

# BECOME HEALTHCARE'S SOLUTION



1200+  
ATTENDEES

150+  
SPEAKERS

80+  
EXHIBITORS

89%  
TOP 50 PHARMA

30+  
PATIENTS

8  
TRACKS

## Healthcare is broken in the USA – pharma can lead the way to a new sustainable model

### Join forces with providers:

Strategic engagements are bringing results. Scale creative partnerships with providers and join our IDN Panel to hear what your customer really wants.

### Sustain breakthrough innovations:

Industry heavyweights join MIT NEWDIGS, ICER, NPC, TransCelerate, the FDA and patient groups to present a roadmap of how we ensure access.

### The future is here:

breakthroughs in AI, immersive media and blockchain will be showcased.

### The patient comes first:

Collaborate with your most important stakeholder, see how patient entrepreneurs are turning bad into good, and implement patient-first transformation

RETURNING FOR AN 18<sup>TH</sup> YEAR:

The largest commercial pharma conference in North America

### INDUSTRY LEADING SPEAKERS INCLUDE:



**Ramona Sequeira**  
President  
**Takeda**  
Pharmaceuticals  
U.S.A



**Jackie Hunter**  
Chief Executive,  
Clinical and Strategic  
Partnerships  
**Benevolent AI**



**David Loew**  
EVP  
**Sanofi Pasteur**



**Sebastian Guth**  
President, Americas  
**Bayer**



**Rob Scott**  
Chief Medical Officer  
**Abbvie**



**Ivan Cheung**  
Chairman and CEO,  
President Neurology  
Business Group  
**Eisai**



**Ester Banque**  
Senior Vice President and  
Head Intercontinental  
Commercial  
**BMS**



**Timothy Paine**  
Vice President, Pharma  
Strategy and Relations  
**Fairview Specialty  
Pharmacy**



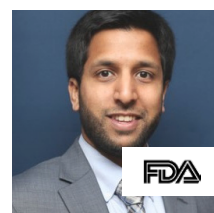
**Eric Racine**  
Vice President and Head,  
North America, Public  
Affairs and Patient Advocacy  
**Sanofi**



**Rachele Berria**  
MD PhD, Vice President,  
Head of Medical Affairs,  
US BioPharmaceuticals  
**AstraZeneca**



**Anne Heatherington**  
SVP, Head of Data  
Sciences Institute  
**Takeda**



**Samir Shaikh**  
Deputy Director for the  
Patient Affairs Staff  
**FDA**

Register now at: [eyeforpharma.com/philadelphia](http://eyeforpharma.com/philadelphia)



Paul Simms

Chairman, eyeforpharma  
psimms@eyeforpharma.com

## “It’s not our fault.”

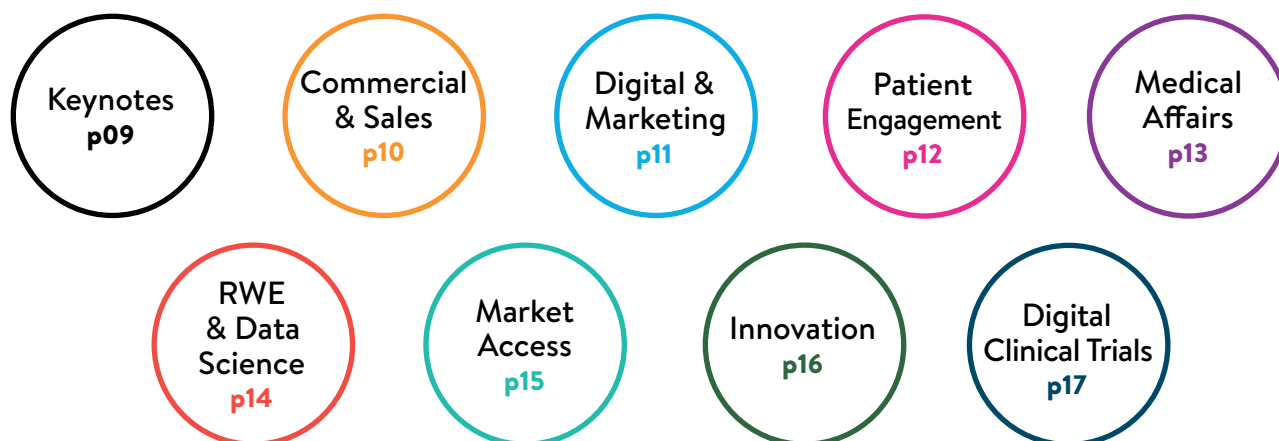
This is today’s standard response when pharma executives are asked to justify high prices, why they invest so much for incremental gain, or why they haven’t embraced digital technology.

And in most cases, these executives are right. In pharma we do not control the multiple stakeholders in the system, we don’t control the regulatory environment, we focus on making great medicines.

But the response from Gitte Aabo, former CEO of LEO, was different. She decided not to play the blame game. She explained why pharma companies may not be the cause of the problems, yet must still take responsibility: “We must own the problem, irrespective of whether we created it.”

That’s being patient-centric. That’s being innovative – beyond the traditional boundaries of your organization. That’s being the healthcare solution. And that’s what eyeforpharma Philadelphia’s all about. No excuses.

### Go directly to the best stream for you:



83%

Of attendees describe our sessions as ‘**essential to future success**’

94%

Of our attendees say they will likely **return next year**

97%

Of our attendees said they **enjoyed the experience**

# Why attend?

## So. Many. Reasons.

We have lost count of the stories of new opportunities, partnerships, ideas, funding, jobs, industry standards and friendships that were 'born in Philadelphia'. This conference is how pioneering initiatives develop into game changing strategies.

The ambition to redefine the pharmaceutical industry, the proximity of like-minded people, and the abundance of industry leading case-studies are the main reasons so many executives come back to this event every year.

## Highlights for 2020



### Patient-led on principle

At eyeformpharma, we practice what we preach. The agenda was developed with patients, will be delivered with patients, and will be scrutinized by patients at the event itself.



### Benchmark against the best

With an agenda packed with real-life case-studies, showing you the successes and challenges from a range of new projects – you'll leave with a clear idea of where you're at compared to competitors.



### The Patient Shark Tank

Witness disruptive ideas from the brightest patient entrepreneurs: Can you match their passion?



### 8 tracks: Focus on what matters to you

Philadelphia is huge – yet it's also intimate, tailored to your day-to-day learning needs. You'll be able to pick from across 8 tracked stages, each focussed on a critical topic.



### Start-ups are central

Meet healthcare's brightest entrepreneurs as the finalists from The Health Start-Up Challenge take to the stage for a grand elevator pitch battle.



### Roundtables: Get under the skin of the issue

Sometimes, issues need to be discussed and debated. To facilitate this, roundtable debates run throughout the conference across all audience and topic areas. Get your sleeves rolled up.



### Digital Trials: The Clinical Innovation Stage

A new stage dedicated to the greatest opportunity area in pharma: the transformation of clinical trials into digital, patient-led experiences.



### Network 'til you drop

With over 1200 attendees and 89% of top pharma companies represented, this is North American pharma's networking event of the year. Get in front of the people who matter.

# Agenda at a Glance

## PRE-CONFERENCE WORKSHOPS

Choose from one of two workshops taking place on April 14th delivered by The Strategic Account Management Associations and The Digital Health Coalition. Plus icebreaker evening networking event

[CLICK HERE TO GO TO PAGE 18 FOR WORKSHOP INFORMATION](#)

### DAY 1

AM

## Opening C-Suite Keynotes

Lunch, Networking and Workshops

The 4 Conference Stages

The Expo Agenda

PM

PINK ROOM

BLUE ROOM

GREEN ROOM

RED ROOM

ROUNDTABLES

MEDICAL AFFAIRS STAGE

NEW: DIGITAL CLINICAL TRIALS

COMMERCIAL & SALES SESSIONS

DIGITAL & MARKETING SESSIONS

PATIENT ENGAGEMENT SESSIONS

DATA, RWE & MARKET ACCESS SESSIONS

SEGMENTATION & ITERATION

MEDICAL SESSIONS

DIGITAL CLINICAL TRIALS SESSIONS

Workshops

COMMERCIAL & SALES SESSIONS

DIGITAL & MARKETING SESSIONS

PATIENT ENGAGEMENT SESSIONS

DATA, RWE & MARKET ACCESS SESSIONS

DIGITAL BEST PRACTICE  
PATIENT MARKETING

MEDICAL SESSIONS

DIGITAL CLINICAL TRIALS SESSIONS

Networking Drinks Reception

### DAY 2

AM

PINK ROOM

BLUE ROOM

GREEN ROOM

RED ROOM

ROUNDTABLES

INNOVATION STAGE

NEW: DIGITAL CLINICAL TRIALS

COMMERCIAL & SALES SESSIONS

DIGITAL & MARKETING SESSIONS

PATIENT ENGAGEMENT SESSIONS

DATA, RWE & MARKET ACCESS SESSIONS

RWE

INNOVATION SESSIONS

DIGITAL CLINICAL TRIALS SESSIONS

Lunch

PM

## Closing C-Suite Keynotes

3 EASY WAYS TO REGISTER TODAY!

ONLINE

[eyeforpharma.com/philadelphia](http://eyeforpharma.com/philadelphia)

