



Digital Pharma Advances Conference – 31st January 2023

One Great George Street, London, SW1P 3AA

REGISTRATION, INFORMAL NETWORKING & GIC OPENING REMARKS

09.30

MORNING CO-CHAIRS' OPENING REMARKS

09.00

Kayhan Binazir, Global Medical Communications Lead – Rare Disease, **UCB**
François Franco Associate Director, International Strategic Marketing, **Allergan Aesthetics,**
an Abbvie company

HCP ENGAGEMENT – PERSPECTIVE 1

09.10 React To HCP Engagement Preferences With Pharma, Peers & Patients To Advance Digital Strategies For Exceptional HCP & Customer Data Strategies In A Hyperconnected World

- Evaluate your digital models and customer data to accurately identify digital opportunities that increase business continuity and HCP interaction across multiple devices and channels
- Assess which channels HCPs are using today to build apps and platforms that fulfil HCP needs for more personalised HCP experiences that resonate above competitors
- Advance HCP engagement with streamlined communications showcasing the benefits of digital patient services to connect the dots across both strategies and tangibly improve patient outcomes
- Refresh digital strategies to create meaningful, interactive HCP to patient journeys for effective HCP digital communications even in remote settings

Merel Koppejan, Digital Innovation Manager, **Merzpharma BeNeLux**

What skills do Pharma leaders need in order to defy the odds and achieve truly integrated transformation? Prepare for next-gen customer engagement by understanding the six critical digital capabilities and skills that are needed to drive success at scale.

09.30 Historically, success rates for digital transformation initiatives are disappointingly low. Organisations typically lay the foundations of digital capabilities in technology, third party partners and skilled resources, hiring experts in data, digital marketing and executional talent. But to truly scale, transformation needs to be driven by leadership – those who set strategy and allocate resources.

- Preparing yourself for future success – what are the new must-have skills for the C-Suite and senior marketing leaders to guide the right growth strategy?
- How do these skills enable leaders to overcome the commonly shared barriers to transformation success?
- What levers drive customer centric success in pharma & healthcare and where should you invest time and resources to maximise results?

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

HCP ENGAGEMENT – PERSPECTIVE 2

09.45 Florent Bühler, Omnichannel and Customer Experience Lead – EUCAN Oncology, **MSD**

DIGITAL CX Panel & Q&A

10.05 **Leverage The Rise Of Digital Channels In Pharma To Develop A Stronger CX Management Approach That Goes Beyond Personalisation For Meaningful HCP & Patient Engagement & Experiences**

- Build a winning digital CX strategy by reviewing which customer trends are capturing your audience today, for relevant campaigns that resonate with your target audience and truly reflect the voice of the customer
- Maximise technology to monitor customer touchpoints and innovate channel content with digital solutions that deliver outstanding pharma experiences online
- Drive tangible results by reviewing where the CX journey wins or loses customers! Evaluate customer interactions to rethink future strategies that provide valuable end-to-end patient and HCP engagementssess how accessible and visible your products and company are to physicians and patients to drive internal collaboration for digital journeys inclusive to all across every touch point

Helge Tennø, Director Customer Experience and Delivery, Global, **Merck**
Hilary Baseley, Head of Commercial Excellence UK, EIRE, NORDICS, **Grünenthal Group**

UNLOCKING THE POWER OF DATA TO BUILD THOUGHT LEADERSHIP, INFLUENCE, & TRUST

10.35 **Epidemics spread fast, but intelligence spreads faster.** As we enter a new global era of epidemics, learn how to harness the combined power of AI and human intelligence to drive action and protect lives by:

- Understanding where specific infectious disease therapeutics and vaccines are urgently needed with around the clock global surveillance and deep analytics that reveal the true burden of disease.
- Anticipating the near and long-term demand for infectious disease therapeutics and vaccines to fulfil the needs of global communities.
- Building thought leadership, trust, and local action by empowering purchasers, distributors, prescribers, and consumers of infectious disease therapeutics and vaccines with timely insights.

