreas Panteli Director, Digital Integrated Solutions</p>  <p>Novartis</p>	 <p>Anna Marchenko Senior Manager Digital Innovation</p>  <p>GSK</p>	 <p>Dario Floris Director - Country Business Unit Head</p>  <p>Merck Group</p>	 <p>Padraig Maree Automation Lead</p>  <p>Pfizer</p>
 <p>Samuel Driessen Head of Global Commercial Platforms & Channels</p>  <p>Teva</p>	 <p>Nick Carroll Digital Health Transformation Lead - Design & Planning</p>  <p>AstraZeneca</p>	 <p>Dr Frank Thielmann Operational Excellence Director - Region Europe</p>  <p>Takeda</p>	 <p>Laura Cirillo Head of Digital & Innovation</p>  <p>AstraZeneca Italia</p>	 <p>Nadir Ammour Global Lead External Engagement, Clinical Innovation Office</p>  <p>Sanofi</p>
 <p>Nick Lagan Global Head of Digital Platforms</p>  <p>Grünenthal Group</p>	 <p>Nadia Stroungari Digital Business Transformation Lead - Eastern Europe</p>  <p>UCB</p>	 <p>Bernard Gauthier ITS Business Partner France General Medicine</p>  <p>Sanofi</p>	 <p>Myles Furnace Data Strategy & Real World Evidence Director - Global Medical Affairs</p>  <p>IPSEN</p>	 <p>Gaetan Akinrolabu Director of Paid Media and Social Media Strategy</p>  <p>Bristol Myers Squibb</p>
 <p>Massimo Buonaiuto EMEA Principal Scientist In Data Science & Digital Transformation</p>  <p>Royal DSM</p>	 <p>Sander Ruitenber & Peter Speyer</p>  <p>Novartis</p>	 <p>Uros Klancar Head Global Pipeline & Portfolio Digital Strategy</p>  <p>Sandoz</p>	<p>PLUS!</p> <ul style="list-style-type: none"> • 3 Interactive Thought-Leaders Panel Discussions: <ul style="list-style-type: none"> - Automation & Robotics - Culture Change & Leadership Buy-In - Omni-Channel Customer & Stakeholder Engagement • 6 In-Depth Case Studies Covering Digital Transformation Across The Pharma Value Chain • 19 International Perspectives 	

08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 Morning Co-Chairs' Opening Remarks

Co-Chairs' Remarks

 **Andreas Panteli**
Director, Digital Integrated Solutions
Novartis

 **Massimo Buonaiuto**
EMEA Principal Scientist - Digital & Data Science
DSM




AI & MACHINE LEARNING

09.10 Successfully Leverage Automation, AI & ML Technologies To Reimagine Pharma For The Benefit Of The End Customer

- What are the leading examples of AI and automation application within pharma digital transformation that have been pivotal in industry progress?
- What are the key challenges and blockers when it comes to embedding AI and how can these be best tackled?
- Decipher which model of machine learning fits your business needs best
- How can you keep up with the latest regulatory frameworks around AI and ML technologies which are constantly updating?

 **Massimo Buonaiuto**
EMEA Principal Scientist - Digital & Data Science
DSM



AUTOMATION & ROBOTICS

09.30 Capitalise On Evolving Automation, RPA & New Technologies & Digital Innovations For A Fit-For-Future, Relevant Pharma Business

Q&A

- Success stories and lessons learnt: new case studies of automation in pharma to smoothly implement and integrate automation into the workplace for efficient processes
- Human, robot, cobot: where does the optimum balance lie in automating processes?
- Look beyond the pharma world for lessons learnt from other regulated industries that are further ahead in their automation journey

 **Padraig Maree**
Automation Lead
Pfizer

 **Peter Speyer**
Head of Customer Success, data42
Novartis




 **Massimo Buonaiuto**
EMEA Principal Scientist - Digital & Data Science
DSM

 **Anna Marchenko**
Senior Manager Digital Innovation
GSK

 **Uros Klancar**
Head Global Pipeline & Portfolio Digital Strategy
Sandoz





10.00 **Bonus Session; Reserved For Exclusive Conference Partner**

10.40 Morning Refreshment Break With Informal Networking

CULTURE CHANGE & LEADERSHIP BUY-IN

11.10 Successfully Manage Change, Engage Leadership & Encourage Agile, Digital Mindsets For Smooth Digital Adoption Across The Entire Organisation

Q&A

- In today's age where digital innovation is business-critical, how can you ensure the workforce is prepared to embrace digital change?
- It's no secret that people can be a blocker in transformation: from the shop floor to middle management, ensure everyone understands the importance and benefits of digital transformation for pharma
- Combatting mistrust in validation automation and digital fatigue
- Culture change must come from the top! Get leadership fully on board with the digital strategy and prove the impact of new technologies for ongoing investment and support

 **Samuel Driessen**
Senior Director External Digital Channels & Content
Teva Pharmaceuticals

 **Myles Furnace**
Digital Health & Data Lead
Ipsen

 **Anna Marchenko**
Senior Manager Digital Innovation
GSK





 **Uros Klancar**
Head Global Pipeline & Portfolio Digital Strategy
Sandoz

 **Nadir Ammour**
Global Lead External Engagement, Clinical Innovation Office
Sanofi




DATA & ANALYTICS

11.40 Accelerating Digitalisation To Better Gather, Analyse & Manage Data & Derive Meaningful Insights To Inform Decisions

CASE STUDY

- In the age of data-led pharma, understand how new data techniques and improved analytics can enrich future innovation
- AI and big data: what data is needed and how must it be structured in order to fully realise AI's potential in pharma?
- From data mining to predictive analytics, ensure you are optimising data analytics for accurate insights
- Steps to ensure watertight governance and security through every step of data handling

 **Laura Cirillo**
Head of Digital & Innovation
AstraZeneca



PATIENT-CENTRIC INNOVATION

12.00 Put Patients At The Heart Of Your Digital Transformation With Customer-Centric Tools & Innovations That Boost Engagement & Improve Patient Outcomes

- When the end customer is the patient, how are you ensuring your digital strategy brings real value to them?
- With patients having more of a say in their treatment than ever before, ensure you are keeping up with innovation sparked by the patient
- How can you better work with patient advocacy groups for further benefit to the patient from digitalisation?