CALL

+44 207 375 7500

EMAIL

[register@eyeforpharma.com](mailto:register@eyeforpharma.com)



## Speakers

# MORE THAN 100 Passionate Presenters ALREADY CONFIRMED

## Our industry-leading speakers



**Axel Threlfall**  
Editor-at-Large  
**Reuters**



**Peter Bach**  
Director  
**Memorial Sloan Kettering Cancer Center**



**Ramona Sequeira**  
President  
**Takeda U.S.A**



**David Loew**  
EVP  
**Sanofi Pasteur**



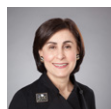
**Durhane Wong Reiger**  
President  
**Canadian Organization for Rare Disorders**



**Ivan Cheung**  
Chairman and CEO, President Neurology Business Group  
**Eisai**



**Jackie Hunter**  
CE Clinical and Strategic Partnerships  
**Benevolent AI**



**Caren Heller**  
Chief Scientific Officer  
**Crohns Colitis foundation**



**Madhavi Kasinadhuni**  
Managing Director  
**Life Sciences Research Advisory Board**



**Harmony Garges**  
Chief Medical Officer  
**ViiV**



**Robert W. Dubois, MD, PhD**  
Chief Science Officer and EVP  
**National Pharmaceutical Council**



**Paul Rowe MD**  
VP, Head of Global Medical, Immunology  
**Sanofi Genzyme**



**John Crowley**  
CEO  
**Amicus**



**Michele Gershberg**  
U.S. Health & Pharma Editor  
**Reuters**



**Sebastian Guth**  
President, Americas  
**Bayer**



**Terri Klien**  
President & CEO  
**MPS Society**



**Andrew Schorr**  
Co-founder and President  
**Patient Power**



**Jeff Marrazzo**  
CEO  
**Spark Therapeutics**



**Marc Boutin**  
CEO  
**NHC**



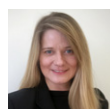
**Esther Schorr**  
Co-founder and COO  
**Patient Power**



**Tom Rhoads, MBA**  
Founder/Chief Executive Officer  
**Spencer Health Solutions**



**Jefferson Tea**  
Vice President, Medical & Scientific Affairs  
**Takeda Canada**



**Maggie Teliska**  
CTO  
**My beat goes on (P.A)**



**Sarah Emond**  
EVP and COO  
**ICER**



## Our industry-leading speakers



**Norman Phillips**  
Executive Vice President & Chief  
Marketing Officer  
**BioPharm Communications**



**Natalija Jovanovic**  
Chief Digital Officer  
**Sanofi Pasteur**



**Chris Leibman**  
SVP, Value and Access  
**Biogen**



**Matt Portch**  
SVP, Sales and Market Access  
**Sunovion Pharmaceuticals**



**Scott Howell**  
VP and Head, US Market Access,  
Pharmaceuticals  
**Novartis**



**Rj Lasek**  
VP, Commercial Operations  
**Takeda**



**Eddie Power**  
VP, North America Medical Affairs,  
Hospital Business  
**Pfizer**



**Bharti Rai**  
VP Commercial  
Acceleration/ Effectiveness  
**Novartis**



**Doug Stover**  
VP, Global Head of Patient Experience  
and Technology Practice  
**UCB**



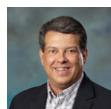
**Sonal Bhatia, MD**  
VP, North America Medical Lead, Rare  
Disease  
**Pfizer**



**Christian Scheuer**  
VP Global Commercial Affairs  
and Excellence  
**LEO Pharma**



**Paul Bould**  
VP, Global Marketing Insights  
**Abbott**



**Timothy Paine**  
VP, Pharma Strategy  
and Relations  
**Fairview Specialty Pharmacy**



**Soma Gupta**  
Vice President, Global Marketing  
for Rare Disease  
**Pfizer**



**Igor Rudychev**  
Head, US Data & Innovations, Oncology  
Business Unit  
**AstraZeneca**



**Maha Radhakrishnan**  
Senior Vice President, Global Medical  
Head, Primary Care Business Unit  
**Sanofi**



**Steven Carickhoff**  
Executive Vice President, Chief  
Operations Officer  
**BioPharm Communications**



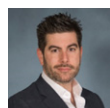
**Dalvir Gill**  
CEO  
**Transcelerate**



**Anne Heatherington**  
SVP, Head of Data Sciences Institute  
**Takeda**



**Ester Banque**  
SVP and Head Intercontinental  
Commercial  
**Bristol-Myers Squibb**



**Sebastian Sorsaburu**  
VP Medical Affairs  
**Amgen**



**Michael Norton**  
VP, Head US Medical Affairs  
**AbbVie**



**Greg Apostol**  
VP, Key Account Management  
& Field Reimbursement  
**Alkermes**



**Jodie Gillon**  
VP, Patient Advocacy  
and Clinical Affairs  
**Abeona Therapeutics**



**Melissa Falcone**  
VP, Patient Services and Reimbursement,  
Autoimmune and Rare Diseases  
**Mallinckrodt**



**Teresa Griesing**  
VP, North America  
Medical Affairs  
**Pfizer**



**Eric Racine**  
VP and Head, North America Public  
Affairs and Patient Advocacy  
**Sanofi**



**Renaud Sermondade**  
VP, Global Head of  
Insights and Analytics  
**Sanofi**



**Meg Heim**  
VP, Global Head of Scientific Engagement  
Strategy, Operations and Program  
Management  
**Sanofi**



**Daniel Staud**  
AVP Global Market Access  
**Merck**



**Scott Williams**  
VP and Head of Global Patient Advocacy  
**EMD Serono**



**Rachele Berria, MD PhD**  
VP, Head of Medical Affairs, US  
BioPharmaceuticals  
**AstraZeneca**



## Our industry-leading speakers



**Ronnie Choudhary**  
Senior Director, Global Customer Strategy  
**Pfizer**



**Justin Freid**  
EVP Growth & Innovation  
**CMI/Compas**



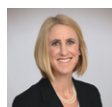
**Melissa Fellner**  
Global Consumer Marketing Director,  
Respiratory Biologics  
**AstraZeneca**



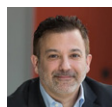
**Grant Harris**  
Senior Director  
**MediLedger**



**Spencer Holt PhD**  
Head, Commercial Learning Innovation  
Centre  
**AstraZeneca**



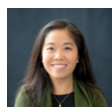
**Melissa Fellner**  
Global Consumer Marketing Director,  
Respiratory Biologics  
**AstraZeneca**



**Frank Armenante**  
Director, Sales Execution  
**Novo Nordisk**



**Kevin Murray**  
Associate Director, Commercial  
Leadership Excellence  
**AstraZeneca**



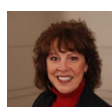
**Sandra Yang**  
US Omnichannel Strategy Director  
**AstraZeneca**



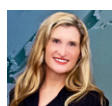
**Russell Senyk**  
US Marketing Director  
**Luye**



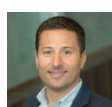
**Mundo Vega**  
Associate Director - Global Commercial  
Operations, Business Analytics  
**AbbVie**



**Cindy La Forest**  
Associate Director, Sales Training  
**Avanir Pharmaceuticals**



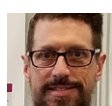
**Amy Nicole Nayar**  
Head, Global Patient Relations  
**AbbVie**



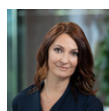
**Dave Guiga**  
Head of Portfolio Acceleration  
**AstraZeneca**



