

### **Log In & Explore The Virtual Platform**

08:45 – 09:00 (GMT)

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

09:00 – 09:10 (GMT)

Uri Goren, Director, Head of Digital Engagement & Capabilities, Teva Pharmaceuticals

Samuel Driessen, Head of Global Commercial Platforms & Operations, Teva Pharmaceuticals

### **Digital Strategies – Double Perspective**

#### **Post-Pandemic Visions! Identify Digital Strategies Which Truly Align With Business Objectives To Further Advance The Application Of Digital Within Pharma Today**

- What's next, what's new, what's the impact? Uncover the latest opportunities to thrive in the digital-first world
- The calm after the storm... regroup, re-strategise and re-evaluate to move forward with innovative digital engagement and capabilities fit-for-future
- How has the rapid acceleration of digital changed the pharma and healthcare landscape in long-term? What's here to stay and what will go back to 'normal'?

09:10 – 09:30 (GMT) Perspective 1

Gözde Ünverdi Arslan, Head of Marketing & Market Access, Eastern Europe & Frontier Markets, Roche

09:30 – 09:50 (GMT) Perspective 2

Arnaud B. Muller, Digital Portfolio Director, Specialty Medicines, Daiichi Sankyo Europe

### **KOLs & HCPs Activation In Cross-Channel Marketing**

09:50 – 10:05 (GMT)

Many Pharma companies are currently approaching Omni-Channel and building required digital capabilities to increase the efficiency in communication with HCPs and KOLs. Specifically, KOLs engagements are showing very strong impact on other HCPs. In the presentation it will be described how the activations of KOLs and HCPs in different maturity stages of Marketing can be done and what kind of capabilities and tools are required for efficient delivery of these.

Vladimir Tsvetkov, Director, Life Science Industry Lead, Brain Station 51

### **Morning Break With Informal Networking**

10:05 – 10:35 (GMT)

### **Can Global Omnichannel Campaigns Be Simple & Effective?**

10:35 – 10:55 (GMT)

- It can be difficult to strike the balance between ease of deployment and creating truly effective digital interventions

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- The key lies at the intersection of strategic planning and experience design. Selecting appropriate channels and content to deploy interventions at the right time
- We'll show you how this can be activated at scale from global to local. We'll talk through some of the common barriers and how to overcome them

Jon Buckley, Director of Experience, Mind+Matter

Lee Wales, Client Partnership Director, Mind+Matter

### **Omni-Channel Success – Panel Discussion**

**10:55 – 11:25 (GMT)**

#### **Optimised Digital Touchpoints! Drive Integrated, Insight-Led Strategies Across Omni-Channel To Deliver Exceptional Experiences & Measurable ROI**

- From multi-channel excellence to omni-channel success, design and implement a truly seamless experience which builds long-lasting relationships
- Step by step... define your user journey, build in personalisation and adapt channel strategies to fully optimise omni-channel
- Map and measure! Ensure your omni-channel strategies are driven by KPIs, efficiencies and performance data

Ivana Mitrovic, Global Marketing Director Immunology, Biopharmaceuticals, AstraZeneca

Cyril Mandry, Senior Director Global Digital Marketing & Omnichannel, MSD

Sergey Egorov, Head of Digital & Omnichannel Marketing, Eurasia, Sanofi

Katerina Zampeli, Brand & Customer Manager Diabetes, Novo Nordisk Greece

Julia Meiler, Customer Experience Lead, MSD Sharp & Dohme GmbH

Laurence Proust, Regional Digital Lead - Europe, Viatrix

FJ Domingo, Business Unit Manager, Adamed Pharma Spain

Benjamin Head, Head of Digital Customer Engagement, Novartis UK

### **Digital Acceleration – Case Study**

**11:25 – 11:45 (GMT)**

#### **Case Study By Galderma**

Jannis Koasidis, Global Digital Operations Director, Galderma

### **Data-Driven Approach To Personalised Engagement**

**11:45 – 12:05 (GMT)**

#### **How Can We Be Truly Customer-Centric Through A Data-Driven Approach To Personalised Engagement?**

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- What's changed for customers, or not?
- How to understand the 360° view of the customer
- How does this inform the model and approach?
- How can you integrate this view of the customer?

Simon Grime, Director – Digital Engagement, Wilmington Healthcare

### **Engaging HCPs – Double Perspective**

#### **Harness HCP Data, Insights & Analytics For Actionable Insights To Drive Personalised Digital Journeys & Achieve Enhanced Engagement**

- Take your strategies to the next level by defining each unique HCP user journey by capturing effective data and translating those into actionable insights
- What channels are best to engage HCPs in today's post-pandemic, digital-first world?
- Deep dive into HCP insights and analytics of real-world data to drive outcomes
- How has the dynamic between HCPs and the pharma industry changed?

