

PHARMA USA 2025

Philadelphia | 18 -19 March 2025

North America's largest cross-functional
pharma gathering

RESERVE YOUR PLACE NOW

1200+
Attendees

170+
Speakers

100%
Top 50 pharma

87%
Director level and
above

32
In-depth case
studies

20+
interactive
sessions

Where disruption meets direction

In the past year, pharma has witnessed disruption in the external environment and internal restructure. We've reorganized for patients and customers – but it's one thing to change a job title, another to transform outcomes.

But how do you plan for the next wave of change across technology, regulations and expectations?

For over two decades, Reuters Pharma USA has been the industry's annual check-up. This year, we're not just taking your temperature – we're prescribing a full course of action. Our 2025 agenda is a potent mix of fresh perspectives, interactive sessions, and real-world strategies.

Come away with knowledge and unique information that will underpin your planning for the next week, next quarter, and next year.

Double down on human-led, tech-enabled, and data-driven strategies that steer you through the change to come.

This is 2025's most important meeting for commercial, marketing, medical affairs, patient engagement, RWE, market access and patient leaders. Don't read about it afterwards, be in the room.

“

Exceptionally well organized and offered tangible outcomes for the participants, with a well-crafted agenda addressing relevant and impactful industry trends

Shaji Kalathil, Vice President, Head of Digital, IT & Analytics for Global Medical Affairs and US Commercialization, Bristol Myers Squibb

World-leading executive speakers include



REGENERON

George Yancopoulos
Co-founder, President, CSO
Regeneron



astellas

Michael Petroutsas
President and Head of U.S.
Commercial
Astellas



GSK

Kavya Gopal
SVP, Head of US Oncology
GSK



Takeda

Giles Platford
President, Plasma-Derived
Therapies Business Unit
Takeda



EMD SERONO

Lori Lebson
SVP, North America, Medical
Affairs
EMD Serono

Replace with Join the USA's best Cross functional platform

events.reutersevents.com/pharma/pharma-usa

2025's defining themes

Customer Engagement

Tools and Technology

Value Driven

Future Proofed

NEW TO PHARMA USA 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

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
- Future Proofed



Find out more at

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

Customer Engagement

Personalize customer journeys

PRESENTATION

Go beyond standard personalization strategies to deliver precision engagement

- Leverage AI tools to deliver heightened data analysis, identify gaps, and predict unmet need
- Influence critical customer behavior change through individualized messaging, content and channels

PRESENTATION

The field's critical role in enhancing personalization and informing 'next best experience'

- Equip the field with tailored data and analytics to achieve heightened sophistication and strengthened HCP trust
- Capture rep feedback to translate crucial customer insights into next-level personalized omnichannel experiences

PANEL DISCUSSION

Build brand trust. Take personalization to the next level

- Build your brand's reputation and secure HCP trust through personalized content and messaging tactics
- Harness digital tools to segment and target new customer groups, while protecting current relationships
- Align all internal teams behind one unified customer message to strengthen HCP buy-in

More track sessions:

Presentation: Retrain sales reps' soft skills: Lead with patient empathy

Presentation: Measure the investment in field resources with crucial insights

Panel discussion: Strengthen your sales frontline. Expand the rep's toolkit.

Case study: Long tail customer acquisition

Presentation: Omnichannel: The comprehensive view of all data

Panel discussion: Make omnichannel excellence everybody's business

Case study: Weave Real World Evidence and Experiences together to make your data meaningful

Case study: Go viral. Debunking social media myths for scientific comms

Panel discussion: Build trust in your brand through compelling scientific stories



Tools & Technology

Data & Infrastructure

CASE STUDY

Empower all internal decision-making through data confidence

- Establish a centralized function that serves colleagues with fit-for-purpose information and mitigates the risks of end users being overwhelmed by the variety datasets available
- Eradicate incorrect use and misinterpretations as data increasingly democratizes across functions through increased stakeholder education

CASE STUDY

King of the new AI-infused environment: 1st party data

- Co-create compliant data collection and use together with HCPs and patients as new privacy laws are enforced
- Draw a governance framework that plots the full data journey to strengthen reliability and trust

PANEL DISCUSSION

Garbage in, garbage out: Build a clean database

- Invest in improved data quality to prevent downstream mistrust, misconception and prime AI tools without hallucinations and bias
- Evolve data science functions to own internal dissemination, acquisition, and company-wide dissemination
- Educate internal users to understand limitations, collection, and suitability for projections

More track sessions:

Case study: GENESIS: The beginning of Merck's Gen AI Medical Insight Masterplan

Presentation: Brace for impact: Select fit-for-purpose AI

Panel discussion: Technology is the tool, not the strategy

Case Study: AI pitch showcase - NEW FOR 2025!