 **Sander Ruitenberg**
Global Digital Health Solutions Head
Novartis



12.20 Lunch For Speakers, Delegates & Partners

12.50 **Informal Breakout Discussions**

BREAKOUTS

A) Digital Twins

 Padraig Maree
Automation Lead
 **Pfizer**



B) Real World Evidence

 Peter Speyer
Head of Customer Success, data42
 **Novartis**



C) Business Processes

 Dr Frank Thielmann
Operational Excellence Director & Head
Business Excellence - Region Europe
 Takeda



D) Patient Recruitment

 Nick Carroll
Transformation Lead, Digital Health,
R&D
 AstraZeneca



E) Digital Labs

 Massimo Buonaiuti
EMA Principal Scientist - Digital &
Data Science
 DSM



F) Sustainability

 Nadir Ammour
Global Lead External Engagement,
Clinical Innovation Office
 Sanofi



G) Digital Clinical Trials

13.20 **Afternoon Co-Chairs' Opening Remarks**

 Nick Carroll
Transformation Lead, Digital Health,
R&D
 AstraZeneca



 Dario Floris
Country Business Unit Head
 Merck



DIGITAL HEALTH

13.30 **Capitalise On Digital Health, Digital Therapeutics & Wearables Advances To Enrich Patient Outcomes & Experiences**

- How can you ensure you are doing digital health right for the patient and seeing a return on investment?
- Collaborate with off-the-shelf wearables and medical devices for up-to-date continuous monitoring and real-world evidence
- What are the current routes to market and where are the commercial successes of digital therapeutics so far?
- Successfully work with patient advocacy groups to ensure further adoption of digital therapeutics, new medical devices and apps to enhance patient outcomes

 Bernard Gauthier
ITS Business Partner France GBU -
General Medicine
 **Sanofi**



END-TO-END PHARMA DIGITAL TRANSFORMATION

DOUBLE PERSPECTIVE

13.50 **Share The Challenges, Successes & Lessons Learnt Of A Digital Transformation & Innovation Journey Within Pharma**

- What does the rough, bumpy road of digital transformation actually look like across the pharma business?
- What were the key hurdles to overcome in your recent digital transformation?
- How can you strive for digital innovation in such a heavily-regulated, siloed and traditional environment?

13.50
 Nadia Stroungari
Digital Business Transformation Lead -
Eastern Europe
 UCB



14.10
 Nick Lagan
Global Head of Digital Platforms
 **Grünenthal Group**



14.30 **Bonus Session; Reserved For Exclusive Conference Partner**

15.00 Afternoon Refreshment Break With Informal Networking

MANUFACTURING & INDUSTRY 4.0

15.30 **Embrace New Opportunities For Manufacturing In The Age Of Industry 4.0**

- From personalised medicine to operational efficiencies, harness the power of digital transformation to achieve new manufacturing goals in the age of industry 4.0
- Best-practice advice on implementing new technologies and encouraging adoption in one of pharma's most conservative areas
- How to map out the start of the digital transformation journey when updating outdated legacy systems and factory production lines

OMNI-CHANNEL CUSTOMER & STAKEHOLDER ENGAGEMENT

PANEL

15.50 **Strive For Digital & Omni-Channel Excellence To Maximise Engagement With Patients, HCPs & Stakeholders Alike**

Q&A

- After a year of digital acceleration, how can you ensure your comms and channel strategies are truly omni-channel and guarantee vulnerable patients are included?
- Telemedicine, Webinars, Podcasts... the list goes on! Successfully integrate relevant new channels into your existing portfolio for omni-channel excellence
- Harness patient, HCP and stakeholder insights to create better experiences that build long-term relationships
- What KPIs are needed to assess engagement performance, understand pain points and further engage stakeholders?

 Samik Adhikary
Head of AI & Data Science In Global
Product Strategy
 **Roche**



 Nadia Stroungari
Digital Business Transformation Lead -
Eastern Europe
 **UCB**



 Samuel Driessen
Senior Director External Digital Channels
& Content
 **Teva Pharmaceuticals**



 Gaetan Akinrolabu
Director of Paid Media and Social Media
Strategy
 **Bristol Myers Squibb**



16.20 Afternoon Co-Chairs' Closing Remarks

16.30 **Official Close Of Conference**

4 Easy Ways To Register

Online @ www.pharmadigitalconference.com

Phone +44 (0) 20 3479 2299

Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ

Email bookings@pharmadigitalconference.com

Price For Virtual & In-Person Tickets

Inhouse/Brand	£619
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Group Discounts: 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)

4 FOR 3

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration.
- Please note VAT will be charged at 20% and all registrations are subject to a 3% booking fee.

Programme Alterations: Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

Can You Help Pharma Companies Achieve Digital Transformation & Innovation? Opportunities To Get Involved Include:

- Speaking & Thought Leadership Opportunities
- Pre-Conference Marketing & Brand Exposure
- Virtual One-To-One Meetings
- Interactive Networking, Direct Messaging, Meetings, Live Discussion

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