

8:00	Registration and Morning Coffee	12:15	Networking Luncheon
9:00	Opening Remarks From the Chair Shwen Gwee , <i>General Manager, Head of Open Innovation and Co-Founder Novartis Biome</i> , NOVARTIS	13:15	CASE STUDY Digital Health and Innovation Integration Senior Executive , <i>Digital Health</i> , ROCHE
9:15	CASE STUDY Better Understanding and Leveraging The Mindset and Skills of Field Force Regarding Digital Tools This session will focus on the results of an internal Pfizer survey, the conclusions we took from that and the actions we implemented to improve channel usage and acceptance. This will focus specifically on the mindset of the field force; because they know the needs and preferences of pharma customers best and their behaviors will influence how customers perceive pharma. <ul style="list-style-type: none"> • What is the role of field force in the age of multi-channel-marketing? • Tools, skills and mindset - what are drivers, what are barriers for digital transformation? • How to improve channel acceptance and usage among FF? Thorsten Mintel , <i>Director, Customer Operations</i> , PFIZER, GERMANY	13:45	CASE STUDY Commercialising and Operationalising Digital Health in Pharma Alan How , <i>Strategy and Operations – Global Commercial</i> , MERCK, GERMANY
9:45	CASE STUDY AI Is the New BI Mastering analytics is a source of competitive advantage and with the new technologies will become more and more important. Pharma companies are in a race to move from traditional to prescriptive analytics, and to win the race you need not only to master on data and technology but to succeed in change management. Giorgio will present M.A.R.C.; the Merck Serono virtual agent that is helping their Medical Representative to navigate into data complexity to plan their activities in order to better answer to the healthcare professionals' information needs Giorgio Pinci , <i>Director, Commercial Operations</i> , MERCK BIOPHARMA, ITALY	14:15	CASE STUDY Simulating Patient Matching in Clinical Trials Using a Property Rights Blockchain Biomedical data processing typically requires the secure stepwise transfer of sensitive personal information across multiple parties. Mediating such operations using blockchains has been proposed. The Bitmark Property Rights blockchain was used to design and simulate the process of assessing the suitability of individuals to enroll in specific clinical trials. The trial matching simulation demonstrated that blockchains could, in principle, implement complicated multiparty interactions, such as those associated with medical data exchange, without supplemental peer to peer communications. However, maintaining control and provenance of medical data, titled via blockchains, but exchanged separately from the blockchain, requires auxiliary applications. A virtual infrastructure environment, the Health Data Trust, that integrates blockchain and virtual controls is proposed as a model for individual health information management. Sean Moss-Pultz , <i>CEO and Co-Founder</i> , BITMARK HEALTH, ICELAND/USA Jay Bergeron , <i>Director, Translational and Bioinformatics</i> , PFIZER, INC., USA
10:15	Morning Networking Break	14:45	CASE STUDY Digitally Detecting Developing Diseases – Computational Intelligence Synergistically Applied to Medical Data and LIFEdata <ul style="list-style-type: none"> • Hear how BioTrillion is developing a health technology platform called BioEngine4D, by applying machine learning and AI to aggregated medical data and unique LIFEdata – now generatable via the ubiquity of multimodality sensors existing within key consumer smart devices • Learn how novel digital biomarkers can be developed by computationally training and statistically mapping key diseases, via pathophysiologic-known pathways to digitally measurable expressions • Explore how BioEngine4D can yield entirely new opportunities – to augment existing molecular biomarkers, early detection, and develop novel therapeutics – for a broad array of diseases, such as Alzheimer's, Parkinson's, Lung Cancer, and Melanoma • Consider how novel uses of multimodal sensors within common smartphones and smartwatches can effectively: <ul style="list-style-type: none"> » Place 'a digital doctor' in your Life setting to continuously check for key disease indicators and catalyse earlier clinical diagnoses and timelier intervention. » Place 'clinical trials in a pocket' and disrupt the slow and costly Pharma drug development paradigm Savan Devani , <i>Founder and CEO</i> , BIOTRILLION
10:45	CASE STUDY Ecosystem Innovation: Putting a Value on Co-Creation (MSD Innovation Factory) Healthcare and Pharma are going through extremely Volatile, Uncertain, Complex and Ambiguous (VUCA) times due to external and internal factors. As we expand our horizons and we look again into our traditional Pharma Sales and Marketing business models, we need to find new, effective ways to partner with the ecosystem to unleash more meaningful and sustainable innovation in order to increase the value creation of our solutions. The MSD Innovation Factory is an open innovation vehicle that leverages the power of the ecosystem to bring customers and business needs to the forefront. By exposing those needs to the external world, we engage with new partners (some of them with no Pharma experience) to co-create innovative business models with a win-win mindset. By rapidly prototyping, validating, and iterating our ideas, we create customer solutions that adapt better to their needs, optimise the use of resources, and maximise value creation for our patients, HCPs, partners, and MSD. Mauricio Campos Suarez , <i>Head of IT and Digital Innovation MEA Region</i> , MSD INTERNATIONAL, SWITZERLAND	15:15	Afternoon Break Healthtech/Medtech Start-Up Company Pitches and Barracuda Bowl An opportunity for start-up companies to 'pitch' their product, both to the audience and to our panel of judges in 10-minute mini-presentations. It is an excellent way for our Pharma and medical device organisations to observe the innovation developed in life sciences technologies and network with startups, mentors, stakeholders, and investors in digital health, healthcare, medtech, biotech, life sciences, and agtech organisations. Health IT investors, innovation managers, brand teams from pharmaceutical companies, intrapreneurs, entrepreneurs, startups, and mentors are all able to connect in this unique learning and networking experience. At this event last year, one of our start-up companies received investment funding from a Pharma brand team to show the tangible worth of this event!
