

PATIENT CENTRICITY & ENGAGEMENT

www.patientengagementconference.com | 09.09.2020

25 Speakers. 1 Day.

- 1 Improve Patient Experience & Ensure Patient Centricity:** Secure better patient and business outcomes by increasing patient centricity and engagement
- 2 Patient Perspectives:** Actionable insights and feedback around patient wellbeing, preferences and experiences
- 3 Enhance The Patient Journey:** Opportunities in the end-to-end patient journey where pharma can tangibly improve patient experiences and commercial success
- 4 Collaborate With Patients In Early Clinical Trial Design & Drug Development:** Drive patient recruitment and retention in clinical trials for faster, more effective market access and better patient outcomes
- 5 Harness Patient Data & Feedback To Promote Patient Welfare & Safety:** How can you gain real insights into patient needs and understand their journey with limited data access?
- 6 Overcome Barriers To Patient Centricity By Collaborating With Internal & External Stakeholders:** Embed the patient at the heart of the business and achieve strong collaborative relationships with multiple stakeholders
- 7 Collaborative & Value-Adding Patient Advocacy & Pharma Partnerships:** Forming strong, meaningful and long-lasting strategic patient-pharma partnerships which add value to all
- 8 Engage Patients With Digital & Technology:** Look to the future and improve patient experiences by seizing opportunities in digital and new tech



A One-Day, Brand-Led, Conference & Networking Event, **9th September 2020**, Cavendish Conference Centre, London *2nd Annual*

Drive Patient Centricity & Engagement With Meaningful Patient Involvement

Written In Collaboration With Patients, Advocacy Groups & The Industry

Book Before 6th August
SAVE £100

Embed Patients At the Heart of Decision Making With Actionable Strategies Which Inform Clinical Trial Design, Drug Development & Commercial Success With Early Patient Involvement, Patient Journey Insights, Meaningful Partnerships, Digital & Tech Innovations & Stakeholder Collaboration

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|---|---|---|---|---|
| Geoff Rollason Patient Experience & Service Director Pfizer UK | Andras Fehervary Executive Director, Advocacy Relations Amgen | Kristin Janett Løseth Director; Medical Information, Patient Safety & Ethics AstraZeneca | Lu Zheng, Senior Director, Head of Global Strategic Patient Services Takeda | Esther Wong, Lead Pharmacist - Medicines Information, Neurology & IVig Chelsea and Westminster NHS Foundation Trust |
| Bas van Heijst, Associate Regulatory Affairs Director Astellas | Catherine Wood, Head of Services Improvement Breast Cancer Now | Oleksandr Gorbenko Global Patient Centricity Director IPSEN | Mohammed Rahman Associate Director - Distribution Strategy & PSPs Bristol-Myers Squibb | Michaela Dinböck Senior Director, Group Patient Advocacy Novartis |
| Chris Macdonald Head of Research Pancreatic Cancer UK | Michael Zaiac ORE Medical Affairs Head Novartis | Anand Das Regional Client Partner Pfizer UK | Olive Fulton Patient Advocate Asthma UK Centre for Applied Research | James Fitzpatrick, Head of Patient Engagement & Government Affairs Janssen |
| Ulrike Towanou Head of Patient Services Germany & Austria Teva Speciality Medicines | Amena Warner Head of Clinical Services Allergy UK | Mary Uhlenhopp, RN, MS, MPH, Head (Sr Dir), Global Advocacy Takeda | Fahih Kocaman Neurology Patient Value Head, Turkey & MEA UCB | Dany Bell, Strategic Advisor Treatment, Medicines & Genomics Macmillan Cancer Support |
| Lorna Allen, PPI Coordinator for the Clinical Trials Accelerator Platform Cystic Fibrosis Trust | Veronica Foote Head of Patient Relations & Communications Novartis | Garry Brough Lead for Peer Learning, Partnerships & Policy Positively UK | Paul Edwards Director of Clinical Services Dementia UK | Dirk Abeel, Global Medical Sales Director Reckitt Benckiser |

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Organised by



08.30 Registration, Coffee & Informal Networking

09.00 **GIC Welcome, Interactive Voting Introduction & Morning Co-Chairs' Opening Remarks**

