

PHARMA 2025

Barcelona | 9 – 11 April 2025

**The Global Collaborative Network for
Leading Pharma Innovators**

RESERVE YOUR PLACE NOW

1000+
Attendees

150+
Speakers

100%
Top 50 Pharma

79%
Senior
Leaders

15+
Hours of
Networking

WHERE PURPOSE DELIVERS PROGRESS

Pharma has reached a crossroads, where the promise of science and innovation has met the reality of access issues, inefficiencies and shifting customer expectations.

So where do you go from here? Keep going down a path that's clearly not working, or take a risk and innovate for the future?

You need to commit to a purpose-led, tech-enabled and data-driven future. It's time to turn promise into practice. Now is the opportunity to break the cycle of risk aversion and siloed thinking to deliver more value, more efficiently, to more stakeholders.

For 23 years, Reuters Pharma in Barcelona has been the industry's collaborative home. Our 2025 agenda has been designed from the ground up alongside your colleagues, competitors and industry experts to give you practical action, with a reimagined mix of fresh perspectives, interactive sessions, and real-world strategies.

Join 1000+ like-minded leaders and trusted partners to map the course of your next 12 months. We're championing change, are you?

“

**Reuters Events
is strategically
& operationally
valuable for
staying at the
forefront of the
pharma industry
evolution”**

**– SVP, Marketing, Novo
Nordisk**

World-leading executive speakers include



GSK

Thomas Brauer
SVP, Chief Global Health
Officer
GSK



GRIFOLS

Jörg Schüttrumpf
Chief Scientific Innovation
Officer
Grifols



NORGINE

Janneke van der Kamp
CEO
Norgine



ALEXION

Marc Dunoyer
CEO
Alexion



NOVARTIS

Lutz Hegemann
President, Global Health &
Swiss Country Affairs
Novartis

Join Europe's best cross-functional forum

events.reutersevents.com/pharma/pharma-europe

2025's defining themes

Purpose over process

Prioritise patients and external stakeholder experience through customer-centric transformations that drive efficiency, transparency and personalisation

Human-led, tech-enabled

Utilise AI and tech to inform your strategies and accelerate impact for customers

Define and deliver value

Align customer facing teams to create and communicate innovative value stories to payers, HCPs and patients

Complete cross-functionality

Remove competing KPIs and align teams with long-term, patient outcomes-focused goals

NEW to PHARMA 2025

Based on your feedback, we've redesigned this year's event to provide you even more valuable, actionable insights to take back to your team and opportunities to build new connections with industry peers, making this meeting truly unmissable for anyone wanting to take their career to the next level

Speaker Pledge

To avoid top-level discussion and ensure you have valuable, impactful learnings to take back to your team, every Reuters Events: Pharma 2025 speaker has committed to the following:

- I will include at least one real-world example to illustrate my point
- I will share at least one example of a success/failure
- I will give at least one actionable next step you can implement next week

Interactivity

Based on your feedback, we've incorporated more interactive sessions to provide you with more valuable, actionable insights to take back to your team and benchmark against the industry's top executives by participating in a:

- Strategic hackathon
- Workshop
- Roundtable
- Debate

Desiloed agenda

We all know the only way to progress is together, that's why at Reuters Events: Pharma 2025 we've redesigned the event from the ground up to break down the silos that exist in pharma. Instead of siloed tracks focused on function, expect cross-functional tracks centered around key challenges such as:

- Collaboration and Change Management
- Customer Engagement
- Launch and Value



Keynote Stage | Where Purpose Delivers Progress

Highlight Sessions

KEYNOTE PANEL

Accelerate Access to Medicine: Unite for Global Health Equity

- Breakthrough projects that have successfully improved access to essential medicines in low-resource settings, offering practical insights for scaling impact
- Strategic innovations in access models and how they align with long-term business sustainability and health system needs in underserved communities
- -Collaborative frameworks that bring together pharmaceutical companies, governments, NGOs, and global health organisations to create collective solutions for accelerating healthcare delivery

Jay Iyer, CEO, **Access to Medicine Foundation**

Thomas Breuer, SVP, Chief Global Health Officer, **GSK**

Lutz Hegemann, President, Global Health & Swiss Country Affairs, **Novartis**

Nazreen Rahman, Non-Executive Director and Sustainability Chair, **AstraZeneca**

KEYNOTE PRESENTATION

The Burden of Rare Diseases in the EU—on Patients and Society

- Understand the barriers to equitable healthcare that exist for the 30 million people in Europe living with a rare disease
- Discover the results of a first of its kind study that quantifies the economic burden of rare diseases in Europe
- Learn how evolutions in the policy and technology landscape can support innovation for this uniquely vulnerable population