**Zheng Yang**  
Head of Technology and Data Innovation,  
Customer Value  
**Boehringer Ingelheim**



**Eric Wittbrodt**  
Renal Evidence Strategy Lead  
**AstraZeneca**



**Laurie Meyers**  
Head of CMG Patient Engagement  
**Genentech**



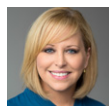
**Kristin Olson**  
Patient Advocacy, Senior Director  
**Seattle Genetics**



**Brett Kopelan**  
Executive Director  
**Debra**



**Tiffany McMacken**  
Senior Director, Sales Training  
and Development  
**Avanir Pharmaceuticals**



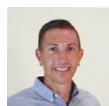
**Lori Hall**  
Director, Global Health Literacy  
**Eli Lilly**



**Samir Shaikh**  
Deputy Director for the  
Patient Affairs Staff  
**FDA**



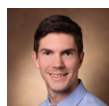
**Xin Chen**  
Associate Director, Data Science and  
Outcomes Research  
**Merck**



**Nathan Yorgey**  
Director of Digital Innovation  
**Pfizer**



**Kishan Kumar**  
Director, Commercial Strategy and  
Operations, Oncology  
**Novartis**



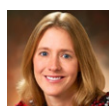
**Jacob Jolly**  
Director, Specialty Pharmacy Strategy  
and Market Access  
**Vanderbilt University Medical Center**



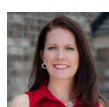
**Mark Trusheim**  
Strategic Director, NEWDIGS  
**MIT**



**Douglas Arnold**  
Director, Global Science, Technology and  
Commercialization, MMD IT  
**Merck**



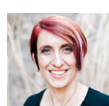
**Laurie Myers**  
Global Health Literacy Director  
**Merck**



**Jenn Muszik**  
Head, US Commercial Learning  
**Biogen**



**Haider Alleg**  
Global Head of Digital Excellence  
**Ferring**



**Lydia Groosov**  
Patient Advocate



## Our industry-leading speakers



**Jay Newman**  
Head of US Marketing and Patient Access  
**Spark Therapeutics**



**Emily McCarthy**  
Senior Partnership Manager,  
Pharmacy Strategy  
**GoodRx**



**Joseph Collins**  
Head, Medical Intelligence and  
Patient Perspectives  
**Sanofi**



**Melissa Skelton**  
Senior Director, Ambulatory  
Pharmacy Services  
**Banner Health**



**Paul Bould**  
VP, Global Marketing Insights  
**Abbott**



**Rob Scott**  
CMO  
**Abbvie**



**Wendy Kouba**  
VP, Corporate Communications and Brand  
**Teva**



**Melissa Paige**  
Patient Advocate



**John Linnell**  
Patient Advocate



**Craig Lipset**  
Former Head of Clinical Innovation  
**ex-Pfizer**



**Ted Tarasow**  
Global Head Digital Biology R&D  
**iCarbonX**



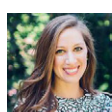
**Beth Brooks**  
Patient Engagement Manager  
**Sanofi**



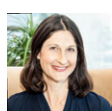
**Paulo Amaral**  
Global Zoster Multi Channel  
Marketing Lead  
**GSK**



**Stephen Buck**  
CEO and Co-Founder  
**Courage Health**



**Jordan Mills**  
CEO  
**MirrorMe3D**



**Erin Russell**  
General Manager and  
Associate Vice President  
**Spotlyte**



**Christopher Keenan**  
Head, Worldwide Medical Customer  
Engagement, Medical Capabilities  
**Bristol-Myers Squibb**



**Greg Silvestri**  
Head of Digital Health and Innovation  
**AbbVie**



**Thomas Abbott**  
Head, Real World Evidence  
**Astellas**



**Kristin Olson**  
Patient Advocacy, Senior Director  
**Seattle Genetics**



**Fern Nibauer-Cohen**  
Director, Patient Engagement and  
Business Development  
**Penn Radiation Oncology**



**Teresa Griesing**  
VP, North America Medical Affairs  
**Pfizer**



**Molly Macdonald**  
Patient Advocate



**Dalvir Gill**  
CEO  
**TransCelerate**



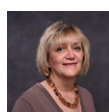
**Andrea Maddox Smith**  
CEO  
**Bladder Cancer Advocacy Network**



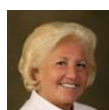
**Juliette Chen**  
Director, Health Economics and  
Outcomes Research  
**Takeda**



**Terry Griesing**  
VP, North America Medical Affairs  
**Pfizer**



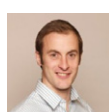
**Nicky Kelepouris**  
US Medical Director-Growth Hormone  
**Novo Nordisk**



**Mary Andrews**  
CEO  
**The Magic Foundation**



**Dr. Senem Guney**  
Founder and Chief Patient Experience  
Officer  
**NarrativeDx**



**Kevin Bambury**  
Co-Founder/Chief Commercial Officer  
**Portable Medical Technology**



**Igor Rudychev**  
Head, US Data & Innovations,  
Oncology Business Unit  
**AstraZeneca**





## Our industry-leading speakers



**John Crowley**  
CEO  
Amicus



**Justin Freid**  
EVP Growth & Innovation  
CMI/Compas



**Monique Adams**  
Director, Clinical Innovation  
Janssen



**Jamie Roberts**  
Director, Clinical Research Networks  
& Recruitment Innovation, CTSI  
Duke University



**Carrie Northcott**  
Digital Medicine and Translational Imaging  
Pfizer



**Ariel Dowling**  
Associate Director of Digital Clinical  
Devices  
Takeda



**Ken Getz**  
Deputy Director and Professor, CSDD  
Tufts University School of Medicine



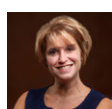
**Judy Sowards**  
VP, Head of Clinical Trial Experience  
Pfizer



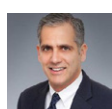
**Andrew Kress**  
CEO and Co-founder  
HealthVerity



**Matt Norton**  
Director of Strategy & Client Solutions  
S3 Connected Health



**Amy Turnquist**  
Executive, VP, Sales  
eHealthcare Solutions (EHS)



**Robert Iannone**  
EVP, Research and Development  
Jazz Pharmaceuticals



**Peter Bach**  
Director  
Drug Pricing Institute



**Jason LaRoche**  
Clinical Innovation Leader  
Janssen



**Kendal Whitlock**  
Metasite Strategic Engagement Lead  
Boehringer Ingelheim



**Patrick Nadolny**  
Global Head, Clinical Data Management  
and Programming  
Allergan



**Matt Bryant**  
Executive Director, Head of Technology  
& Innovation Global Development and  
Clinical Operations at Gilead Sciences  
Gilead



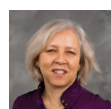
**Laura Kling**  
Digital Catalyst  
Sanofi



**Nikhil Kavimandan**  
Program Director Innovation  
and Senior Fellow  
Novartis



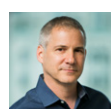
**Bari Kowal**  
Vice President & Head,  
Global Clinical Operations  
Regeneron



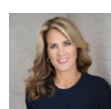
**Karen Atkin**  
Global Head of  
BioPharmaceuticals Medical  
AstraZeneca



**David Leventhal**  
Senior Director, Clinical Trial Experience  
Pfizer



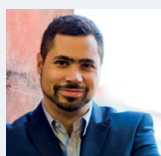
**David Benjamin**  
Chief Architect  
Syntegrity



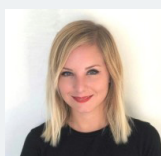
**Andrea Heslin Smiley**  
CEO  
VMS BioMarketing



## Here to help



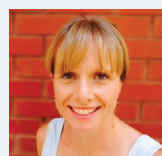
**Paul Simms**  
Chairman



**Karla Sharp**  
Head, North America



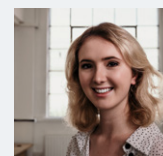
**Blair Gottscho**  
Head of Operations



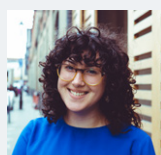
**Izzy Gladstone**  
Head of Marketing



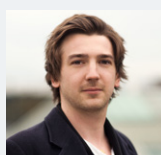
**Liz Swift**  
Head of Partnerships



**Saskia Burbach**  
International Project  
Director



**Hannah Brady**  
International Project  
Director



**Joseph Hargreaves**  
Commercial Director



**Ed Harris**  
Business Development  
Director

## Get in touch with the eyeforpharma Barcelona team

[CLICK HERE TO EMAIL  
WITH ANY QUESTIONS](#)

# Keynotes

**Become healthcare's solution.** Healthcare is Broken in the USA – but pharma can lead the way to a new sustainable model. As we enter an election year in 2020, the pressure has never been higher on our industry to justify what we add to the cost of healthcare. Price control has become a bipartisan issue and across the wide-range of policy positions that are on the table in Fall 2020, one area is clear – the transition towards value-based care is inevitable.