Co-Chairs' Remarks



Anand Das
Regional Client Partner
Pfizer UK



Dirk Abeel
Global Medical Sales Director
Reckitt Benckiser



HEALTH • HYGIENE • HOME

Patient Insight

09.10 **It's Time To Think Practically! Actionable Insights Into Using Patient Data & Feedback To Improve Patient Welfare & Strategic Success**

- You want to support patients, but there is so many rules and regulations! How can pharma gain real insights into patient needs and understand their journey with limited data access?
- How can the industry better understand the patient voice to deliver what patients want and need to improve patient outcomes?
- What tools are out there to tackle patient data, information and feedback and translate them into real-life, applicable insights and action plans?
- Benchmarking patient engagement levels throughout to determine to what extent your activities are making a difference

The Patient Journey

PANEL

09.30 **High-Impact Strategies To Improve The End-To-End Patient Journey: How Can Pharma Improve Patient Experience?**

Q&A

- Beyond the pill! Examining opportunities in the patient journey to determine where pharma can most tangibly improve patient experiences and commercial success
- Combatting misinformation by uncovering where patients seek information and equipping patients with accessible, easily digestible information from day one to empower them to make their own decisions
- How can you accurately measure and determine the value that your strategies are adding to the patient – and the business?

Ulrike Towanou
Head of Patient Services
Germany & Austria



Teva Speciality Medicines



Mohammed Rahman
Associate Director –
Distribution Strategy & PSPs
Bristol-Myers Squibb



Bristol-Myers Squibb

Lu Zheng
Senior Director
Head of Global Strategic
Patient Services
Takeda



Early Patient Involvement In Clinical Trials

10.00 **Strategies To Engage Patients Early On In Clinical Trial Design & Drug Development To Ensure Faster, More Effective Market Access & Better Patient Outcomes**

- Practical steps to improve patient recruitment and increase adherence and retention to ensure accurate testing, produce optimal products and enable drugs to get from lab to shelf as quickly as possible
- Meaningful methods to involve patients from the start and post-trial to gain real-world evidence and incorporate impactful, value-adding patient feedback into drug development
- How can patients be encouraged to participate in the creation of new medical devices, apps and digital health to enrich business and patient outcomes?
- Closing the loop – how can pharma brands build a community and better relay the outcomes of a clinical trial to the patient volunteers?

Oleksandr Gorbenko
Global Patient Centricity
Director



Ipsen



10.45 Morning Refreshment Break With Informal Networking



Patient Feedback

PANEL

10.50 **The Patient Platform: Sharing Insights & Feedback Around Patient Motivations, Wellbeing, Preferences & Experiences**

- What has motivated you to be here today and want to directly engage with the industry?
- What have been the highs and lows of your experiences and relationships with pharma?
- Patient reported outcomes are great, but what do you as patients consider value adding?
- How can pharma continue to encourage patients to actively participate in the end-to-end clinical trials process?

Q&A

- Where do you think opportunities lie for pharma to positively impact your treatment and wider wellbeing?



Lorna Allen, PPI Coordinator for the
Clinical Trials Accelerator Platform
Cystic Fibrosis Trust

PATIENT ADVOCACY



Dany Bell
Strategic Advisor Treatment,
Medicines & Genomics
Macmillan Cancer Support

PATIENT ADVOCACY



Garry Brough
Lead for Peer Learning,
Partnerships & Policy
Positively UK

PATIENT ADVOCACY



Olive Fulton
Patient Advocate
Asthma UK Centre for Applied Research

PATIENT ADVOCACY



Amena Warner
Head of Clinical Services
Allergy UK

PATIENT ADVOCACY



11.20 **Bonus Session; Reserved For Exclusive Conference Partner**

Patient Advocacy Partnerships

Joint Presentation

11.50 **Forming Strong, Meaningful & Long-Lasting Strategic Patient-Pharma Partnerships Which Add Value To Patients & Pharma Alike**

- Just how do you go about forming a partnership? From identifying the right partners to co-creating strategic relationships with longevity, how has the relationship evolved?
- Manage expectations to work together towards a common goal and raise greater awareness of the disease, improve quality of life and treatment options and provide support from day one
- The success stories! How to maintain a successful partnership beyond the honeymoon period and secure an ongoing collaboration with measurable impact?
- Evidence the value created for patients, the healthcare system and pharma



