

# The Conference Programme

**08.30 Registration, Morning Coffee & Objective Setting**



**09.00 GIC Welcome & Interactive Voting Introduction**  
**To Participate In Live Polls & Q&A:**

- On your smartphone or tablet, visit **ra.ombea.com**
- When asked for a Session ID, enter the word **global**



**09.10 Morning Co-Chairs' Opening Remarks**

Pieter De Muijnck  
Global Marketing Leader  
**The Janssen Pharmaceutical Companies**



Hugo Fry  
Managing Director  
**Sanofi UK**



## ADVANCED DIGITAL STRATEGIES - DOUBLE PERSPECTIVE

### **Innovation-Led Digital Strategies Which Translate Digital Success Into Tangible Results**

- As digital marketing just becomes business-as-usual, how can pharma truly integrate digital into day-to-day marketing and sales activities for tangible uplift in sales and better customer results?
- Crossing borders: driving digital project success through complex international or global initiatives
- Harness internal drivers, values and ambition to take the leap of faith and push digital innovation forwards

**09.20 PERSPECTIVE ONE: GLOBAL**

Eva von Waldegg  
Head of Digital Marketing  
**Mylan**



**09.35 PERSPECTIVE TWO: UK**

Enis Otuk  
Head of Marketing UK  
**Mylan**



## CASE STUDY

### 09.50 The Future of Intelligent Engagement for a Customer-centric Commercial Model

Graham Rapier  
Director of Sales & Account Management, Europe  
**Aktana**



Misha Lukashuk  
Deputy Director Xarelto  
**Bayer**



## DATA INSIGHTS & CUSTOMER ENGAGEMENT: Q&A PANEL DISCUSSION

### 10.05 Truly Understand Customers With Insight-Led Strategies To Create Personas Which Ensure Content Has Meaningful Impact

- Quality, not quantity: compliant approaches to identify, collect and interpret specific customer data to create customised solutions that enhance your user's experience
- Analyse customer behaviours to create accurate personas and campaigns which meaningfully connect with your audience and drive enduring customer engagement
- What does good content really look like and what are the most effective channels to communicate it?

Patric Jarchow  
Head of Global Multi-Channel Strategy & Execution  
**Merck**



Wendy Ellis  
Head of Digital Excellence  
**Roche**



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



Claudia Adreani  
Head of Customer Marketing  
**Boehringer Ingelheim**



Christopher Meyer  
France Immunology Ecosystem Head  
**UCB**



Anastasyia Kolyasnikova  
Head of Multichannel Marketing for HCPs  
**Sanofi**



Simon Grime  
Digital Engagement Director  
**Wilmington Healthcare**



## ENGAGING HCPs

**11.05 Confront Assumptions & Face Facts By Exploring What HCPs Really Want & Content That Meets Their Needs To Establish Trust-Based Relationships That Drive Long-Term Sales**

- Involve HCPs in the process of content creation to implement strategies and content that are of direct value to them to capture their attention and build trust
- How can we utilise data to identify and target different segments in the HCP community so that content is tailored to the demographic and specialism of each recipient?
- Explore the benefits of digital for both sides: what opportunities do digital solutions like virtual meetings afford time-strapped HCPs to engage with pharma and enhance understanding?
- Does digital really drive better responses?

Gurpinder Singh  
Head of Digital Marketing & Sales Force Effectiveness  
**GSK India**



## CASE STUDY

**11.25 Is It The Role Of Pharma To Engage Patients?**

Balaji Kuppuswamy  
Director – Life Sciences Practice Lead  
**CGI**



## ENGAGING PATIENTS - DOUBLE PERSPECTIVE

**Empower Patients & Build Brand Reputation With Successful Value-Adding Digital Strategies That Provide Tailored Support & Information**

- From engagement to educational to supportive: optimise different patient-pharma interactions to create positive brand image and better patient outcomes
- Empower patients through active collaboration to create content that meets their everyday needs and fosters better understanding
- Working within regulation to identify the patients and care pathways your digital strategies are interacting with to maximise long-term engagement

**11.40 PERSPECTIVE ONE:**

Figen Şamdancı  
Communications & Patient Relations Director  
**AbbVie Turkey**

**12.00 PERSPECTIVE TWO:**

Cathy Trzaskawka (Traz)  
Executive Director & Head, Global Advocacy Corporate Affairs  
**Bristol-Myers Squibb Princeton**



**12.20 From Dinosaurs Of Digital Industry To Titans Of Technology: Explore The Latest Innovations & Cross-Sector Learnings To Drive Digital Advancements Within Pharma**

- Discover digital innovations in practice and look ahead to the future developments that will boost rapid response communications and save you time and money
- Create sustainable innovations through nuanced, customer-orientated design to enhance long-term engagement and ensure that new tools are viable investments which go beyond the hype
- How can advancements in AI enhance current processes to bolster efficiency and support the multifaceted role of pharma in communicating and supporting customers?
- Looking to outside the industry and to those turning it on its head: real examples of cutting-edge innovations currently in use and how they can be effectively applied to pharma

Christian Tilmann  
 Director M&A & Corporate Development Director Sales & Marketing  
**McKesson**



Umair Aslam  
 e-Health Lead, Associate Director - Digital & Customer Solutions  
**MSD Norway**



Ansa Kpodo  
 Global Expert Marketing Director, Respiratory  
**GSK Consumer Healthcare**