Hear infectious disease physician and BlueDot CEO, Dr. Kamran Khan discuss how to leverage the power of global data and advanced analytics to educate and empower your key stakeholders and in turn, create a healthier, safer, and more resilient world.

Kamran Khan, CEO & Founder, BlueDot

MORNING REFRESHMENT BREAK WITH INFORMAL NETWORKING

10.50

ACTIONABLE DATA & INSIGHTS

11.20 Data Secrets Unveiled! Transform Your Strategies With Powerful Data-Led Analytics For Actionable Digital Approaches That Guarantee ROI & Produce Outstanding Customer Experiences

- What data is important? How do you collect it? And how can digital analytics ensure that the data is automatically providing information for pharma marketing to deliver the best content to your target market?
- Identify the patterns in customer data to start optimising and transforming insights into future business strategies for HCPs and patients
- Accelerate digital strategies by showing leadership successes in your digital models to secure future investment and build scalable global and local platforms
- Discover ways to manage the complexity of data with compliance and legal teams to produce next-level campaigns that guarantee results

Robert Grimm, Digital Marketing & Transformation Manager, **Novo Nordisk**

OMNICHANNEL SUCCESS - PANEL & Q&A

11.40 Explore Fresh Initiatives To Achieve Omnichannel Success In Pharma With Strategies That Prioritise Digital Customer Needs To Improve Channel Experiences & Deliver Exceptional HCP & Patient Communications

- Leverage data analytics to create strategic omnichannel ecosystems that are user-friendly and integrate customer journeys to transform HCP and patient engagement
- How can you achieve consistent, interesting and engaging content and communications across every channel and touchpoint?
- Increase internal collaboration! Encourage sales and marketing alignment to promote the value of unified multichannel approaches that effectively reach and engage pharma customers
- Leverage automation, AI and tech to maintain continuity across all channels to meet customer expectations and satisfy patient demands
- From CRM to push notifications and mobile apps; create a seamless and scalable omnichannel strategy that all teams can confidently implement

Dominik Schmitt-Bohn, Global Customer Engagement Lead, **Sanofi**

Berfu Tavelli Onal, Social Media Excellence Lead, **AstraZeneca**

Hilary Baseley, Head of Commercial Excellence UK, EIRE, NORDICS, **Grünenthal Group**

Afua van Haasteren, Manager, Health Policy & External Affairs, **Roche**

Błażej Herzyk, Global Brand Lead – Magne (Brand Director), **Sanofi**

Graham Rapiet, VP Enterprise Solutions, **Aktana**

BUILDING AGILE PRODUCT TEAMS FIT FOR PHARMA - FIRESIDE CHAT

12.20 Defining omnichannel in pharma, building agile product teams, and developing hcps

Carolina Wosiack, MD, **CI&T**

Elliot Antrobus-Holder, Head of Digital & Innovation, **Gilead Sciences**

LUNCH & INFORMAL NETWORKING FOR SPEAKERS, DELEGATES & PARTNERS

12.35

AFTERNOON CO-CHAIRS' OPENING REMARKS

13.35

Dr Mathew Divine, Head of Digital Lab, **Boehringer Ingelheim**
Andrada Tugui, Senior Omnichannel SPOC, **Janssen Benelux**

DIGITAL STRATEGIES THAT ENGAGE HCPS

13.45

- Digital barriers to reaching healthcare providers
- Design an omni-channel strategy that drives active participation
- Maximise every engagement with behavioural data that optimises buyer experiences
- Identify success metrics that turn knowledge into bottom line impact

Mark Szelenyi, VP Product Management, **ON24**
Adela Schulz, EU Rheumatology Content & Omnichannel Lead, **UCB Pharma**

MEASUREMENT & DATA

14.00 Apply Real World Data & Metrics To Effectively Benchmark & Measure Pharma Marketing Success, Better Inform Teams & Develop Digital Materials That Add To The Bottom-Line