Geoff Rollason
Patient Experiences
& Service Director (Oncology)
Pfizer UK

PATIENT ADVOCACY



Catherine Wood
Head of Services Improvement
Breast Cancer Now

PATIENT ADVOCACY



Internal & Patient Collaboration

CASE STUDY

12.10 In-Depth Haematology Case Study

Internal collaboration between medical and patient engagement functions for in-depth, value-adding patient insights and outcomes



Michael Zaiac
ORE Medical Affairs Head
Novartis



Veronica Foote
Head of Patient Relations & Communications
Novartis



12.30 Lunch For Delegates, Speakers & Partners

13.00 Informal Peer-To-Peer Discussion

Peer-To-Peer



Oncology



Mental Health



Rare Diseases



Reimbursement



Chronic Illness



Market Access

13.30 Afternoon Co-Chairs' Opening Remarks



Fali Kocaman
Neurology Patient Value Head,
Turkey & MEA
UCB



Paul Edwards
Director of Clinical Services
Dementia UK



Co-Chairs' Remarks

"Great event to network and share inside stories and challenges with like-minded people."

Boehringer Ingelheim

Collaborating With Stakeholders

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13.40 Tangible Techniques To Overcome Blockers, Achieve Strong Collaborative Relationships & Align Multiple Stakeholders Behind The Patient

- From industry to patient advocacy groups to regulators to healthcare and government; we've all got our own agendas, but how can we best collaborate and refocus on the patient?
- How can we better understand different objectives and priorities and communicate effectively to manage expectations and align to one another?
- Learning from one another! Sharing best practice, innovations and patient strategies which have delivered real impact

Q&A

Esther Wong
Lead Pharmacist - Medicines Information, Neurology & IVlg



Chelsea & Westminster NHS Foundation Trust



Chris Macdonald
Head of Research



Pancreatic Cancer UK



Mary Uhlenhopp
RN, MS, MPH
Head (Sr Dir), Global Advocacy



Takeda



Andras Fehervary, Executive Director, Advocacy Relations



Amgen



Digital & Tech

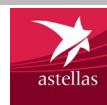
14.10 Seizing Opportunities In Digital & Tech To Improve Patient Experiences, Engagement & Support

- Ensuring that the patient is considered on every channel: we can't talk to them, but we really need to ensure that they buy into what we say about them!
- What exactly is involved in HTA reform and where does the patient voice fit into this?
- Closing the gap between what patients need and what pharma believes they need to deliver medical devices, digital and technological support and add value to patients
- Looking to the future and how technology is changing patient care

Bas van Heijst
Associate Regulatory Affairs Director



Astellas



14.30 **Bonus Session; Reserved For Exclusive Conference Partner**

15.10 Afternoon Refreshment Break With Informal Networking



Overcoming Barriers to Patient Centricity

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15.40 Overcome Internal & Industry Barriers To Ensure Genuine Patient Centricity, Embed The Patient At The Heart Of The Business & Commit To More Meaningful Patient Involvement

- Break down those barriers! Challenge internal apathy and demonstrate the value and commercial benefits of consistent patient involvement to secure senior buy-in and thoroughly embed patient centricity in your organisation
- Navigating patient expectations, regulation, internal policies and communications barriers to successfully execute patient strategies
- Go beyond paying lip service: how can you ascertain that your internal patient support is actually translating to better patient outcomes?

Q&A



Michaela Dinböck
Senior Director, Group Patient Advocacy
Novartis



Dirk Abeel
Global Medical Sales Director
Reckitt Benckiser



James Fitzpatrick
Head of Patient Engagement & Government Affairs
Janssen



Safeguarding Patients

16.10 Consider Patient Needs Beyond Treatment & Health: Actionable Measures To Positively Impact Patient Safety, Data & Wellbeing

- How can you ensure that patient safety is at the forefront of every internal process?
- Navigating the world of data! How can you compliantly and ethically collect and manage patient data to ensure their privacy and integrity?
- Beyond the pill, beyond the disease, beyond the treatment: ensure you are seeing the full patient picture and considering wellbeing factors from mental health, to pain management, to quality of life



Kristin Janett Løseth
Director; Medical Information, Patient Safety & Ethics
AstraZeneca



16.30 Co-Chairs' Closing Remarks

16.45 Official Close Of Conference