Compared to the last decade, when we were rightly taken to task for bloated pipelines with costly 'me-too' treatments, the situation couldn't be more different. We are on the verge of a new golden age for R&D. Personalized care is starting to deliver. Innovations in cell gene, Car-T and curative therapies offer transformative impact to patients. The problem is they are also very expensive.

Let's get ahead of this crisis and come together to define a better way forward.

## DAY ONE

8:30

Chairman's address

Paul Simms, Chairman **eye for pharma**

8:45

Be the solution: How Sanofi Pasteur is reengineering clinical trials together with health care systems

David Loew, EVP & Head, **Sanofi Pasteur**

9:20

Thought leadership from ZS

Arun Shastri, Principal, **ZS**

9:40

Unlocking AI's potential to improve patients' lives

Sebastian Guth, President US, **Bayer**

10:35

Thought leadership from Mike Gladstone

Mike Gladstone, Global President of Internal Medicine at **Pfizer**

11:15

Thought leadership from Facebook

Danielle Salowski, Industry Manager, Health at **Facebook**

11:35

Fireside chat: Create a cure: Why gene therapies have broken scientific boundaries and will now transcend commercial boundaries

Jeff Marrazzo, CEO, **Spark Therapeutics**

11:55

Thought leadership from Spencer Health Solutions

Tom Rhoads, MBA, Founder/ Chief Executive Officer, **Spencer Health Solutions**

12:15

Health Startup challenge - you be the judge

## Keynote Day 1

13:35

Chairperson's opening address + Health Startup Challenge Announcement Pharma Futures Track

13:50

The Moment of Next: How Native Digital Experiences Drive Physician Engagement

Amy Turnquist, Executive Vice President, Sales, **eHealthcare Solutions**

Alan Rutledge, CEO, **TrendMD**

Gus Strominger, Senior Marketing Manager, Digital & Media Strategy, **AstraZeneca**

14:10

How leadership can achieve competitive advantage through culture, values and vision

Ramona Sequeira, President, **Takeda USA**

14:30

The soft stuff is hard: Why post-M&A success is defined by driving cultural change

Ester Banque, SVP & Head Intercontinental Commercial, **BMS**

14:50

A relentless pursuit to learn from patients

Ivan Cheung, Chief Executive Officer & President, **Eisai**

## Keynote Day 2

13:50

Personalization: The digital transformation of Market Access marketing

Marty Samples, Vice President of Product Innovation and Marketing for Personalized Access Solutions and Consulting, **Precision Xtract**

Jon Bambalas, Vice President of Business Development for Engagement Solutions, **Precision Xtract**

14:10

Panel - How collaboration has unlocked the innovation we required for value-based care

Dalvir Gill, CEO, **Transcelerate**

Additional speakers to be announced

14:30

Our innovation model doesn't respond to patient need: This is how we overhaul it

Rob Scott, CMO, **AbbVie**

14:50

Thought leadership

Jackie Hunter, CE Clinical and Strategic Partnerships, **Benevolent AI**

# Be the value provider.

The transition to value-based care in U.S. Healthcare is inevitable – smart commercial teams are those who are prepared, even ahead of change. Sophisticated and authentic comprehension of patient-value is the currency of tomorrow's industry, delivered in a seamless hybrid between face-to-face interaction and backend processes.

How do we get there? Let's start with what we already know. Data silos and organizational barriers must be broken in order to construct a unified view of the customer. A new operational design should enable field units to connect to increasingly collaborative access, marketing, medical and patient functions. Investment must flow into capabilities if our sales reps are able to operate intelligently and analytically.

Join us at eyeforpharma Philadelphia to discover how.

### DAY ONE

13:50

**Fireside Chat: Fireside Chat: The analytical rep of the future**

**Bharti Rai**, Vice President Commercial Acceleration **Novartis**

14:10

**How a patient centricity pilot was conceived, measured and scaled**

**Dave Guiga**, Executive Director, Portfolio Acceleration and Digital Innovations, **AstraZeneca**

14:30

**Upgrading commercial targeting for the age of IDNs: How next level data and analytics can help your sales force work smarter and better engage organized customers**

**Adrienne Lovink**, Partner, Global Consulting Services, **Decision Resources Group**

16:00

**Networking coffee Break**

16:30

**Panel: Your leadership model for customer centricity in the digital era**

**Soma Gupta**, Vice President, Global Marketing for Rare Disease, **Pfizer**.

**Igor Rudychev**, Head, US Data & Innovations, Oncology Business Unit, **AstraZeneca**

**John Young**, IT Sales and Marketing Enablement Leader, **Mallinckrodt Pharmaceuticals**

**Roni Chase**, VP Marketing, **Eli Lilly**  
Indegene Speaker to be announced

17:10

**Innovate, Disrupt, Change Behavior. Repeat.**

**Delphine Dubois**, CEO Health Science Communications, **Healthcare Consultancy Group**

17:30

**Panel: Harness the combined power of commercial as sales, marketing and data evolve**

**Mundo Vega**, Associate Director - Global Commercial Operations, Business Analytics, **AbbVie**

**Kishan Kumar**, Director, Commercial Strategy & Operations, **Novartis Oncology**

**Rj Lasek**, Vice President, Commercial Operations, **Takeda**

**Parth Khanna**, CEO, **ACTO** (Moderator)

**Spencer Holt**, PhD, Head, Commercial Learning Innovation Centre, **AstraZeneca**

18:10

**Networking drinks**

### DAY TWO

8:35

**Commercial Chair Address Quantum Learning Solutions**

8:40

**Panel: Invest time, money and manpower today to grow the commercial field force of the future**

**Jenn Muszik**, Head US Commercial Learning, **Biogen**

**Frank Armenante**, Director, Sales Execution, **Novo Nordisk**

**Matt Portch**, SVP Sales and Market Access, **Sunovion**

**Tiffany McMacken**, Senior Director, Sales Training and Development, **Avanir Pharmaceuticals** (Moderator)

9:40

**AstraZeneca case study: How and why AstraZeneca enlisted artificial intelligence for sales rep coaching**

**Kevin Murray**, Associate Director, Commercial Leadership Excellence, **AstraZeneca**

**Spencer Holt**, PhD, Head, Commercial Learning Innovation Centre, **AstraZeneca**

11:00

**Alkermes and Sunovion cast studies: Building a blueprint for IDN engagement at scale**

**Matt Portch**, SVP, Sales & Market Access, **Sunovion Pharmaceuticals**

**Greg Apostol**, VP, **Alkermes**

11:40

**Disney's Best Practices for Reaching and Engaging Consumers in the Pharma Category**

**Flora McKiernan**, Senior Vice President, Pharmaceutical, **Disney Advertising**

12:00

**Can scale make or break the successful commercialization of specialty products?**

**Dr. Susan S. Garfield**, US Advisory Principal and Life Sciences Sector Commercial Lead, **EY**



# The digital train is leaving the station – are you aboard?

Today's pharma marketing relies on well-worn customer engagement strategies.

Meanwhile, other regulated industries are pioneering new ways to engage customers, ground-breaking AI capabilities, advanced digital platforms and agile ways of working. Which will succeed in your company? Will you suffer many pilots and failures before finding a solution that works for you? Only if you miss eyeforpharma Philadelphia – where we'll focus on what really works in today's high-pressure environment.