Marc Dunoyer, CEO, **Alexion**

KEYNOTE PRESENTATION

Pioneering Progress: How Norgine Delivers Breakthrough Therapies for Unmet Medical Needs'

- Improve your reputation with a green commitment that creates societal impact
- Take ownership of third-party partners and their environmental practices to enact meaningful change
- Build a green brand your employees can be proud about and that customers recognise

Janneke van der Kamp, CEO, **Norgine**

Keynote speakers include:



Jörg Schütttrumpf
Chief Scientific Innovation Officer

GRIFOLS



Janneke van der Kamp
CEO

NORGINE



Marc Dunoyer
CEO

ALEXION
AstraZeneca Rare Disease



Thomas Breuer
SVP, Chief Global Health Officer

GSK



Mercedes Diz
Chief Marketing Officer

almirall

More Keynote sessions:

Keynote Panel: AI: From promise to practice

Keynote Presentation: The innovation culture: risk and reward

Keynote Panel: Identify Trends and Invest in Next-Gen Tech to Deliver Meaningful Patient Out-comes

Keynote Panel: Sick care to health care: Define and de-liver the future of value

Keynote Presentation: What would make Europe com-petitive in the CGT space?

Keynote Presentation: Higher, faster, stronger: Sanofi's Olympic vision to build a better company



Michaela Pantaleoni
Chief Market Access Officer

vnqpo
therapeutics



Jay Iyer
CEO

access to medicine
FOUNDATION



Brad Groves
Director NICE Advice

NICE
National Institute for Health and Care Excellence



Manuela Maronati
SVP, Global Asset Head, Neuroinflammation and Rare Diseases

ucb



Alan Walshe
GM, Head of Plasma Derived Therapies for Europe, Canada and Growth and Emerging Markets

Takeda

Find out more at

<https://events.reutersevents.com/pharma/pharma-europe>

Collaboration and Change Management Stage

To ensure a reality where improved medicines align with the needs of patients, payers, policymakers, HTAs, and customers, it's crucial for internal and external teams to collaborate. Achieving this vision requires a collective effort; no single department can succeed on its own. We must work together as a unified entity.

Collaboration and Change Management's stage key defining themes:

New-Cross
Functional
Teams

Global to Local
Strategy

Digitalisation and
Omnichannel
Management

Engaging
Patient Advocacy
Groups

The Power of
Partnerships

Enhancing Value
Narratives

Highlight Sessions

CASE STUDY

Create Holistic, Customer-Led and Practical Taskforces

- Accelerate agility by troubleshooting early and ensuring consistent value to all stakeholders
- Align teams behind company goals and cultivate collaboration across the board by demonstrating the practical value of teamwork

CASE STUDY

Case Study: The HCP Prescriptions for your Customer Facing KPIs

- Communicate with HCPs, nurses and hospital managers to understand what skill sets, resources and communications they need from Pharma to give value
- Streamline workloads, resources and customer interactions by working with compliance teams to create the ideal cross-functional customer centric role

PANEL

Build Tomorrow's Pharma Champions: Agile, Customer-Driven Teams

- Future proof teams by identifying the skills and attributes talented teams of the future must have to address unmet need
- Collaborate with compliance teams to understand and overcome barriers to cross-functional working
- Foster agile and adaptable ways of working by embedding AI and digital in the everyday to support data-backed decision making

Stage speakers include



MERCK

Mostafa Taha
VP, Head of Global Business
Transformation
Merck



ferrer

Claudia Roca Herms
Head of Corporate Patient
Advocacy, Public Affairs & Customer
Onboarding Programs
Ferrer



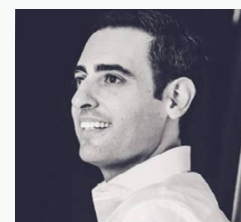
novo nordisk

Claus Mark Nielsen
Patient Voice Engagement
Lead
Novo Nordisk



AstraZeneca

Yvette Venable
Global Market Access Payer
Partnerships and Policy
AstraZeneca



GSK

Jorge Pou
Innovation and Commercial
Operations Director
GSK

More track sessions:

Case Study: Accelerate Change Management with Proven Omnichannel Experiences

Panel: Articulate your Value Story to Broaden Patients' Digital Health Access

Case study: Enable Data-driven Decision Making to Improve Patient Outcomes

Panel: Digital Health Patient Engagement: Put Your Money Where Your Patients Are

Case Study: Unlock Omnichannel with Accelerated AI Insights

Panel: Accelerate the Adoption of DTx: Understand Needs to Improve Experience

Find out more at

<https://events.reutersevents.com/pharma/pharma-europe>

Customer Engagement Stage

To cut through the noise and elevate customer and patient experience in the face of HCP burnout, pharma must harness digital tools to streamline tasks and reduce burden, collaborate with medical to create impactful content and leverage first-party data to make each decision truly customer-centric

Customer engagement stage's key defining themes:

Building Trust with Science	Deliver Next Generation Customer Experience	AI Personalisation at Scale	The New Age of Engagement	Outcome Metrics	Expanding Customer Groups
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Highlight Sessions

CASE STUDY

Hack the Algorithm: Engage and Educate in the Digital and Omnichannel Age

- Improve content visibility by delivering high-quality and compelling educational messages on a diverse range of platforms
- Use medical education as a central component of your omnichannel strategy to deliver timely and relevant messages to HCPs
- Ensure your content is identified and disseminated by AI algorithms by leaving a robust digital trail of online educational content

CASE STUDY

Build the Customer Feedback Loop: Utilise the Voice of the Customer to Deploy an Impactful Patient and Customer Experience

- Combine data sources to build one succinct customer profile that provides a true understanding of customer behaviours, needs and feedback
- Deploy the capabilities collect, extract and analyse key data from customer feedback to decipher actionable insights and future tailored engagement plans
- Understand how AI and other digital tools have been used to improve efficiency and scale the Voice of Customer Program to over 60 affiliates

PANEL

Evolve Your KPIs: You've Engaged but Have You Made an Impact?

- Stop measuring customer engagement with clicks, read through rates and website visits and set new customer impact KPIs, such as brand perception and patient access to medicine, that promote outcomes over outputs
- Avoid metric pitfall traps to ensure teams focus on what matters: quality engagements that will improve patient outcomes
- Align patient impact and other value-based metrics with key strategic and cross-functional KPIs to demonstrate direct impact of both medical and commercial-based teams

Stage speakers include



AstraZeneca

Gang Gao
Director, Global Enterprise Architecture
AstraZeneca



Markus Scheerer
VP CKD in Global Medical Affairs
Bayer

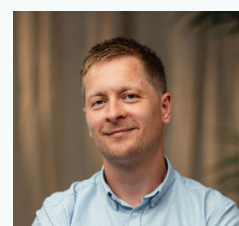


Merck

Chetak Buaria
VP, Global Commercial Operations - Oncology
Merck



Andreas Gerloff
VP, Global Head of Medical Customer Excellence
Bayer



Jens Christian Øllgaard
Head of Customer Experience
Novo Nordisk

More track sessions:

Case Study: Blockbuster Drugs: Avoiding the Blockbuster Downfall in Pharma Customer Engagement

Panel: Relieve Healthcare System Pressures with a Personalised Engagement Approach

Case Study: Going Viral: Driving Awareness and Engagement with TikTok, Memes and Instagram

Presentation: Stay Current, Stay Ahead: AI-Driven Personalised Content Delivery to Meet Customer Demands

Panel: AI-Driven Customer Centricity: Transform Your Engagement Strategy

Debate: Is the Rep an Orchestrator or a Channel?

Find out more at

<https://events.reutersevents.com/pharma/pharma-europe>

Launch and Value Stage

Expanding access to patients today and futureproofing medicines for tomorrow requires a new approach. Navigate changing regulations, leverage real-world evidence to demonstrate value and provide faster, broader and more equitable access

Launch and Value stage's key defining themes:

Access and Equity	Value Proposition Creation and Maintenance	Accelerated Launch Excellence	Digital Health Value Proposition	Legislation and Reimbursement	Digital Health Go-To-Market
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Highlight Sessions

PANEL

Bridging Gaps: Inclusive Engagement and Strategic Partnerships for Equitable Healthcare Access

