

The AI, Change & Digital Acceleration In Pharma & Lifesciences Conference
Central London, 29th November 2023
Hallam Conference Centre, 44 Hallam Street, London, W1W 6JJ



Welcome To AI, Change & Digital Acceleration In Pharma & Lifesciences Conference

Official Event Programme

Organised By:



Registration & Informal Networking

08.15- 09.05

GIC Welcome

09.05- 09.10

Morning Chair's Opening Remarks

09.10- 09.20

Dan Alexander, Associate Director Digital Transformation, **GSK**

MLOps: Best Practices & Lessons Learned From Real-World AI And Machine Learning Projects In Pharma

09.20- 09.40 **Embrace The Rise Of AI & Machine Learning Tools & Harness Their Potential To Drive Innovation & Generate Impressive Results That Balance Business Productivity With Patient Needs**

- How MLOps can help you unleash the full potential of AI and ML in pharma
- Infobesity overwhelms: introduce carefully selected AI and ML tools to avoid overloading your employees and boost business productivity.
- Build trust and confidence in your AI and ML solutions by applying MLOps principles to ensure transparency, accountability, and compliance with ethical and regulatory standards in pharma
- Measure and optimize the performance and impact of your AI and ML solutions in pharma by using MLOps techniques to collect and analyze real-world data and feedback

Oswaldo Gomez, Lead IT Expert, **Roche**

Bonus Session; Reserved For Exclusive Conference Partner

09.40- 10.00

Data Driven Strategies: Keep Up With The Evolving Ecosystem – Delegate Discussion

10.00- 10.30 **Align Business Expectations With Data Approaches & Distil Key Data Insights For Accelerated & Efficient Decision Making To Drive Digital Innovation Through Seamless & Coherent Data Strategies**

- Lead your team confidently through shifting digital breakthroughs: use a reformed and efficient data-driven digital ecosystem that adapts to collect reliable data and optimise productivity

The AI, Change & Digital Acceleration In Pharma & Lifesciences Conference

Central London, 29th November 2023

Hallam Conference Centre, 44 Hallam Street, London, W1W 6JJ

- Deliver on data literacy: ensure your team is educated on the strategic potential of digital tools and data to harness that knowledge for informed business decisions that drive results
- Unlock potential value by extracting meaningful, reliable and actionable next steps from data insights to meet patient demand and revolutionise your digital transformation
- The forecast for data mining innovation: spot any bottlenecks to streamline the automation process and maximise time efficiency for accelerated improvements and tangible results from investment in new automation and tech opportunities

Bonus Session; Reserved For Exclusive Conference Partner; Evoke

10.30- 10.45

Claudia Aru, Planning Director & Head of Engagement, **Evoke**

Chris Russell, Associate Digital Director, **Evoke**

Morning Refreshment Break With Informal Networking

10.45- 11.15

Culture Change & Leadership Buy-In: Reflecting The Latest Automation Updates – Panel Discussion & Q&A

11.15- 11.55 **Artificial Intelligence Promises A Lot, But Is Human Oversight Still Needed? Ensure Everyone Is Onboard & Reap The Benefits Of Long-Term Investment With A Unified Team**

- Accelerate tangible, transformative change by looking past the enticing (but impractical) short-term answers: overcome the fear and be open-minded to the potential of technological innovations
- Communicate to bridge country gaps in your organisation and apply unique, winning insights to different scales of business to effortlessly take your organisation to new heights
- Change the mindset! Alleviate the fear of job loss by reaffirming the need for the human touch alongside digital tools to motivate your workforce without fear of replacement
- Technology cannot succeed in isolation: harness the power of clear communication and an open-minded culture as a cost-free gateway to seamlessly embed new tools that deliver quality results

Neeraj Goel Mittal, Senior Director – Global Data, Analytics & AI, **GSK**

Philip Pisa, Director Of Digital, Marketing & Innovation, **Roche**

Sridevi Nagarajan, Head Digital Regulatory Strategy, **AstraZeneca**

Democratizing AI – How Middle Management Should Be Your Strategic Advantage

11.55- 12.10

- Explore the connections between Quantum Biology and Quantum AI, revealing parallels and understanding how this proximity could shape the future of artificial intelligence.
- Uncover the crucial role of middle management in successful AI strategy. Learn how to access this untapped potential, completely transforming the impact of AI on the business.
- Discover actionable strategies to enable your workforce to have the right skill set to drive innovation in accelerated AI. Foster a culture of continuous learning, equipping your team to harness the full potential of AI development and implementation.