Anand Das  
 Regional Client Partner  
**Pfizer UK**



Bram van Leeuwen  
 Lead Innovation BeNeLux  
**Sanofi**



Michael Chekroun  
 CEO & Founder  
**CARENITY**



**13.00 Lunch & Informal Networking For Delegates, Speakers & Partners**

**13.30 Informal Peer-To-Peer Discussions**

**A) Collaboration**   
**Jenny Royle**

**Patient Centricity Senior Programme Leader**  
**Cancer Research UK Manchester Institute & The Christie NHS, Foundation Trust**

**B) Restructuring For Digital** 

**Umair Aslam**  
**e-Health Lead, Associate Director - Digital & Customer Solutions**  
**MSD Norway**

**C) Company Culture** 

**Rachael Mortimer**  
**International Client Partner Lead**  
**Pfizer**

14.00

## Afternoon Chair's Opening Remarks

Mhari Coxon  
Global Marketing Manager, Channel Planning & Conversion  
**GSK Vaccines**



## CASE STUDY

### 14.10 Leveraging Online Discussion Platforms to Accelerate KOL Insights

Andy Bowman  
Managing Director, Europe  
**Within3**



## LEGAL & COMPLIANCE: Q&A PANEL DISCUSSION

### 14.25 Regulation Is More Than A Limitation: Understand The Boundaries Of Current Regulation & How To Operate Agilely Within It To Take Advantage Of New Digital Opportunities

- Look beyond what you can't do, to think about what you can: gaining clarity on current regulation to ensure compliance and reveal potential areas for innovation
- How can the industry be more agile in its use of digital within the rigid boundaries of regulation?
- Considering how the emergence and increasing adoption of new digital tools such as AI and medical devices could continue to shape the code

Luc Van Driessche  
Head of Compliance  
**Roche**



Jill Percy  
Director Code Engagement  
**ABPI**



Evi Mathiou  
Legal, Compliance & Quality Manager  
**Novo Nordisk**



Sabrina Hueso  
Senior Manager, Legal & Compliance Lead Iberia  
**Allergan**



## DIGITAL TRANSFORMATION - AN OPPORTUNITY FOR MEDICAL AFFAIRS

### 14.55 Digital Transformation

- How does the innovation in digital technology impact the evolution of Medical Affairs to ultimately improve patient outcomes?
- How can we update and expand on MA core deliverables with digitization?
- What does this mean for capability and talent development?

Christiane Nina Belly  
MD, Global Medical Affairs Lead Digital Transformation  
**MSD**



### 15.15 Digital Health Trailblazers Revolutionising Healthcare With Devices That Deliver Precise & Personalised Medical Solutions

- Discover the diagnostic and therapeutic solutions medical devices like apps, smart inhalers and VR can provide to enable better patient self-management, adherence and outcomes
- As digital health evolves from early stages to established product: what are the key learnings from the introduction of apps and medical devices that supplement healthcare and the care pathway?
- What data can be collected through apps and how do you navigate the complicated layers of regulation they fall under?
- Miscommunication, misunderstandings and convoluted networks: how can apps connect pharma, healthcare and patients to provide more flexible avenues of communication?

Laurence Proust  
MCC & Insight Director  
**Pfizer**



Pieter De Muynck  
Global Marketing Leader  
**The Janssen Pharmaceutical Companies**



Dr Myles Furnace  
Digital Health & Data Lead  
**IPSEN**



Dr Samar Betmouni  
Director Digital Health Enterprise Zone (Academic)  
**University of Bradford**



Yannis Pandis  
Senior Manager - Business Technology Leader in  
Data Science & Digital Health  
**Johnson & Johnson**



Alan How  
Strategy & Operations - Global Commercial  
**Merck Healthcare KGaA**



### 15.45 Afternoon Refreshment Break & Drinks Reception With Informal Networking

**Help yourself to a glass of red, chilled white or bubbles -  
always helps when networking!**



## INTERNAL CULTURES, DIGITAL TRANSFORMATION

### 16.15 **Embed Digital Mindsets To Successfully Integrate Digital Channels Into Business As Usual For Fit-For-Future Pharma Organisations With Commercial Success, Efficiency & Innovation At The Heart**

- There's always room for improvement! Analysing business performance to identify realistic opportunities for digitalisation and execute them as part of a wider strategy
- Creating the digital "mindset" and developing a receptive internal culture to ensure employees throughout the organisation are bought into digital channels for sustained internal and external digital success
- In a brave new digital world, what are the new business models required to effectively deliver digital transformation and improve commercial impact?

Samuel Driessen  
Senior Director External Channels  
**Teva Pharmaceuticals**



## SOCIAL MEDIA RESULTS

### 16.35 **Get It Right! The Dos and Don'ts Of Social Media To Compliantly Maximise Engagement, Value-Added & Business Returns**

- Exploring social media opportunities within the regulated landscape to compliantly expand and improve your online presence through social media platforms
- Reaching and engaging different demographics to expand brand presence - without overstressing budget!
- How can you trace the impact of your social media campaigns and determine their value?
- From Facebook to LinkedIn to closed HCP groups: assessing what different social media platforms could bring to your customer relationships and outcomes

Valerie Perruchot Garcia  
Public Affairs & Communications Director  
**Janssen**



## 16.55 **Afternoon Chairs' Closing Remarks**

Mhari Coxon  
Global Marketing Manager, Channel Planning & Conversion  
**GSK Vaccines**



## 17.10 **Official Close Of Conference**