- Analyse how inclusive engagement can drive better access to products for marginalized groups while unlocking new commercial markets
- Discuss partnerships between pharma, healthcare providers, and government agencies to address access disparities.
- Amplify best practices for building trust and fostering long-term relationships with underserved communities

PANEL

28 Countries for 2 Years: Explore and Evaluate the Trade Offs in European Launch Sequencing

- Cultivate collaboration internally and externally, pre and post launch, to solidify value propositions and create valuable KPIs to reflect launch impact beyond profit
- Work with external stakeholders to understand the impact legislation changes like the IRA (Inflation Reduction Act) JCA (Joint Clinical Assessment) and Article 58a (Internal reference pricing) will have on launch planning in the EU and work with internal teams to forecast their impact
- Optimize launch sequencing when planning for multiple accelerated launches with strategic pricing and omnichannel strategies

PANEL

Broaden Digital Access Through Patient-Prioritised Adherence Strategies in digital era

- Understand the health literacy in different markets and identify barriers affecting patient adherence
- Design personalised intervention programs with long-term follow up data to enhance patient retention and treatment efficacy
- Shift towards value-based pricing models and demonstrate digital therapy efficacy with real-world data to align pricing strategies with outcomes for better stakeholder acceptance

Stage speakers include



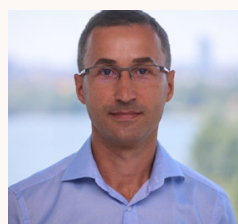
Matic Meglic
Global Executive Director -
Industry Partnerships
Novartis



Ana Cerderia
Vice President, Global Head
Commercial, Development Assets,
Innovative Medicines Group
Grünenthal



Alexander Bastian
VP, Value & Market Access
AM Pharma



Remus Damian
Business Excellence &
Execution Head
Novartis



Chetak Buaria
VP, Global Commercial Operations
- Oncology
Merck

More track sessions:

Presentation: Build – Buy – Partner: Drive innovation and commercial success from year one of your Digital Health portfolio

Case Study: Medical, Commercial and Market Access Unite! Align Customer Facing Teams for Accelerated Launch Success

Presentation: Upgrade your Marketing Campaign and Create Trust Connections With your Target Users

Industry Fireside: The Mindset and Challenges of European Payers

Case Study: Real World Experience and Real-World Evidence: Stories That Matter

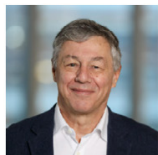
Case Study: The Data Driven Launch Playbook

Find out more at

<https://events.reutersevents.com/pharma/pharma-europe>

Introducing our first wave of confirmed speakers

Keynote



ALEXION

Marc Dunoyer
CEO
Alexion



GRIFOLS

Jörg Schütttrumpf
Chief Scientific Innovation Officer
Grifols



NORGINE

Janneke van der Kamp
CEO
Norgine



ACCESS TO MEDICINE FOUNDATION

Jay Iyer
CEO
Access to Medicine Foundation



almirall

Mercedes Diz
Chief Marketing Officer
Almirall



NOVARTIS

Lutz Hegemann
President, Global Health & Swiss
Country Affairs
Novartis



GSK

Thomas Breuer
SVP, Chief Global Health Officer
GSK



Autolus

Dilip Patel
SVP, Pricing and Market Access
Strategy
Autolus



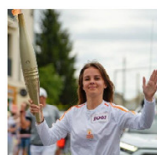
AstraZeneca

Sonny Shergill
VP, Commercial Digital Health
AstraZeneca



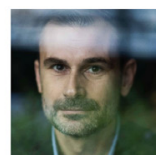
ALLIANCE FOR REGENERATIVE MEDICINE

Paolo Morgese
VP, Public Affairs, Europe
Alliance for Regenerative
Medicine



sanofi

Maxence Castagnol
Head of Brand & Content, former
Head of Paris 2024
Communications



sanofi

Bruno Tourne
Head, Communications
Sanofi



slalom

Johanna DeYoung
Managing Director, Life Sciences
Slalom



AstraZeneca

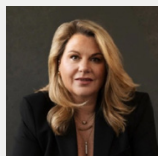
Nazreen Rahman
Non-Executive Director and
Sustainability Chair
AstraZeneca