Pia Mitri, Digital Excellence Consultant - Pharma and Healthcare, **Circus Street London**

AI & Digital Deployment In The NHS: The Future Is Here But Unevenly Distributed

12.10- 12.30

- AI, data and digital transformation are non-negotiable for the NHS to be sustainable
- Can the NHS really leverage its data asset to benefit patient, the health system and UK plc?
- Ai and diagnostics...perfect partners to deliver early and precision interventions

Andrew Davies, Digital Health Lead, **Association of British HealthTech Industries**

Lunch For Delegates, Speakers & Partners

12.30- 13.30

Afternoon Chair's Opening Remarks

13.30- 13.40

Anand Das, UK Digital Lead, **Pfizer**

Robust Regulations & Governance Compliance – Panel Discussion & Q&A

13.40- 14.10 Ensure You Are Prepared For Industry Regulations & Seamlessly Integrate Them Into The Digital Agenda & Business Frameworks To Enhance & Update Your Existing Approaches

- Effectively respond to regulatory expectations and provide tangible evidence of compliant and robust business models that establish data governance and privacy practices without compromising on quality for patients
- Work with the regulations by integrating them into your strategy so that tweaks can be made without fear for professional, compliant behaviour that will cement your business' good reputationReduce friction in the future by examining current regulatory frameworks to predict where regulations may tighten so that you can prepare for them in your planning
- Provide clear benchmarks for assessing regulatory frameworks to generate suitable measures that guarantee high quality and robust data with minimal risk of data breaches

Chris Muehl, Head Ethics & Compliance / Member Global Leadership Team Partner & Emerging Markets, **Alnylam Pharmaceuticals**

Béatrice Nihoul, Global Senior Director, Compliance & Ethics, **Galapagos**

Digital Health Case Study

14.10- 14.30 Exclusive AstraZeneca Case Study

César Velasco Muñoz, Innovation & Digital Strategy Director, **AstraZeneca**

Afternoon Refreshment Break With Informal Networking

14.30- 15.00

Digital Insights, Trends & Innovations – Panel Discussion & Q&A

15.00- 15.40 Future-Proof Your Organisation For Seamless Integration Of Digital Tools & Tech That Boosts Business Results Through Innovation As Pharma & Lifesciences Continues The Transition Into The Increasingly Automated Future

- ChatGPT, AI, ML: beyond having the latest tech trend, what are the opportunities and challenges associated with implementing different emerging technologies, and how can you ensure they add real business and patient value for less effort with the same digital results?
- Lead from the front: successfully communicate the benefits of new digital tech and toolkits to overcome resistance, pave the way for novel partnerships and justify increasing investment in the latest digital, AI and tech solutions

The AI, Change & Digital Acceleration In Pharma & Lifesciences Conference

Central London, 29th November 2023

Hallam Conference Centre, 44 Hallam Street, London, W1W 6JJ

- What is the future of the workforce? Develop robust and sustainable digital strategies that deliver reassurance and expand your team's knowledge as people and processes become increasingly automated

Georgios Vastardis, Digitalisation & Innovation Engineer, **Novo Nordisk**

Umar Ansari, Digital Health Solutions Executive (CSO), **Abbot Laboratories**

Sarah Christensen, Nordic Digital Director, **Novartis**

Marina Borozna, Head Enterprise Data Strategy, **Ipsen**

Adrian Georghiu, Director, Senior Client Partner, **Pfizer**

End-to-End Digital Transformation in Pharma & Life Sciences

15.40- 16.20 Perspective Is Key: Step Back & Critically Evaluate Digital Processes & Strategies To Ensure They Are Watertight & Every Department Of The Company Breathes Innovation & Digital Expertise

- Be self-critical! Examine your transformation critically to identify the barriers and pain-points of digital change to ensure continuous improvement in the advanced digital age
- Lessons learnt: reflect on the overall journey of your organisation's digital transformation to explore the areas for improvement and continue delivering agile and innovative digital capabilities
- Deliver effective products with seamless digital transformation and toolkits by deep diving into efficiency at every stage of the digital transformation process to swerve warning signs, respond to patient needs and drive results

15.40 – Perspective One

Giovanni Di Sarro, Head of Transformation, Management Office, **Lundbeck**

16.00 – Perspective Two

Stefania Alvino, Head of Digital Innovation, **Daiichi Sankyo Italia S.p.A**

Patient-Centric Innovation: Developing Novo Nordisk's eLabelling

16.20- 16.40

- How do you develop one product where both the drug, the device, the diagnostic tool, the digital solution, and the data utilization is fully integrated into one project? – And how do you keep the patients in focus to meet the current and projected future unmet needs and expectations while operating within the framework of social, environmental, and financial sustainability?
- Hear about Novo Nordisk's user-centric approach to the development of their eLabelling solution which will offer a simple way to access and understand product

The AI, Change & Digital Acceleration In Pharma & Lifesciences Conference

Central London, 29th November 2023

Hallam Conference Centre, 44 Hallam Street, London, W1W 6JJ

information, empowering patients to make informed decisions about their healthcare. Not only will eLabelling help patients to be better informed about Novo Nordisk products, but it will also enable a real-time update of medical information.

Filippo Frangioni, Product Manager, **Novo Nordisk**

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.40- 16.50