

PATIENT

www.patientengagementconference.com | 09.09.2020

25 Speakers. 1 Day.

- **Improve Patient Experience & Ensure Patient Centricity:** Secure better patient and business outcomes by increasing patient centricity and engagement
- **Patient Perspectives:** Actionable insights and feedback around patient wellbeing. preferences and experiences



- **Enhance The Patient Journey:** Opportunities in the end-to-end patient journey where pharma can tangibly improve patient experiences and commercial success.
- **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
- **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?
- **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
- Collaborative & Value-Adding Patient Advocacy **& Pharma Partnerships:** Forming strong, meaningful and long-lasting strategic patient-pharma partnerships which add value to all
- **Engage Patients With Digital & Technology:** Look to the future and improve patient experiences by seizing opportunities in digital and new tech

Drive Patient Centricity & **Engagement With Meaningful**

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,



Geoff Rollason Patient Experience & Service Director

Bas van Heijst, Associate Regulatory Áffairs Director

Astellas

Chris Macdonald

Head of Research

Pancreatic

Cancer UK

Head of Patient Services

Teva Speciality

Cystic

Lorna Allen, PPI Coordinator for

Cystic Fibrosis

Tŕust

Fibrosis Trwat

Germany & Austria

Medicines





Executive Director. Advocacy Relations Amgen





Information, Patient Safety AstraZeneca

Kristin lanett Løseth

Director; Medical

AstraZeneca



Oleksandr Gorbenko

Director





Regional Client Partner

Pfizer UK



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

Takeda



Advocacy



Garry Brough Lead for Peer Learning, Partnerships & Policy

Positively UK



Bristol-Myers Squibb

Lu Zheng, Senior Director, Head of Global Strategic Patient Services



Esther Wong, Lead Pharmacist Medicines Information, Neurology & IVIg

Chelsea and **Westminster NHS Fondation Trust**





Michaela Dinböck Senior Director, Group







James Fitzpatrick, Head



lanssen









Dirk Abeel, Global Medical Sales Director

Reckitt Benckisei



Patient Involvement Written In Collaboration With Patients, Advocacy Groups & The Industry

Digital & Tech Innovations & Stakeholder Collaboration



astellas

Pancreatic

Cancer

Pfizer UK





Catherine Wood, Head of Services Improvement

Breast Cancer Now

Michael Zajac

Novartis

Amena Warner

Veronica Foote Head of Patient Relations &

Communications

Novartis

Head of Clinical Services

Allergy UK

ORE Medical Affairs Head



NOVARTIS

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Olive Fulton

Asthma UK

Applied Research

DementiaUK

Centre for

Falih Kocaman

Paul Edwards

Director of Clinical Services

Dementia UK

UCB

Neurology Patient Value

Head, Turkey & MEA

Takeda

Bristol-Myers

Mohammed Rahman Associate Director -





Novartis







of Patient Engagement &







CANCER SUPPORT







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Patients At The Heart Of Decision Making • Early Patient Involvement - Clinical Trials • Patient Feedback • Patient-Pharma Collaboration • Multi-Stakeholder Collaboration • Patient Journeys • Digital & Tech • Patient Insights • Patient Safety • Overcoming Barriers To Patient Centricity

08.30 Registration, Coffee & Informal Networking

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



Anand Das Regional Client Partner





Dirk Abeel Global Medical Sales Director **Reckitt Benckiser**





Remarks



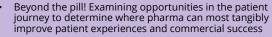
Patient Insight

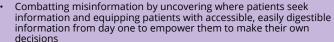
09.10 It's Time To Think Practically! Actionable Insights Into Using Patient Data & Feedback To Improve Patient **Welfare & Strategic Success**

- · 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

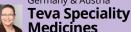
High-Impact Strategies To Improve The End-To-End Patient Journey: How Can Pharma Improve Patient Experience?





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





Mohammed Rahman Associate Director -Distribution Strategy & PSPs

Bristol-Myers Squibb

Lu Zheng Senior Director Head of Global Strategic **Patient Services**

Takeda



Bristol-Myers Squibb

Early Patient Involvement In Clinical Trials

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
- 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**

Ipsen



Morning Refreshment Break With Informal Networking



Patient Feedback

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?