Marketing and Commercial



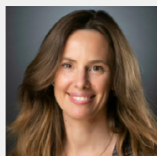
napo therapeutics

Michaela Pantaleoni
Chief Market Access Officer
Napo Therapeutics



HELVION

Barbara Albientz
Chief Commercial Officer
Helvion Pharma



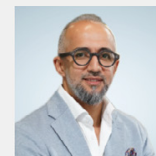
ucb

Manuela Maronati
SVP, Global Asset Head,
Neuroinflammation and Rare
Diseases



teva

Alyssa Fenoglio
Vice President, Global Head of
Digital Commercial
Teva Pharmaceuticals



MERCK

Mostafa Taha
VP, Head of Global Business
Transformation
Merck



VIATRIS

Sameer Singla
VP, Head of Global Commercial
and Product Analytics
Viatris



MERCK

Chetak Buaria
VP, Global Commercial
Operations - Oncology
Merck Healthcare



GRUNENTHAL

Ana Cerdeira
Vice President, Global Head
Commercial, Development
Assets, Innovative Medicines



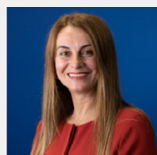
MEMO THERAPEUTICS

Alexander Bastian
VP, Value & Market Access
Memo Therapeutics



ALK

Janina Mette
Vice President Global Marketing
and Market Access
ALK



MERCK

Doina Ionescu
Managing Director, UK and ROI
Merck Healthcare



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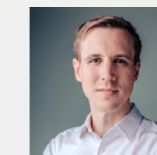
Takeda

Alan Walshe
General Manager, Head of
Plasma Derived Therapies for
Europe, Canada and Growth and



Pfizer

Conor Riordan
Director of Customer Service
Pfizer



mirum

Philipp Anstaett-Pfeifer
Director Commercial Operations
Mirum Pharma

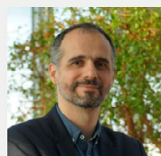


NICE

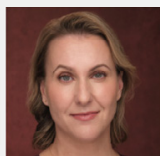
Brad Groves
Director NICE Advice
NICE

Find out more at

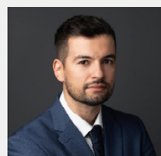
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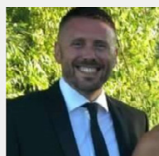
Gines Ortega
Director of Digital and
Omnichannel Customer
Engagement



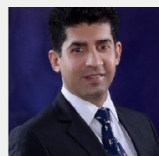
Michelle Melka
Director, Global Product Strategy,
Digital Capabilities and
Transformation



Zvonimir Matutinovic
Director, Head of Omnichannel
Operations
Teva Pharmaceuticals



Benjamin Head
Director, Customer Experience
Activation
Novartis



Vikram Mohan
Marketing Director, Oncology
International
Regeneron



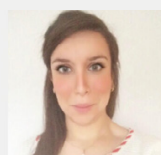
Yazan Iwidad
Global Omnichannel Experience
Standards Associate Director
MSD



Federico Baldelli
Global Associate Director
Omnichannel & Content
Almirall



Morgwn Shaw
Associate Director - Omnichannel
Excellence (OCx)
Bristol Myers Squibb



Mira Nebbache
Global Omnichannel Business
Partner Rare
Sanofi



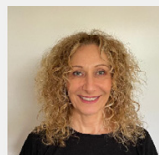
Rosa-María López-Carneros
Head of Mental Health and
Business Transformation
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Boehringer Ingelheim



Diana Sinkevich
Head of Market Access Rare
Europe & International
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Remus Damian
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Head
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Lara Pippo
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Marc Koolen
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GSK



Brian Robbins
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Jens Christian Øllgaard
Head of Customer Experience
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Christian Velten
Digital Customer Experience &
Lead Roche VoC Program
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Christian Ibsen
Head of Strategy, Transformation
and Business Operations
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Oleksandra Paziuk
Customer Experience Strategic
Initiatives and Operational
Excellence Lead
Pfizer



Hector DeLaRiva
Commercial Partnerships Lead
Novartis



Aditya Kudumala
Global AI Leader for Life Sciences
Deloitte



Pierre Metrailler
CEO
Iononim by SpotMe



Niamh O'Donnell
Life Sciences Director
Gate One



Namrata Singh
Founder & CEO
Tucorzo Group



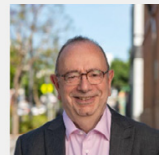
Harshit Jain
Founder & CEO
Doceree



Christian Hill
Board Member, Europe, Founder
and Chief Strategy Officer, MAP
Patient Access Limited
EUROPE



