

Pharma Digital Transformation Conference, 25th November 2021

****PLEASE NOTE ALL TIMINGS ARE IN UK GMT TIME****

Log-In & Explore The Virtual Platform

8:30 – 9:00

Morning Co-Chairs' Opening Remarks

9:00 – 9:10

Andreas Panteli, Director, Digital Integrated Solutions, Novartis
Massimo Buonaiuto, EMEA Principal Scientist In Data Science & Digital Transformation, DSM

AI & MACHINE LEARNING

9.10 – 9:30

Successfully Leverage Digital Automation, AI & ML Technologies To Reimagine Pharma

- 85% data science projects fails in all industries: how big is the challenge in pharma?
- 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 Digital and AI and how can these be best tackled?
- How data governance can make a difference in creating AI models?
- Two success stories of Artificial Intelligence applied to business in DSM

Massimo Buonaiuto, EMEA Principal Scientist In Data Science & Digital Transformation, DSM

AUTOMATION & ROBOTICS - Q&A PANEL

09.30 – 10:10

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

ACCELERATING DIGITALISATION IN THE PHARMA INDUSTRY

10.10 – 10:25

Bringing new drugs to market in an increasingly competitive and regulated market is more challenging than ever for pharmaceutical companies. Deciding how and where to focus your go-to-market efforts is key, but accessing the appropriate physician credentialing and real-world data to inform your decisions can take months, introducing uncertainty and delaying the success of your launch.

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Join this webinar to learn more about:

- The challenges and opportunities facing pharmaceutical and life sciences organizations today.
- A seamless way for life science companies to enable governed access to data and comply with industry and geographical privacy regulations through the Snowflake Data Cloud.

Rafael Massei, Data Evangelist, Snowflake

10.25 Morning Refreshment Break With Informal Discussion Group

A) Business Processes

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

CULTURE CHANGE & LEADERSHIP BUY-IN - Q&A PANEL

11.00 – 11:40

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

- 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

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

Samuel Driessen, Head of Commercial Digital Platforms & Operations, Teva Pharmaceuticals

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

Myles Furnace, Digital Health & Data Lead, Ipsen

Anna Marchenko, Senior Manager Digital Innovation, GSK

Dr. Henning Trill, Former VP Innovation Strategy, Bayer

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

DATA & ANALYTICS - CASE STUDY

11.40 – 12:00

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

- 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

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- 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 – 12:20

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 Ruitenbergh, Global Digital Health Solutions Head, Novartis

Informal Peer-To-Peer Breakout Discussions

12:20-12:50

A) Digital Twins

Padraig Maree, Automation Lead, Pfizer

B) Patient Recruitment

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

C) Digital Labs

Massimo Buonaiuto, EMEA Principal Scientist In Data Science & Digital Transformation, DSM

D) Digital Clinical Trials

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

12.50 – 13.50 Lunch For Speakers, Delegates & Partners

14.00 – 14:10 Afternoon Chair's Opening Remarks

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

DIGITAL HEALTH

14:10 – 14:35

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?

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- 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 – PERSPECTIVE 1

14:35 – 15:00

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?

Nick Lagan, Global Head of Omnichannel Operations, Grünenthal Group

THE KEY ROLE OF ‘DATA FABRIC’ IN DELIVERING BUSINESS OUTCOMES

15:00 – 15:15

Focussing on business outcomes, the presentation will share a variety of user experiences in trying to harness the scale, consistency and challenges when dealing with large volumes of data. Exploring the pitfalls and learnings from those that have pioneered ‘taming the data lake’ and how ‘Data Fabric’ has now come of age and its potential within the pharmaceutical sector.

Mike Ellis, Head of Finworks, Finworks

Afternoon Refreshment Break With Informal Networking

15:15 – 15:45

OMNI-CHANNEL CUSTOMER & STAKEHOLDER ENGAGEMENT - Q&A PANEL

15.45 – 16:25

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

- 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, Head of Commercial Digital Platforms & Operations, Teva Pharmaceuticals

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

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Prashant Natarajan, Vice President of Strategy & Products, H2O.ai

Afternoon Chair's Closing Remarks

16:25 – 16:30

16.30 Official Close Of Conference