## DAY ONE

13:40

Digital Chair Address

BioPharm Communications

13:50

Pharma disrupted: reinvent engagement from the outside-in

**Haider Alleg**, Global Head of Digital Excellence, **Ferring**

**Todd Neuville**, Worldwide Business Development Leader for Life Sciences, **AWS**

14:10

From abstract to applicable: revolutionize your workstreams with AI

**Helena Yin Koepl**, VP Global Head of Data Science & Advanced Analytics, **Bayer**

14:30

Thought leadership from MRM McCann

16:30

Panel: A whole new (customer engagement) world: Invest for success in 2020

**Ronnie Choudhary**, Senior Director, Global Customer Strategy, **Pfizer**

**Sandra Yang** US Omnichannel Strategy Director, **AstraZeneca**

**Paulo Amaral**, Global Zoster MultiChannel Marketing Lead, **GlaxoSmithKline**

17:10

Advancements in digital technology: harnessing innovation to meet today's marketing challenges

**Steve Carickhoff**, President, **Biopharm Communications**

17:30

Delivered direct: the changing stakeholder landscape at pharma's doorstep

**Ramon Vega**, Head of Global Pharmaceutical Marketing IT, **Merck**

17:50

Seen and heard? Elevate your brand above the din of digital saturation

**Johanna Willer**, Senior Advisor, Next Generation Customer Engagement, **Eli Lilly**

18:10

Networking Drinks

## DAY TWO

7:25

Registration

8:35

Digital Chair Address

BioPharm Communications

8:40

Panel: Unleash the potential of data-driven compliance

**Melissa Fellner**, Global Consumer Marketing Director, Respiratory Biologics, **AstraZeneca**,

**Russel Senyk**, US Marketing Director, **Luye Pharmaceutical Group**

9:20

Thought leadership from Salesforce

10:00

An app marketplace model: Accelerating the digital commercial model through technology driven solutions and services

**Vijay Nandakumar**, CEO, and **Rajeev Rangachari**, **Chief Technology Officer**

11:00

We're all in this together: holding and sharing internal customer data

**Renaud Sermondade**, Vice President, Global Head of Insights & Analytics, **Sanofi**

11:20

Improve insights into patients and physicians via diagnostic lab data

**Heather von Allmen**, VP RWE, **EOR Solutions**

11:40

You can do it too: going agile in the FDA environment

**Erin Russell**, General Manager and Associate Vice President, **Spotlyte (Allergan)**

12:00

Fireside chat: Collaborate to reach your customer: how to align functions to enhance engagement

**Wendy Kouba**, Vice President, Corporate Communications and Brand, **Teva**



# Patient-centricity: From why to how

It's time we recognised that pharma is losing trust... With patients, with regulators, with payers. The only solution? - Destroying tokenism and providing real, tangible value to patients. We are all in agreement that patient-centricity is the only future for pharma. The issue we face now is how to implement strategies that can be measured, scaled, and prove value to both stakeholders and patients. eyeforpharma Philadelphia is showing you the 'how' to achieve all this and more.

### DAY ONE

13:40

Patients chair address

Syneos

13:50

All talk and no action? How tokenism is destroying patient trust

Laurie Meyers, Head of CMG Patient Engagement at **Genentech**

14:10

Fireside chat: How patient groups can be the bridge to precompetitive collaboration with RW

Caren Heller, M.D, Chief Scientific Officer at **Crohn's & Colitis Foundation**

Thomas Abbott, Head, Real World Evidence at **Astellas Pharma**

14:30

Critical considerations for implementing Nurse Educator Programs to improve outcomes and maximize engagement

Andrea Heslin Smiley, President and CEO, **VMS BioMarketing**

16:30

We need to talk about... Health literacy

Laurie Myers, Global Health Literacy Director, **Merck**

Lori Hall, Director, Global Health Literacy, **Eli Lilly**

Esther Schorr, Co-founder and COO, **Patient Power**

John Linnell, COPD Patient advocate

17:10

Create long-term audience engagement with next generation patient storytelling

Jon Irvine, Creative Director, **Snow Companies**

Phil Storer, SVP, **Snow Companies**

17:30

Fireside chat: Build cross-functional understanding to navigate the diversity of patient entities

Amy Nicole Nayar, Head, Global Patient relations, **Abbvie**

Durhane Wong-Rieger, President, **Canadian Organization for Rare Disorders**

17:50

Build a holistic patient view so Customization can finally extend to health

Eric Racine, VP and Head, North America Public Affairs & Patient Advocacy, **Sanofi**

Marc Boutin, CEO, **NHC**

Robert Iannone Executive Vice President, Research and Development **Jazz Pharma**

Chair: Susan Bratton, Founder and CEO, **Savor Health**

18:20

Networking drinks party

### DAY TWO

8:40

Panel: Create first-rate patient partnerships: Identify the metrics, improve internal structures and quantify success

Kristin Olson, Patient Advocacy, Senior Director, **Seattle Genetics**

Melissa Falcone, Vice President, Patient Services and Reimbursement, Autoimmune and Rare Diseases, **Mallinckrodt**

Jodie Gillon, Vice President, Patient Advocacy & Clinical Affairs, **Abeona Therapeutics**

Brett Kopelan Executive Director **Debra**

Terri Klien, President and CEO **MPS society**

Moderator: Andrew Ploszay, PhD, Vice President, Digital Strategy, **IQVIA**

9:20

From digital health to DTx, how to gain adoption

Matt Norton, Director of Strategy & Client Solutions, **S3 Connected health**

9:40

Thought leadership from Amplify

Rob Selvaggi, Director, Contact Center Operations at **Amplify Health**

10:20

Turning failure into success – the future of digital patient communities

Andrew Ploszay, PhD, Vice President, Digital Strategy, **IQVIA**

10:20

Networking break

11:00

Sanofi case study: How Sanofi's 'hit-team' (formed May 2019) is breaking down silos to form new insights and solutions

Joseph Collins, Head, Medical Intelligence and Patient Perspectives, **Sanofi**

Beth Brooks, Patient Network Manager, **Sanofi**

11:20

Effective Patient Engagement: Turning failure into success – the future of digital patient communities

Andrew Ploszay, Vice President Digital Strategy **IQVIA Technologies**

11:40

FDA session: Focus 2020

Samir Shaikh, Deputy Director for the Patient Affairs Staff, **FDA**

# Medical comes of age

The stage is set for medical to lead the way to a new era of value-based care. The transition to value is fundamentally changing the scope of our medical function. Customers want science-driven interaction, leaders are needed to set RWE strategy and patients want to be more informed. We need to get them there with trusted medical information sources.

Medical leadership shouldn't shy away from this shift in status quo. Medical can repair reputation of pharma, while meeting the value needs of an increasingly complex web of stakeholders.

It sounds like a mountain to climb, but we're going to help you get there. There are many possible permutations for the new medical model, so we're pulling together panels of visionaries to breakdown the possibilities. Join us to discover how.

### DAY ONE

8:45

#### Medical Affairs can Play a Critical Role in Rebuilding Customer Trust And Co-Creating Value

**Terry Griesing**, Vice President, North America Medical Affairs at **Pfizer**

9:20

#### Rebranding RWE: How to change how we talk about RWE and who accepts it

**Madhavi Kasinadhuni**, Managing Director, Life Sciences Research, **Advisory Board**

9:40

#### Step up to define your company-wide value strategy

**Jefferson Tea**, VP, Medical & Scientific Affairs, **Takeda Canada**

10:00

#### Networking Coffee Break

10:35

#### Panel: The future of medical: Coordinators of value throughout lifecycle strategy

**Michael Norton**, Vice President, Head US Medical Affairs, **AbbVie**

**Paul Rowe**, VP, Head of Global Medical, Immunology, **Sanofi Genzyme**

**Harmony Garges**, Chief Medical Officer, **ViiV Healthcare**

**Robert Consalvo**, Director of Strategic Commercial Engagement, **H1 Insights**

11:15

#### Thought leadership from Within3

**Peter Gannon**, SVP, Business Partnerships, **Within 3**

11:35

#### Your external stakeholders have changed: Has your strategy kept pace?

**Patrick Reilly**, CEO, **PhactMI**

11:55

#### Harnessing Meaningful Innovation in Medical Affairs: A Case-Study Approach

**Greg Imber**, Chief Engagement Officer, **Healthcare Consultancy Group**

13:50

#### Patient group partnerships are the foundation of effective disease awareness strategy

**Nicky Kelepouris** US Medical Director- Growth Hormone, **Novo Nordisk**

**Mary Andrews**, CEO, **The Magic Foundation**

14:10

#### Systems thinking is your key to improving quality outcomes for providers and patient

**Eddie Power**, Vice President, North America Medical Affairs, Hospital Business at **Pfizer**

14:50

#### Add the medical voice to RWE and transform big data into tools that support providers

**Gabriel Smolarz**, Medical Director, **Novo Nordisk**

15:10

#### Take Leadership on Health Literacy in Medical Affairs

**Maggie Czarnogorski**, Head of Implementation Science, **ViiV**

16:30

#### Panel: Put people before tech to create a digital culture that works for Medical

**Sebastian Sorsaburu**, MD, Vice President Medical Affairs, **Amgen**

**Christopher Keenan**, Head, Worldwide Medical Customer Engagement, Medical Capabilities, **Bristol-Myers Squibb**

**Meg Heim**, Global Head Strategic Scientific Engagement, Operations and Program Management, Office of the CMO, **Sanofi**

17:10

#### Advancing medical's value proposition for HCPs with digital innovation (mobile app for depression)

**Jill Erickson**, Sr. Director, Medical External Affairs US Medical Integration Lead, **Takeda**

17:30

#### Start with customer experience to create effective digital strategy for medical engagement

**Christopher Keenan**, Head, Worldwide Medical Customer Engagement, Medical Capabilities, **Bristol-Myers Squibb**

17:50

#### Networking drinks party



# Give evidence, get influence and prove your worth

**RWE will power pharma's transition to a sustainable model.** To say that RWE will define the future of our industry is not an exaggeration - already we see more sophisticated RWE-driven strategy across the lifecycle. Now we need to know how to forge cross-industry partnerships at scale to connect to the wider organization and stay effective.