#### **12:05 – 12:25 (GMT) Perspective 1**

Kimberly Friedrichs, Digital Customer Engagement Lead, Roche

#### **12:25 – 12:45 (GMT) Perspective 2**

Danilo Pagano, Vice President Digital & Head of Global Customer Engagement, Lundbeck

### **Lunch Break For Delegates, Speakers & Partners**

#### **12:45 – 13:40 (GMT)**

### **Informal Breakout Discussions – In The LOUNGE Area Of The Platform**

#### **12:50 – 13:10 (GMT)**

**To Join One Of The Following Group Discussions Please Head To The 'LOUNGE' Area Of The Platform**

- A) Internal Change & Buy-In
- B) Salesforce Tactics
- C) Digital Health
- D) Clinical Trials

### **Afternoon Chair's Opening Remarks**

#### **13:40 – 13:50 (GMT)**

Dirk Abeel, Formerly Global Sales Director, Medicine, Reckitt

### **Customer Engagement – Panel Discussion**

**13:50 – 14:30 (GMT)**

#### **Adapt & Deliver With Brand New, Tailored & Targeted Customer Engagement Strategies**

- From HCPs to patients and employees... discover new ways to excite and engage customers virtually in order to compensate for the loss of the human touch
- How can you create a digital brand alongside the customer journey, and how can you promote and propagate that?
- Virtual engagement: how do we bring the value and trust of field-based relationships into the virtual offering?
- When to push back digital... overcome digital fatigue by finding the right balance and engaging customers in the right way, at the right time

Daniela Alessandrini, Global Marketing Director, Hematology, Novartis

David Granjo Ventura, Business Unit Head, Spain & Portugal, CSL Behring

Manoj Sood, Director - Multi-Channel Field Market Access, Novo Nordisk

Arnaud B. Muller, Digital Portfolio Director, Specialty Medicines, Daiichi Sankyo Europe

Aurelie Rognon, Director, Global Customer Engagement Strategy, Strategic Business Excellence, Ipsen

Erasmus Holm, Chief Marketing Officer, MSD

Baptiste Mercier, SVP, Commercial & Digital Marketing Services & Products, BASE life science

### **Social Patient Campaigns – Case Study**

**14:35 – 14:55 (GMT)**

#### **Creating An Impactful Campaign For Patients On Social Media:**

- What type of social media to use for an awareness campaign?
- Optimizing the usage of the social media
- How to create an impactful content
- Working with patients for developing a meaningful campaign

David Pédelabat-Lartigau, Global Head of Marketing Hypertension Portfolio, Servier

### **Digital Innovation, AI & Tech Adoption – Panel Discussion**

**14:55 – 15:35 (GMT)**

#### **Innovation, Adoption, Implementation! Explore New Opportunities & Better Understand How Digital & Tech Can Effectively & Actively Support The Wider Commercial Function**

- The place for digital is firmly established, so how can you adapt to ensure the full integration of effective digital tools?
- It is no longer about digital supporting pharma, but the evolution of technologies inside digital. So, what are the practical applications of digital innovation and new technologies in the new pharma model?
- Maximise machine learning and AI to enhance engagement and bolster digital efficiencies

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- Win big in the long term by empowering patients to adopt new technologies

Yannis Pandis, Director, Digital Partnerships for J&J Innovation & Business Technology Leader, Janssen

Ömür Öztaş, Digital Innovation Lead, ViiV Tech, GSK

Dirk Abeel, Formerly Global Sales Director, Medicine, Reckitt

Christopher Meyer, France Immunology Ecosystem Head, UCB

Anna Farré Escofet, International Training Head Surgical, Alcon

Stefania Alvino, Digital Orchestrator & Omnichannel Marketing Manager, Daiichi Sankyo Italy

Lukas Teply, Digital Analytics Consultant Lead, MSD

## **Afternoon Break With Informal Networking**

**15:35 – 16:10 (GMT)**

### **Data & Insights**

**16:10 – 16:30 (GMT)**

#### **Streamline & Orchestrate Data To Generate Meaningful Insights & An In-Depth Understanding Of Customers For Boosted Engagement & Healthcare Delivery**

- What implication does the greater freedom of data and access of patient records have long-term?
- Data streams are denser and more frequent in the new world so how can pharma upgrade strategies to be able to deal with the increase?
- Segmentation success! Best-practice tips on how to analyse data that you have collected around your patients and HCPs in order to devise personalised solutions

Freddy Jiménez Gómez, Regional Commercial Lead Africa & Middle East, Pfizer

## **Regulation, Legal & Compliance – Panel Discussion**

**16:30 – 17:00 (GMT)**

#### **First-Hand, Critical Compliance Insights! Create Digital Strategies Confidently Within The Code Of Compliance, Regulation & Legal By Unpicking The Boundaries & Complexities**

- How have new regulations been the driving force behind new digital processes in pharma?
- As digital continues to propel pharma forward, how will specific guidance on digital processes need to adapt?
- Uncovering critical insights: what are regulators looking for today?
- What implications does the freedom of data and privacy of patient records have on the regulatory code?

Evi Mathiou, Legal, Compliance & Quality Director, Novo Nordisk

Lucília Vieira Antunes, Legal Counsel & Compliance Lead, The Association of the British Pharmaceutical Industry (ABPI)

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Elena Flaiani, Senior Director Legal Compliance & Quality, Novo Nordisk Italy

## **Measurement & ROI**

**17:00 – 17:20 (GMT)**

### **Demonstrate The Impact Of Your Digital Efforts With Effective Metrics & Measurement**

- What defines success, and how can you measure digital success in the new normal?
- Adapt your metrics to fit new digital strategies to measure ROI from different channels of communication to validate long-term investment
- Explore the attribution of your digital investment to accurately measure success across different digital touchpoints

Samuel Driessen, Head of Global Commercial Platforms & Operations, Teva Pharmaceuticals

## **Afternoon Chair's Closing Remarks & Close Of Conference**

**17:25 – 17:30 (GMT)**

Dirk Abeel, Formerly Global Sales Director, Medicine, Reckitt