Case study: Turn your pharma team into a part-time tech team

Panel discussion: Widespread AI adoption: A conversation about culture



Find out more at

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Value Driven

Market Access & Real World Evidence

CASE STUDY

Inform the next generation of medicine by bringing RWE and clinical trials closer together

- Leverage RWE's growing relationship with internal functions and expertise to co-create future pipelines and inform future clinical trial design
- Invest in remote monitoring and data generation capabilities to measure symptoms and capture patient feedback in real time
- Utilize precision analytics to extract insights and inform critical physician decisions for patients on treatment

PANEL DISCUSSION

Commit to patient-first value in an environment at the height of cost disruption

- Translate expanded patient affordability to increased adherence through continued investment in patient support programs and association partnerships
- Engage payers early to lower barriers to access, bypass ineffective healthcare delivery systems, and draw future pricing blueprints
- Inform future pipeline development through pricing and reimbursement research, health economic modeling and prediction methodologies

PANEL DISCUSSION

Fit-for-purpose RWE for widespread value

- Meet increasing value demonstration demands and accelerate decision-making by integrating cost- and outcomes-driven evidence
- Establish RWE as a critical internal resource to support insights generation for HEOR, commercial, and medical affairs functions
- Partner with external providers to acquire, harmonize and inform the provenance of crucial data sets

More track sessions:

Presentation: Accelerate future healthcare system decisions through holistic relationship mapping

Case study: 'Start early.' But with whom?

Case Study: Leverage tools & tech to deliver best-in-class RWE

Presentation: Crafting value-driven RWE: Strategies for payer and healthcare systems

Case study: AI's role in optimizing access and navigating payer pathways

Panel discussion: Optimize access and navigate payer pathways

Presentation: Find and engage the disenfranchised patient

Panel discussion: Complicating is easy, simplifying is difficult: The personalized patient experience



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Future Proofed

The Lost HCP

PRESENTATION

Impact not impressions: Designing an integrated channel strategy that delivers precise and personalized digital HCP engagement

- Create microjourneys for precise HCP audience segments to deliver impactful content
- Understand the digital affinity of your HCPs to tailor your integrated channel strategy
- Curate and apply AI-driven insights that enables content formats tailored to HCP learning preferences

CASE STUDY

Reach the unknown HCP through cutting-edge technology

- Leverage new technologies that identify HCPs and implement a strategy to overcome engagement barriers
- Create customer-friendly experiences with tools and tech to integrate customer touchpoints and generate product impact

PANEL DISCUSSION

Small community matters: Remote HCP engagement solved

- Target rural HCPs with clinical data to access new patient and customer ecosystems
- Partner with key consortiums to address individualized challenges faced by community physicians by tailoring your outreach to share expanded access to treatments
- Address the inequalities in the US healthcare system by raising the standard of care in rural communities

More track sessions:

Case study: Healthy teams to healthy society

Panel discussion: Steering big ships through big change: Leave no one behind

Presentation: Find and engage the disenfranchised patient

Panel discussion: Build trust and enhance outreach for inclusive clinical trials and better medication adherence

Presentation: Activating the Customer-Centric Commercial Model

Panel discussion: Partner to strengthen pipelines

Panel discussion: Individualized engagement: Put the human back into your strategy



Find out more at

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Introducing our first wave of confirmed speakers

Keynote



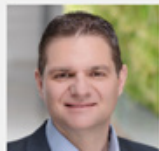
REGENERON

George Yancopoulos
Co-founder, President, CSO
Regeneron



Takeda

Leo Barella
SVP, Chief Technology Officer
Takeda



astellas

Michael Petroustas
President and Head of U.S.
Commercial
Astellas



PARMA

Dr Michael Ybarra
Chief Medical Officer
PARMA



Amplity

Chris Baker
Chief Executive Officer
Amplity



Takeda

Giles Platford
President, Plasma-Derived
Therapies Business Unit
Takeda



VIR

Mark Eisner
Executive Vice President and
Chief Medical Officer
Vir Biotechnology



Biocon Biologics

Matt Erick
Chief Commercial Officer
Biocon Biologics



GSK

Kavya Gopal
SVP, Head of US Oncology
GSK



AstraZeneca

Sonny Shergill
VP, Commercial Digital Health
AstraZeneca



Lilly

Laura Steele
SVP, US Neuroscience
Eli Lilly

Marketing and Commercial



Pfizer

Wayne Simmons
Chief Marketing Office, Global
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Head of Integrated Insights,
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SHIONOGI

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Bristol Myers Squibb

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Carrie Lewis
Executive Director, Clinical
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Endo



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Philip Stern
Professor & Senior Marketing
Scientist
Ehrenberg Bass Institute



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Omnichannel Marketing Director
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Mayank Agrawal
Head of Commercial Excellence,
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GSK

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Oncology US Marketing
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Rahul Mittal
Head Strategy and Innovation,
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GSK

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Hebe Berger
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Channel Excellence
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Annie Harrington
VP, Field Medical Excellence
Platform Lead
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Davida White
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Johnson & Johnson Innovative Medicine



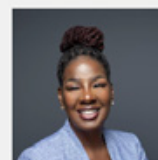
Julio Fernandez
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Nikunj Patel
Senior Director, US Medical Lung
Cancer Franchise
AstraZeneca