We need company-wide comprehension of how RWE can create better value propositions, we must all get closer to shifting customer needs. Most importantly, the only way medicines improve lives, is if Patients can actually access them. Let's get to work.

### DAY ONE

13:50

**We Must Align To Create a Value Model That Supports Breakthrough Innovation**

**Chris Leibman**, Senior Vice President, Value and Access at **Biogen**

**Robert W. Dubois**, MD, PhD Chief Science Officer & Executive Vice-President **National Pharmaceutical Council**

**Sarah Emond**, Executive Vice President and Chief Operating Officer, **ICER**

**Andrew Kress**, CEO and Co-founder, **HealthVerity**

**Karen Atkin**, Global Head of BioPharmaceuticals Medical, **AstraZeneca**

14:30

**Exploring the rise of RWE in regulatory submissions**

**Todd Phillips**, PharmD, RAC, Director of Global Regulatory Affairs, **Cardinal Health Regulatory Sciences**

16:30

**Panel: Access and affordability is now a cross-functional priority**

**Scott Williams**, VP and Head of Global Patient Advocacy, **EMD Serono**

**Daniel Staud** AVP, Global Market Access, **Merck**

**Sheila Frame**, VP Commercial: Marketing, Market Access and Patient Services, **Sandoz**

**Scott Howell**, VP and Head, US Market Access, Pharmaceuticals, **Novartis**

17:10

**Data strategy that spans clinical development and beyond**

**Jennifer Lamma**, PhD, Director, Real World Data Science, **Parexel**

17:30

**How is Spark breaking barriers to ensure patient access to Curative Care?**

**Jay Newman**, Head of US Marketing and Patient Access at **Spark Therapeutics, Inc**

17:50

**Financing the future: precision financing innovations to enable patient access to durable, curative therapies**

**Mark Trusheim**, Strategic Director, NEWDIGS, **MIT**

20:10

**Networking drinks party**

### DAY TWO

7:25

**Registration, Exhibition and welcome coffee**

8:35

**Data, evidence, access and value chair address**

8:40

**IDN Panel: Where We Want To Work To Create Value**

**Timothy Paine**, VP, Pharma Strategy & Relations **Fairview Specialty Pharmacy**

**Melissa Skelton**, Senior Director, Ambulatory Pharmacy Services, **Banner Health**

**Jacob Jolly**, PharmD, Director, Specialty Pharmacy Strategy and Market Access, **Vanderbilt University Medical Center**

9:20

**The 4th generation – where RWD, AI and the Cloud bring RWE to the enterprise**

**Jeff Elton**, CEO, **Concerto HealthAI**

9:40

**Take outcomes research into the 2020s With AI**

**Anne Heatherington**, Senior Vice President, Head of Data Sciences Institute at **Takeda**

10:00

**Immediate Impact of Computational Biomarkers on Rx Clinical Development, Prescriber Practice, and Patient Engagement**

**Ijah Mondesire-Crump**, MD, Director of Clinical Research, **NQ**

11:00

**AI Unlocks New Opportunities to Help IDNs Connect Patients To Care**

**Sonal Bhatia**, MD, Vice President, North America Medical Lead, Rare Disease at **Pfizer**

11:20

**Thought leadership from Syneos**

11:40

**Use RWE to enhance actual drug use and costs estimation for value-based contract (VBC) design**

**Xin Chen**, Associate Director, Data Science and Outcomes Research, **Merck**

12:00

**Unlock the potential of RWE for Cross-functional Strategy**

**Eric Wittbrodt**, Renal Evidence Strategy Lead at **AstraZeneca**

# The innovators who dare to redefine healthcare

**Never has the pressure been so great.** We know we need to innovate. We know that big pharma doesn't have all the answers. What we don't know, however, is who is pioneering the most promising solutions. Until now.

New technologies, changing business models, shifting patient preferences, cell and gene therapies – all of these things are disrupting workflows in drug discovery, supply chain operations and treatment delivery. New advances will redefine what it means to be a pharma company. Are you keeping pace or being left behind?

eye for pharma Philadelphia is where you'll witness, up close, what's really possible. You'll be inspired by the most groundbreaking startups and discoveries from both inside and outside pharma companies. This is the only event to combine cutting-edge innovation with a deep understanding of pharma's unique opportunity to bring healthcare to life. Prepare to be amazed!

## DAY TWO

8:40

Panel: Where is tech innovation bringing real value in healthcare – and how are pharma companies keeping pace?

**Greg Silvesti**, Head of Digital Health & Innovation, **AbbVie**

**Nathan Yorgey**, Director of Digital Innovation, **Pfizer**

**Douglas Arnold**, Director, Global Science, Technology, and Commercialization, MMD IT, **Merck**,

**Ahmed Albaiti**, CEO, **Medullan**

**Natalija Jovanovic**, Chief Digital Officer, **Sanofi Pasteur**

9:20

Pioneering innovative drug delivery to improve patient experience and adherence

**Patrick Anquetil**, CEO, **Portal Instruments**

10:00

Augmented Intelligence: When machine learning meets clinical decision making

**Zeynep Icten, PhD**, Director, Health Analytic Solutions, **Boston Health Economics (BHE)**

11:00

Disrupting the healthcare model: The shift to patient control of drug access and treatment

**Vanessa Segura**, Partnership Manager Pharmacy Strategy, **GoodRx**

11:40

How blockchain is reinventing the pharmaceutical supply chain

**Grant Harris**, Senior Director, **MediLedger**

12:00

How VR is bringing a new reality to healthcare provision on the front line

**Fern Nibauer-Cohen**, Director, Patient Engagement and Business Development, **Penn Radiation Oncology**





# Scale your clinical ambitions. Broaden your evidence horizons.

Clinical trials have resisted real innovation, not because we couldn't, but because we feared failure. But pressure has built, floodgates have opened, and technology is transforming time-to-market, how we recruit and retain participants, and how we gather data. Regulators are embracing new methods. It's time for new types of trial: democratized, patient-preferred, siteless and virtual.

## DAY ONE

10:35

**Clinical Keynote panel: Patient-centric trials must be digital trials - and vice versa**

**Moderator: Paul Simms**, Chairman, **eyeforpharma**

**David Loew**, EVP Vaccines, **Sanofi**

**Dalvir Gill**, CEO, **TransCelerate**,

**Jackie Kent**, EVP, Head of Product **Medidata**

11:35

**A moonshot trial with payers, providers and regulators**

**Jacob LaPorte**, Co-Founder, **Novartis BIOME**

11:55

**Thought leadership from Vivosense**

13:50

**Novel trial designs for research democratization**

**Kendal Whitlock**, Metasite Strategic Engagement Lead, **Boehringer Ingelheim**

14:10

**Realizing the promise of AI, RWE & Digital Health deployments through understanding of patient needs**

**Juliette Chen**, Director, **Global Outcomes Research and Epidemiology**

14:30

**Thought leadership from Science 37**

14:50

**Characterize the essential value of patient data**

**Ken Getz**, Deputy Director and Professor, **CSDD, Tufts University School of Medicine**

15:10

**Build a sustainable AI infrastructure to transform your clinical trial processes**

**Sandeep Burugupalli**, Senior Director, Global Medical Epidemiology, Data Center of Excellence, **Pfizer**

15:30

**What do the 5 million think? A new community for those who have participated in clinical research**

**Irfan Khan**, CEO, **Circuit Clinical**

16:30

**Panel: The new clinical ecosystem – who will be disrupted, who will be displaced?**

**likely pathways to progression**

**Moderator: Craig Lipset**, Former Head of Clinical Innovation, **Pfizer**

**Rohit Nambisan**, Head of Digital Product, **Roivant**

**Sandeep Burugupalli**, Senior Director, Global Medical Epidemiology, Data Center of Excellence, **Pfizer**

**Kyle Flickinger**, Vice President, Bio-Pharmaceutical Solutions, **Deeplens Bio pharmaceutical**

17:30

**A higher standard: Sanofi's Parkinsons initiative and how it will create a new standard of care**

**Laura Kling**, Digital Catalyst, **Sanofi**

17:10

**Fill the gaps: a universal system for patient referrals across partners**

**Craig Lipset**, Former Head of Clinical Innovation, **Pfizer**

17:50

**Networking Drinks party**

## DAY TWO

9:00

**Working from scratch: how Pfizer is using digital wearables to reduce nightly scratching and sleep deficit in atopic dermatitis**