Alexander Natz
Secretary General
EUROPE



Philip Stern
Professor & Senior Marketing
Scientist
Ehrenberg-Bass Institute



Paul Tunnah
Pharma Expert

Medical Affairs



Ridwaan Jhetam
Senior Vice President: Head of
Worldwide Medical Affairs
Hematology



Markus Scheerer
VP CKD in Global Medical Affairs
Bayer



Clemens Muller
Senior Director, Global Head
Medical Communication &
Business Operations



Lorenzo Ciappina
Medical Information and
Communication Director
EU/REALM



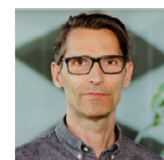
Carlos Guzmán Quilo
Director, Global Medical
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Vaccines and Antivirals (CMAO)



Catarina Santos
Executive Director, Launch
Medical IM Europe
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Georgia Spain
Director, Oncology Digital
Innovation
AstraZeneca



Søren Buur
Director, Head of Medical Affairs
Operations, Global Medical
Affairs



Berkan Aysan
Global Head of Medical
Engagement Excellence and
Digital Health NPP Lead



Barry Daly
Head of Medical Excellence and
Omnichannel
Sanofi



Tia Vincent
Head of International Medical
Affairs
ViiV Healthcare



Lance Hill
CEO
Within3



Jason Smith
Chief Technology Officer, AI &
Analytics
Within3

Patient Engagement



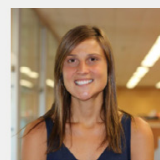
Ana Maria Arboleda
Global Director Patient
Experience
Pfizer



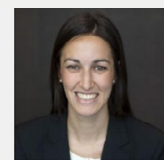
Izlen Toker
Global Director, Patient
Communications and
Engagement



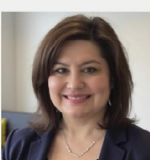
Johannes Munding
Director, Patient Experience
Design
Novartis



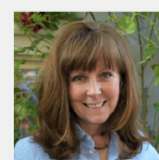
Claudia Roca Herms
Director, Corporate Patient
Advocacy, Public Affairs &
Customer Onboarding Programs



Marina Araujo
Director, Patient Solutions &
Support Programs Performance
Management



Yvette Venable
Global Market Access Payer
Partnerships and Policy
AstraZeneca



Kersten Sharrock
Global Head, Patient
Engagement
Sanofi



Michaela Dinboeck
Head, Patient Engagement
Global Product Strategy &
Lifecycle



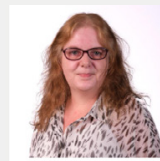
Claus Mark Nielsen
Patient Voice Engagement Lead
Novo Nordisk



Emma Sutcliffe
Chief Patient Officer
International Society for Patient
Engagement Professionals



Agnete Bjerregaard
Nielsen Patient Insights and
Intelligence Lead
Novo Nordisk



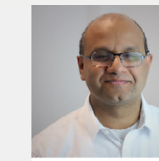
Carole Crafton
Director & Co-Founder, Patient
Advocacy Organization
Flutters & Strutters



Seth Ginsberg
Co-Founder and President
Global Health Living Foundation



Konrad Dobschuetz
Founder Director, Leap Advisory
& Intelligence Ltd
Patients Know Best



Mohammad Al-Ubaydli
CEO and Founder
Patients Know Best



Nathan Hubbard
Chief Business Officer
Flatiron Health

Digital Health



Lana Ghanem
Vice President, Digital Health &
Life Sciences Investments
Hikma Pharmaceuticals



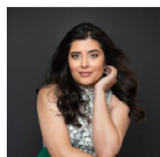
Gang Gao
Director, Global Enterprise
Architecture
AstraZeneca



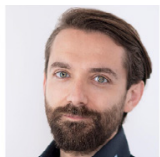
Sandrine Bouttier-Stref
Global Head of Corporate Social
Responsibility (CSR/RSE)
Sanofi



Loucif Ouyahia
Global Head of Digital Healthcare
Jazz Pharma



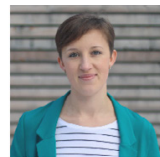
Megs Shah
Patient-Centered Tech Expert &
CEO
Parasol Cooperative