- Develop metrics and tools to deep-dive into customer interactivity and efficiently identify weaknesses in digital models and decipher content and apps customers actually want
- Move away from vanity metrics to look at efficacy and impact of customer data for long-term digital strategies that ensures reach with target customer
- Leverage tech and automation for useful data segmentation to find the “sweet spot” in reaching the right customers at the right time with the right channels and the right communication

Stefania Alvino, Digital Orchestrator & Omnichannel Marketing Manager, **Daiichi Sankyo Italy**

BONUS SESSION; RESERVED FOR MELTWATER

14.20

SOCIAL MEDIA & DIGITAL APPS

14.35 Drive Engagement, Reputation & Sales With The Latest Developments In Social Media & Generate Compelling Campaigns For Patient & HCP Interaction With Tangible Results!

- Which pharma leaders are paving the way in social media and what are the challenges they face in design, implementation and engagement?
- What is the future regarding online influencers and how far can this go in the pharma marketing landscape?

- LinkedIn, Instagram, WhatsApp? What digital channels are physicians and patients using to build communities, stay informed, and connected? And how can pharma best engage?
- Measure the value and impact of digital medical applications to leverage commercial results and create a robust and established online presence

Kyle Powell, Global Commercial Director, **AstraZeneca**

AFTERNOON REFRESHMENT BREAK WITH INFORMAL NETWORKING

14.55

BONUS SESSION; RESERVED FOR THE AGENCY GLOBAL

15.25 Sammy Mansourpour, The Agency Global

INTERNAL CHANGE & DIGITAL TRANSFORMATION – PERSPECTIVE 1

15.40 Boost Digital Adoption Throughout The Business By Transforming Pharma Cultures & Mindsets To Upskill All Teams For Successful & Effective Digital Change Which Drive Customer-Centricity

- Empower members of staff to mobilise digital change and generate higher HCP and patient engagement and ROI for the company
- How can pharma marketing engage with digital pharma leaders to create better content that relates to and resonates with the target audience?
- Encourage and upskill teams to adopt tech and digital in future strategies to protect patient data and reshape patient outcomes – how can pharma marketing quickly identify the digital skillset and capabilities lacking to support staff better?
- Digital transformation requires the support of the whole organisation! Be clear on the *WHY and HOW* the organisation can get there to underline the importance of getting everyone onboard

Marisa Muninger, Head of Customer Engagement Belux, **Sanofi**

INTERNAL CHANGE & DIGITAL TRANSFORMATION – PERSPECTIVE 2

16.00 Claudia Turlea, Omnichannel SPOC, **Janssen Benelux**

MARKETING & COMPLIANCE COLLABORATION – PANEL & Q&A

16.20 Bullet-Proof Digital Strategies Which Encourage Compliance & Marketing Collaboration & Co-Creation To Generate Patient-Centric Campaigns Which Comply With Current Regulations

- Where each nation and country has its own regulations, how can teams stay up-to-date and embed regulatory changes early on in digital strategies to remain competitive?
- Trust is earned! Ensure watertight compliance across all teams for winning campaigns with unblemished reputations
- Where compliance is often perceived as stressful or limiting to creativity, how can pharma increase transparency when reporting new regs? Encourage shared responsibility across pharma digital teams and help marketing understand the rules around protecting patient data to reduce data breaches

- How can you ensure legal and regulatory teams get involved as early as possible with marketing for collaborative and effective patient strategies?
- What are the opportunities for pharma marketing teams to challenge overly risk-averse regulatory interpretations and how can marketing teams operate quickly while still being compliant?

Bennett Lau, Ethics & Compliance Officer IE & UK, **Grünenthal Group**

Dr Emilio Rubio, Head ERC SIR, **Sandoz**

Simon Cavanagh, Senior Account Executive, **Esko**

16.50 AFTERNOON CO-CHAIRS' CLOSING REMARKS & OFFICIAL CLOSE OF CONFERENCE