**Carrie Northcott**, Digital Medicine and Translational Imaging, **Pfizer**

9:20

**An Open Platform for Clinical Research**

**Rohit Nambisan**, Head of Digital Product, **Roivant**

9:40

**Otsuka case study: Employ remote digital clinical trials to increase patient diversity and reduce placebo effects in psychiatric studies**

**Corey Fowler**, Director, Global Clinical Development, **Otsuka**

11:00

**Incorporate the patient voice in drug development – it's easy when you know how**

**Mary Elmer**, Associate Director, **Merck**

11:40

**A Reuters news lead panel: High hopes, higher stakes in the new era of clinical trials**

**Axel Threlfall**, Editor-at-Large, **Reuters**

**Michele Gershberg**, U.S. Health & Pharma Editor, **Reuters**

**John Crowley**, CEO, **Amicus**

**Peter Bach**, Director, **Memorial Sloan Kettering Cancer Center**

# Workshops

## DAY ZERO

2:30 – 5:30

### Key Account Management (KAM) in Pharma

- Identify the 11 key enablers of a KAM Program
- Discover how to select the right companies as key accounts and why this is so critical to get it right the first time
- Understand how to gain internal support for a KAM program
- Learn how to measure the organizational impact
- Hear from pharmaceutical executives sharing their challenges and success factors in KAM

2:30 – 5:30

### Design the optimal organizational structure for business innovation

- Learn how to critically evaluate the structure of their team or organization to ensure alignment with business objectives and innovation agendas
- Discover simple tools to work more efficiently and better collaborate with internal and external partners
- Find out how peers and industry leaders approach benchmarking, internal assessments and organizational changes
- Gain insights into team structures best suited to biopharma innovation
- Review DHC research conducted with leading biopharmaceutical companies

## DAY ONE

12:30 – 13:40

### Lunch & Learn Workshop

Practical steps to accelerate alignment and action at defining moments

**Workshop facilitator:** David Benjamin, Co-Founder, Chief Architect, and Co-Author of **Cracking Complexity (Syntegrity)**

12:30 – 13:40

### Lunch & Learn Workshop

Understanding customer habits is key to successful marketing

**Workshop facilitator:** Dr. Neale Martin, Author of best-selling book **Habit (Think-Gen)**

2:50 – 3:00

### Workshop buffer

3:00 – 4:00

### Workshops

Physicians don't want to be sold to. They want a partner in patient care. How do you orient your content to meet your goals, while speaking to doctors at their level? Learn from Dr. Landy and the team that won the Most Valuable Healthcare/HCP Initiative at the 2019 **eyeforpharma** awards at this interactive session.

**Workshop Facilitator:** Dr Joshua Landy, Chief Medical Officer, Figure 1

4:00 – 5:00

### Workshops

Realizing your R&D and Strategic Marketing objectives through Competitive Insights Imagine you have a \$100m marketing budget but don't know how to spend it. Or, you just spent \$100m in marketing but don't know if your spend was effective. Competitive Insights are the secret sauce that generate Competitive Advantage from Strategic Intelligence and point to opportunities of impact where it matters most. Our workshop will offer participants a compressed but unique hands-on experience of generating competitive insights, with a focus on understanding how to make them actionable. C.I. leader Philip Hart and Biotech executive Jack Florio will lead through the session, as will commercial strategist Gloria Kwon, and Deallus U.S. VP Peter Barschdorff. Attend if you are interested in exploring how to leverage strategic intelligence for competitive advantage.

**Workshop Facilitators:** Peter Barschdorff, Deallus Gloria Kwon, Commercial Strategist, Deallus

## DAY TWO

12:25 – 13:35

### Lunch and learn

Demands on physicians continue to skyrocket. Reduced rep access, burdensome schedules, the proliferation of information channels, and the rapidly increasing volume of medical knowledge mean opportunities to engage HCPs are increasingly fleeting. When you consider that the average human attention span is now shorter than that of a goldfish, and that people often forget 75% of what they learn within a few days, you discover that there is a constant battle to capture HCP attention—and to share data that will be retained. How should pharma marketers adjust their approach to meet this new reality? When you get an opportunity to interact with a physician, are you doing everything you can to deliver your message in a way that will be retained? Physicians want education from pharma, and they want it delivered in new ways. Join us for an interactive workshop that will cover how your team can implement: - Storytelling and visual communication practices that enhance emotional resonance to make your scientific content more compelling to HCPs - Key learning principles that enhance audience engagement and amplify retention - Content delivery mechanisms like microlearning and non-personal channels that drive change - Use of repetition to increase recall and shift current beliefs

**John Kane**, VP, Managing Director, **MedThink Communications**

12:25 – 13:35

### Lunch and learn

Research shows that greater gender balance drives better business results, more innovation and high employee retention. What does this mean for healthcare? • Learn how GSK, Incyte & BMS are making progress towards achieving gender parity and greater diversity within their organizations At every level of the career ladder – from recruitment to on-boarding to ongoing development and advancement – what initiatives make the most impact?

**Adam Dubow**, Senior Vice President, Chief Compliance and Ethics Officer, **Bristol-Myers Squibb**

**Soo Son**, Head, Commercial Data & Reporting, **GSK**

**Susan Snodgrass**, President, West Chester Chapter, **Healthcare Businesswomen's Association**

# Roundtables covering:

(For pharma companies only)

## Proving patient-centricity

Creating visible value for patients-  
what and how?

**Wendy Sang**, Marketing Manager,  
Medullan

Improving patient messaging:  
Literacy, advocacy and marketing

**Mary Andrews**, MAGIC Foundation

## Holistic patient relationships

Partnering in advocacy for visible  
value creation

**Molly Macdonald**, The Pink Fund

Supporting caregivers as well as  
patients

**Andrea Maddox-Smith**, CEO, Bladder  
Cancer Advocacy Network

## Patients and Innovation

How face to face virtual support  
can help change the outcome for  
patients

**Cindy La Forest**, Associate Director, Sales  
Training, Avanir Pharmaceuticals

Getting the most from patient  
collaboration in Clinical and RND

**John Linnell**, Patient Advocate/Co-  
Investigator, COPD Foundation

Accelerating Cancer Clinical Trials:  
Patients are Primed, How you can  
help.

**Andrew Schorr**, Founder and CEO,  
Patient Power

## Pricing and Accessibility

How Legislature, Pharma and  
Patients Can Work Together: A  
Better Paved Road to Patient  
Prescription Accessibility

**Nichole Chobin**, Founder/President,  
InSentiFi, Patient Advocate

Learn from experience: Navigate  
the private vs. public debate around  
patient preferred drug access

**Durhane Wong-Rieger**, President, CORD

## Customer engagement

Building and growing your long-term  
loyal customer base

**Lydia Groosov**, Patient Advocate

Improving customer engagement  
across the board with digitally-driven  
sales teams

**Scott Friedberg**, Principal, Dartview  
Associates

Turbocharge your omni-channel  
strategy

**Mark Benthin**, Founder, Vii Health

## Overcoming barriers in partnerships

Cross functional working- rare  
diseases

**Heather Swech**, Global Head Patient  
Discovery CoE, Alnylam

Building trust between patients and  
pharma

**Stephen Buck**, CEO and Co-Founder,  
Courage Health

## Data innovation

The future of the MSL field

**Jasmina Mioc**, MD Director, Medical  
Affairs, Boehringer-Ingelheim

Obtain and train the next generation  
of commercial leaders: Evolve your  
business culture from inside out

**Tiffany McMacken**, Senior Director,  
Sales Training and Development, Avanir  
Pharmaceuticals

Patient access to data –  
understanding ownership, returns  
and security

**Maggie Teliska**, CTO, My Beat Goes On

## RWE application

Leveraging RWE in your commercial  
workstream

**Joyce Chehade**, Commercial Lead,  
Hematology and Thrombosis, CSL Behring

Be proactive! Understand RWE  
needs early and make it a priority  
before launch

**Scotti McConnell**, Program Manager,  
Partnership Success Team, IBM

Deconstruct the DTX (digital  
therapeutics) revolution and access

**Craig Delarge**, Digital Healthcare Project  
Leader & Change Leadership Strategist,  
Wiseworking





# The Best Pharma Networking Event in North America



## Don't get siloed: Meet everyone in one place

Nowhere else can you walk around the corner and start collaborating with relevant peers across the range of functions - whether marketing, strategy, sales, market access, commercial excellence, patient engagement, RWE, medical affairs, IT or clinical development.