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

Cvstic Fibrosis Trust

Dany Bell Strategic Advisor Treatment, Medicines & Genomics



Macmillan Cancer Support



Garry Brough Lead for Peer Learning. Partnerships & Policy

Positively UK Olive Fulton



Patient Advocate **Asthma UK Centre for Applied Research**



Amena Warner Head of Clinical Services Allergy UK











Asthma UK Centre





Bonus Session: Reserved For Exclusive Conference Partner

Patient Advocacy Partnerships

- 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



Catherine Wood Head of Services Improvement **Breast Cancer Now**







Pharma Industry Speakers, Patient Advocacy Groups, Patients Tackle The Hurdles To Real Patient Centricity, Embedding Patients Into The Heart Of Business Decision Making Early, Clinical Trials, Technology & Drug Development For Tangible Business Results & Better Patient Outcomes

Internal & Patient Collaboration

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



Veronica Foote Head of Patient Relations & Communications Novartis





Lunch For Delegates, Speakers & Partners



13.30 Afternoon Co-Chairs' Opening Remarks



Falih Kocaman Neurology Patient Value Head, Turkey & MEA





Paul Edwards **Director of Clinical Services**

Dementia UK

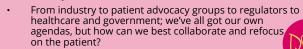


"Great event to network and share inside stories and challenges with like-minded people.

Boehringer Ingelheim

Collaborating With Stakeholders

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

Esther Wong Lead Pharmacist - Medicines Information, Neurology & IVIg



Chelsea & Westminster NHS Foundation Trust



Chris Macdonald Head of Research

Pancreatic Cancer UK



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





Andras Fehervary, Executive Director, Advocacy Relations **Amgen**

Digital & Tech

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**



Pancreatic

Cancer

Bonus Session: Reserved For Exclusive Conference Partner

Afternoon Refreshment Break With Informal Networking

Overcoming Barriers to **Patient Centricity**

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?



Michaela Dinböck Senior Director, Group Patient Advocacy

Novartis



Dirk Abeel Global Medical Sales Director

Reckitt Benckiser



James Fitzpatrick Head of Patient Engagement & Government Affairs





NOVARTIS



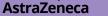
Safeguarding Patients

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





16.30 Co-Chairs' Closing Remarks 16.45 Official Close Of Conference

5 Easy Ways To Register

- # Online @ www.patientengagementconference.com
- % Phone +44 (0) 20 3479 2299
- ☑ Post this booking form to Global Insight Conferences,5-11 Lavington Street, London, SE1 0NZ
- @ Email bookings@patientengagementconference.com

Ticket Price	Book Before 6th August	Standard Prices
Pharmaceutical /Healthcare	£519+VAT SAVE £100	£619+VAT
Patient/Charity/Not-For-Profit	£349+VAT SAVE £100	£449+VAT
All Other Companies	£719+VAT SAVE £100	£819+VAT
Exhibition Stand & 2 Delegate Places	£2199+VAT SAVE £500	£2699 +VAT

Group Discounts:4 delegates for the price of 3. Or send 3 and get your third place half price!

(This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration.
- Please note VAT will be charged at 20% and all registrations are subject to a 3% booking fee

Programme Alterations: Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/ or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are

sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website

Can You Help Pharma Organisations Drive Patient Centricity & Better Engage Patients?



For more information on how to get involved, please call +44 (0)20 3479 2299 or email partner@patientengagementconference.com



Book An Exhibition Stand + 2 Delegate Places Before 6th August 2020 For Only £2,199 **Save £500**

REGISTRATION FORM

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

ATTENDEE DETAILS: Please complete in capitals. Photocopy for multiple bookings.



Forename (Mr/Ms/Miss/Dr)		How did you h	ear about the conference? (Brochure code, email, advert, etc.)
Surname			
Job Title		Accounts Department:	
Company Name		Contact Name	
Tel		Tel	Email
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