Giorgio Mazzoleni
Head of Global Medical Digital
Viiv Healthcare



Nipun Jain
Head of Innovation Hubs &
Partnerships for International
AstraZeneca



Imogen Maroulliat
Head of Solution Delivery
Merck



Thomas Boillat
Senior Digital Health Lead
Roche



Mitesh Daftardar
Global Digital Innovation Hub
Lead
Merz



Ventsislav Dobrev
Global Lead Digital Health
Ypsomed AG



Haider Allegory
General Partner
Allegory Capital



Cecile Tardy-Srinivasan
DayOne Health 4.0 Accelerator
Head, DayOne
DayOne



Giovanni Leon
Founder & Executive Director
Medicines Affordability &
Adherence Alliance

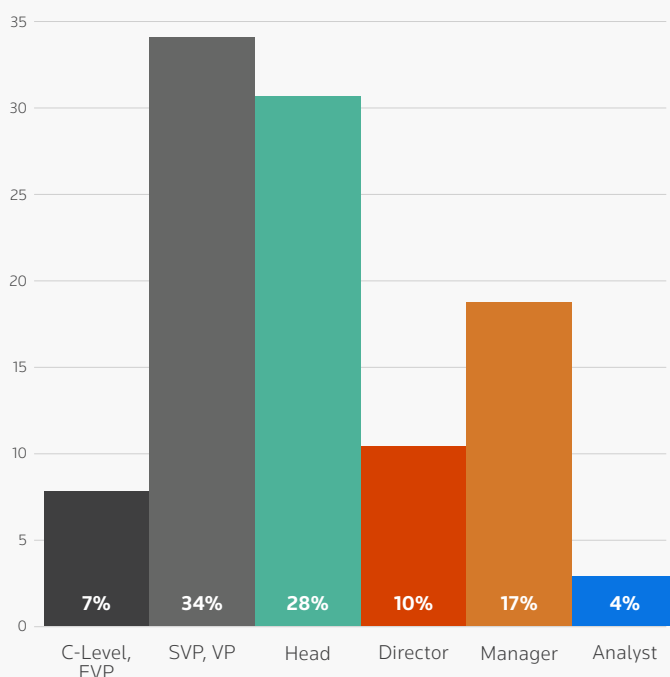


Meet face-to-face with the industry's largest stakeholders



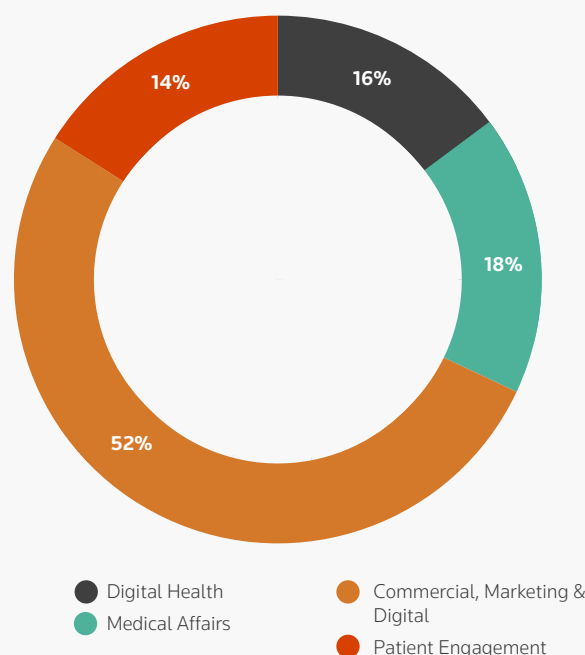
Senior executive decision makers

Our convening power means we welcome the most senior delegation of energy executives to our summits.



From across the Pharma ecosystem

Reuters Events: Pharma 2025 attracts a balanced audience from across the ecosystem to ignite real change



Find out more at

<https://events.reutersevents.com/pharma/pharma-europe>

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Based on your feedback, we've redesigned this year's event to provide you even more valuable, actionable insights to take back to your team and opportunities to build new connections with industry peers, making this meeting truly unmissable for anyone wanting to take their career to the next level

Strategic Hackathon

Join a cross-functional hackathon where medical, marketing, digital health, market access, patient engagement and commercial executives collaborate to develop innovative solutions for patient centric ways of doing business.

The hackathon fosters creativity and teamwork, driving the creation of cutting-edge strategies to enhance and reimagine how we engage with customers.