## Meeting service: Make new connections with targeted reach-out

1000 is a lot of people. How do you find the right ones? Don't worry. The **eyeforpharma meetings service** is more than just an event guide. It's a comprehensive meeting service, allowing you to find old friends (trust us, there will be some in the room) and new ones.



## THE pharma networking party

There's no better place to connect with old and new peers than at the official eyeforpharma Philadelphia Networking Party taking place at the end of Day 1 (April 15th) – where attendees let their hair down and relax.



## Pre-day ice-breaker drinks

For those who want to get a head start on the networking, the drinks start flowing on Tuesday April 14th, the evening prior to the conference. It's the perfect place to unwind after your flight and meet new or existing friends.



## Running to keep ahead

Start your day right by joining in with our morning group runs. Enjoy Philadelphia's sights while getting your early morning exercise and making new friends.



## Find the solution to your challenges

With over 80 solution providers and healthcare start-ups, this is the perfect event to do your shopping and find the perfect partner.

*"I attend eyeforpharma every year: they truly know what pharma companies need to do, to serve patients."* Gitte Aabo, Former CEO **LEO Pharma**



Solution Providers and Consultants:

# Do business with 1200+ pharma decision makers

1200+  
ATTENDEES

80+  
EXHIBITION  
BOOTHs

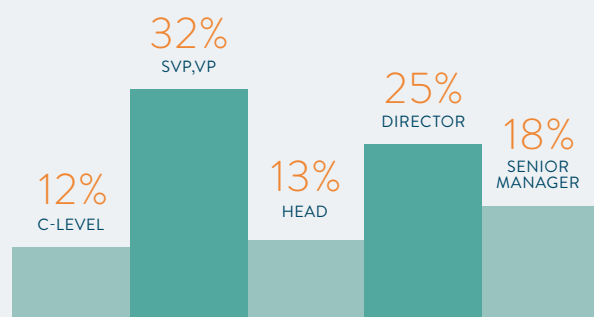
400  
MEETINGS  
IN 2019

89%  
TOP 50 PHARMA  
ATTENDANCE

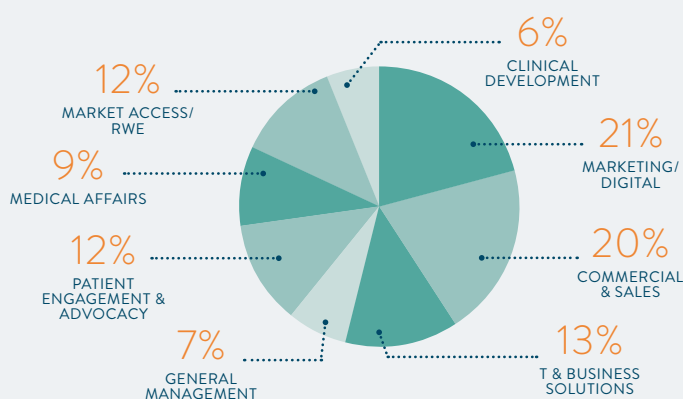
MILLIONS  
IN ROI  
DEMONSTRATED

## Meet key targets and achieve strong ROI

Reach the industry's decision makers



Do business with this cross-section of pharma



**eyeforpharma Philadelphia** is where 1000+ pharma leaders meet to learn, network and find ideas to their greatest challenges. You'll meet decision-makers from:

- Marketing / Digital
- Commercial Excellence
- Data and Analytics
- Market Access
- Market Research/Insights
- Medical Affairs
- Patient Engagement & Advocacy
- RWE
- Learning & Development
- Clinical
- Brand & Product Strategy

Whether they're existing clients or new faces, we will facilitate interaction with events and sessions from the pre-day and both days of the conference, plus a networking suite that allows messaging and meeting organisation with all attendees.

*"eyeforpharma has been an excellent partner for us in helping to build our pipeline and nurture relationships with decision-makers in the industry."* Marcus West, CEO **60 Seconds**

# Deliver ROI with a dedicated meeting and messaging service

You need to know that your business development team will come away with enough meetings and leads. This is why we provide all sponsors and exhibitors with access to a meeting and messaging service, up to 6 weeks before the event, depending on your branding level – allowing you to arrive with 2 days packed-full of meetings for your BD team.

Last year, we facilitated over 1000 meetings between pharma and sponsors.

## OPPORTUNITIES ARE LIMITED!

Find out more today, contact Joe Hargreaves at [jhargreaves@eyeforpharma.com](mailto:jhargreaves@eyeforpharma.com) and Ed Harris at [eharris@eyeforpharma.com](mailto:eharris@eyeforpharma.com) today!

### Thanks to our partners

#### Global Sponsors



#### Platinum Sponsors



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#### Supporting Sponsors



#### Exhibitors



#### Media Partners



8 TRACKS:

# Focus your learning

## Commercial & Sales

Connect to customers through intelligent engagement and empathetic partnerships.

## Digital & Marketing

Prioritize tactics and tools to create powerful connections with customers through digital innovation.

## RWE & Data Science

Let's optimize and accelerate our industry with a vision that powers strategy with evidence and insights.

## Medical Affairs

Win back the trust of patients, payers and providers with a new lifecycle strategy that puts stakeholder value first.

## Patient Engagement

Destroy tokenism by providing meaningful and measurable value to patients.

## Digital Clinical Trials

It's time for new types of trial: democratized, patient-preferred, siteless and virtual.

## The Innovation Stage

Get yourself out of your comfort zone to explore the new frontiers of medicine, from the digitome to advanced genomics via blockchain, AI and more.

## Market Access

Create your value story for the next generation of pharma innovation and ensure patient access to life-changing care.

*"eyeforpharma is regarded in Janssen as a critical, must-attend. EVERY YEAR."*

Kris Sterkens, Group Chairman, EMEA **Janssen**



# Registration: Choose your pass type

## Pharma & Biotech Pass

# \$2499

Your pass includes:

- Access to the full conference and exhibition area
- Access to the Networking App before the event to engage with industry executives and set up meetings
- Speaker PDF slides and audio recordings after the event
- Interactive workshops
- Interactive roundtable sessions
- 4-week Subscription to eyeforpharma On Demand which includes access to:
  - All our global event materials and custom Industry Reports
  - Whitepapers, webinar recordings and articles

[CLICK HERE TO BUY NOW](#)

## Solution Provider & Consultant Pass

# \$2899

Your pass includes:

- Access to the full conference and exhibition area
- Access to the Networking App before the event to engage with industry executives and set up meetings
- Speaker PDF slides and audio recordings after the event
- Interactive roundtable sessions
- 4-week Subscription to eyeforpharma On Demand which includes access to:
  - All our global event materials and custom Industry Reports
  - Whitepapers, webinar recordings and articles

[CLICK HERE TO BUY NOW](#)

## Group rates

*The most popular way to attend Philadelphia.*

Applicable to groups of 2 or more – save up to \$600 off each pass!

- Enquire if you are 2 or more people registering together to guarantee a discount
- Benefit from up to \$600 off each pass, depending on the group size
- Attend as a team or connect with other internal functions to benefit from the best rates

[CLICK HERE FOR A QUOTE](#)

3 EASY WAYS TO REGISTER TODAY!

ONLINE

[eyeforpharma.com/philadelphia](http://eyeforpharma.com/philadelphia)

CALL

+44 207 375 7500

EMAIL

[register@eyeforpharma.com](mailto:register@eyeforpharma.com)

TERMS & CONDITIONS: Places are transferable without any charge. Cancellations before 31st February 2020 incur an administrative charge of 25%. If you cancel your registration after 31st February 2020 we will be obliged to charge the full fee. Please note- you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated by, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.