Adi Zmiri
Director Scientific Insights V&I
ops V&I Global Medical & Value
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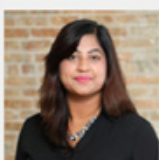
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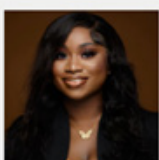
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Patient Engagement



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Stephen Framil
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Patient engagement clinical
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Guido Avila**
Global Patient Experience Lead,
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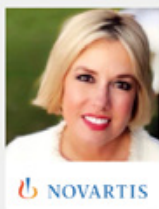
Market Access & RWE



Sarah Marche
SVP, Pharmacy Services
Highmark Health



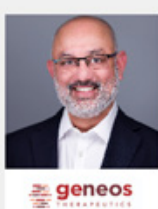
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Takeda



Niranjn Sardesai
Chief Executive Officer
Geneos Therapeutics



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Medicine



Pranav Abrahams
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Lucas Oliveria
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Chiesi



**Diego Cortina de la
Fuente**
Director Pipeline Value Evidence
Strategy
Biogen



Sanket Shah
Director, Global Value & HEOR
Jazz Pharmaceuticals



Create meaningful Pharma and Biotech connections.

In today's digital age, nothing beats the power of face-to-face interactions. Connect with your customers and help them navigate their challenges with peer-led networking that makes every conversation matter.

3 Ways to Connect

Hackathon: Become the go to partner with a 90-minute hackathon to help senior executives navigate their main challenges

- **Roundtable:** Join a focused gathering of 8-12 professionals committed and provide them with your solutions to navigate their unique challenges
- **Networking Drinks:** Meet with a select group of senior executives with a memorable evening and position yourself as an integral part of the pharma community

Network with Senior Leaders from Multiple Departments

- Commercial
- Market Access
- Medical Affairs
- Patient communications
- RWE
- Marketing
- IT, Tech, and AI

Connect with Industry Trailblazers and Senior-Level Executives From



Find out more at

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Interactivity at Pharma 2025

Where disruption meets direction

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Come away with knowledge and unique information that will steer you through this inevitable change to help underpin your planning for the next week, quarter, year and beyond. Double down on human-led, tech-enabled, and data-driven strategies that steer you through the change to come.

This is 2025's most important meeting for commercial, marketing, medical affairs, patient engagement, RWE, market access and patient leaders. Don't read about it afterwards, be in the room.

Strategic Hackathon (NEW for 2025!)

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

Sponsorship opportunities to meet your objectives and KPIs

Brand visibility & presence

Guarantee brand exposure to prospects

Thought-leadership

Boost your profile and share the stage with industry heavyweights

Lead an interactive session

Engage and problem-solve alongside your future customers

Guaranteed return-on-investment and lead generation

Ensure your KPIs are met with our facilitated lead generation opportunities

Video Amplification

Amplify your engagement beyond the event with our wider community by recording an interview or filming your on-stage session

Lead generation content opportunities

Engage year-round through multiple digital channels to weave a narrative and stay front of mind for your prospects and current clients.

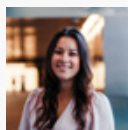
What to expect from your partnership campaign



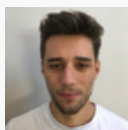
Find out more about event sponsorship

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

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



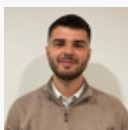
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Pharma USA 2025: Where business grows



Book 5 or more passes and get 25% off

With 4 tracks, 62 sessions, and 20+ interactive sessions over two days, bring your team to get the complete experience and maximize each case study, panel, workshop, and roundtable.



Meet the right people at the right time

With over 87% of our guests being director level or above, you can be sure by attending Pharma USA you'll be in the best place to meet the industry's most influential trailblazers and changemakers.



Reinforce your business strategy

At Reuters Events, we strive to provide the industry's we serve with the most topical and relevant agendas possible. So, after 100+ hours of research with senior executives, you can trust the topics addressed at Pharma USA are business critical and pertinent.



Interact with your peers

Whether over lunch, coffee, a 1-2-1 meeting, a topic-led roundtable, or at one of two onsite parties, you'll build business connections that last beyond Pharma USA 2025.



Get ahead with hybrid networking via the Pharma USA 2025 App

Use our dedicated event app from 2 weeks before the event, to select from the 1,200+ strong attendee list, send instant messages, set up 1-to-1 meetings and register for intimate roundtable discussions in advance.



Be a part of pharma's future

Join 1,200+ leaders in-person across Marketing, Commercial, Patient Engagement, Medical, Access and RWE, and be part of transformative, cross-functional conversations that ensure pharma is the leader of healthcare change.

Register now by choosing your pass type below

Exclusive brochure discount - use the code BROCHURE250 to save \$250 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 report | ✓ | ✓ |
| <small>A Credit card payment is required. However, to pay by invoice or discounted group bookings of 5+ or for any other billing enquires, contact us below. *VAT will be added to all prices above.</small> | \$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 Charlotte on charlotte.bastiaanse@thomsonreuters.com for more details