Workshops and Roundtables

Benchmark against the industry's top executives by participating in a cross-functional roundtable focused on topics such as omnichannel strategies, data management, patient advocacy groups, and many more!



Innovative Approaches to Patient Support Programmes

- Explore best practices for designing PSPs that are tailored to meet the unique needs and preferences of diverse populations
- Share insights on how to use data-driven evidence to secure funding and support for ongoing and future PSP initiatives



Digital Health: CRM Management

- Customer is an ecosystem: Address CRM challenges in the future life sciences with integrated engagement model
- Understand the commercial landscape and address HCP, patient and KAM's challenges on endpoints
- Assess the complete impact to related systems and processes in Digital Health space
- Improve field work and data collection with AI, allowing humans to be more strategic, efficient and impactful

Sponsorship opportunities

Form long-lasting partnerships and raise your profile

Sponsor the event

Your brand in front of your prospects

We will work with you to get your brand in front of the prospects and clients that can transform your business – from customer engagement to fraud prevention and more.

Be seen as a thought-leader

With hundreds of leaders signing up for our events, your company can be seen as a thought-leader in the space. Whether that be via a panel session, presentation or interactive workshop.

Showcase your solutions

More than ever, we need solutions and with the Exhibition space you can share product brochures, the latest research and business cards with prospects who need it.

Kickstart sales cycles

Whether that be “cold” prospects or old acquaintances, the Networking at Reuters Events will enable you set up meetings with leaders and accelerate your business development efforts.

Deliver on your marketing objectives with:



Keynote Presentation

Gain maximum visibility for your thought-leader and brand with premium positioning on the conference agenda



Workshop

Connect with sales-ready leads with an interactive session with selected senior-leaders interested in hearing about your product solutions



Presentation

Deliver thought-leadership and challenge payments to go beyond business as usual



Panel Session

Be seen as a leader in your space with a moderator or panellist slot on one of the panel sessions



Exhibition

Ensure your brand and solutions are where attendees go to find solutions to their challenges



Branding

Elevate your brand, increasing your visibility and engagement with relevant thought leaders

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Maximize your return on investment at the most strategic-level summit in Europe.

For more information on these exciting opportunities available get in touch:



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Why Reuters Events' conferences are a business critical event in your calendar:



Meet the right people at the right time

With 12+ hours of networking and 80% director level and above attendees, you can be sure by attending you'll be in the best place to meet the industry's most influential pioneers and decision makers.



Reinforce your future business strategy

At Reuters Events, we strive to provide the industry's we serve with the most topical and relevant commercial agendas possible. So, after 50+ hours of research with senior executives, you can trust the topics addressed are business critical and pertinent.



Interact with & learn from your peers

With roundtables, workshops and other interactive activities to choose from, the conference sessions are just the beginning. Learn and interact from others in different roles, companies and expertise to help make your next key decision.



Enjoy the time out the office and forge new relationships

Whether over lunch, coffee, a 1-2-1 meeting, a dinner, interactive sessions or at our drinks reception, you'll build business connections that last beyond the event.



Make connections with hybrid networking via the App

Use our dedicated event app from 2 weeks before the event, select from the extensive attendee list, send instant messages, set up 1-to-1 meetings to meet with like-minded peers and future business partners.



Book 5 or more passes and get 25% off

Bring your team to get the complete experience and maximize each case study, panel, workshop, roundtable and networking opportunities.

Register now by choosing your pass type below

Exclusive brochure discount - use the code BROCHURE200 to save €200 on any pass type!

	PHARMA	SOLUTION PROVIDER
PRE-EVENT		
Pre-event access to the networking app	✓	✓
Preferential hotel rates	✓	✓
DURING THE EVENT		
Access to the full 2 day event	✓	✓
Access to hackathons	✓	✓
Access to workshops	✓	✗
Access to roundtables	✓	✓
Access to end of day networking drinks	✓	✓
Access to exhibition tours	✓	✗
Access to live speaker Q&A	✓	✓
POST-EVENT		
Access to post-event audio recordings and slides	✓	✓
Access to post-event report	✓	✓
<u>REGISTER HERE</u>	€2,499	€3,499

Group Discounts - Save up to 25%

Enquire if you want to take advantage of this discount! (don't worry if you don't have the full attendee details yet)

Attend as a team to learn, build company-wide insights, and transform culture as one

Contact Daisy Beale on daisy.beale@thomsonreuters.com for more details