11:15	CASE STUDY The GSK Case for Getting Digital Medicine Into Mainstream Pharma Business <ul style="list-style-type: none"> • Why should we consider digital therapeutics? • What the market looks like – who are the players one should consider? (i.e., not just Pharma!) • What are some of the challenges faced as a Pharma organisation looking to explore/partner • Call for a new process in the future – internally (how to review/approve), externally (to support reimbursement) Jalilah Gibson , <i>Global Marketing Director for Digital Medicines</i> , GLAXOSMITHKLINE, UK	15:45	Barracuda Bowl: Succession of 10-Minute Healthtech Start-Up Pitches
11:45	CASE STUDY #Digital #Devices #Success #Learnings: Learnings and Key Success Factors for the Adoption and Continuous Use of Digital Medical Devices Digital medical devices and virtual clinics are making inroads in diabetes management. We will review several commercial implementations of such solutions, outline the critical elements for success and discuss the learnings. We will reflect on the benefits and incentives for stakeholders, and what is needed to change current behaviours and attitudes. Milena Saleh , <i>Global Director, Digital Health</i> , SANOFI, GERMANY	16:30	A panel of judges question the startups to better understand the business propositions whilst also giving the audience a chance to interact – with a view to choosing a winner!
		17:00	Close of Digital Innovation Lab

7:45	Registration and Morning Coffee	12:15	CASE STUDY Review of the Modern Commercial System Portion of CRM/MCM: How LEO Pharma Enabled the Integration of Multiple Systems to Support the Multichannel Customer Journey <i>Federico Fanti, Global Head of Commercial Operations, LEO PHARMA, DENMARK</i>
8:30	Opening Remarks From the Chair	12:45	PANEL DISCUSSION How to Not Only Survive but Prosper in Digital Marketing Given the Evolution of the Engagement Model in the Era of Artificial Intelligence <ul style="list-style-type: none"> • Digital strategy: What is the measure of success? • Innovating your patient support programmes and physician engagement • Change management and the role of customer-facing functions (orchestration) • Rep-triggered email vs. email marketing • Breaking down the engagement model: Fully digital, traditional, integrated • Evaluating your direct-to-patient strategy • Multi-stakeholder approach: Integrated channel optimisation • Exploring the data strategy and new engagement models <p><u>Panellists</u> Jeff Wray, <i>Director, Europe and APAC Research, DRG DIGITAL, UK</i> Jesús Cardenes, <i>Commercial Operations Director, Spain and Portugal, TAKEDA PHARMACEUTICALS, SPAIN</i></p>
8:45	OPENING KEYNOTE ADDRESS Taking a Strategic Vision for the Pharma Business: Digital Marketing and the Evolution of the Engagement Model in the Era of AI <i>Antonio Messina, General Manager, MERCK BIOPHARMA, ITALY</i>		
9:15	CASE STUDY The Power of Digital Partnerships and Innovation in Service Design Through Partnerships in Pharma The story behind the award-winning launch of the Maloff Protect in the digital partnership between Glenmark Pharmaceuticals, British Airways and Boots. <i>Katja Lundell, General Manager and Senior Director, United Kingdom and Nordics Cluster, GLENMARK PHARMCEUTICALS</i>		
9:45	CASE STUDY Healthcare Transformation: Creating a Fully Digitally Enabled Pharma Business Support a strategy for business functions, franchises, and regions in building up and embedding digital capabilities in the business. Learn how to work closely with IT to move digital solutions from inception into operations, and manage key digital providers/partners along the way. <i>Thomas Hummel, Head of Healthcare Digital, MERCK GROUP, SWITZERLAND</i>	13:30	Luncheon
10:15	CASE STUDY Digital Transformation Towards an Integrated Model <ul style="list-style-type: none"> • The challenges for the Pharma industry • From strategy to execution • Stakeholder engagement 	14:30	CASE STUDY How to Sustain a Digital Transformation Strategy: Enable a Seamless and More Integrated Customer Experience <ul style="list-style-type: none"> • Pharma's digital trends • Invest in a customer-centric operating model as a key driver for digital transformation • Multichannel strategies and the evolution of the sales rep role <p><i>Alessandra Ingenito, Digital Channel Enablement Lead, PFIZER, ITALY</i></p>
10:45	Morning Networking Break		
11:15	CASE STUDY Agility Within Healthcare in the Age of Digital Transformation <i>Fraser Wood, Global Director, Digital and Agile, MSD, UK</i>	15:00	CASE STUDY Digital and Patient Data Ethics As a Component of Pharma Building Out Future Digital Innovation Plans We are finding that data is being monetised around the world, but is it truly ethical to do this with patients' health data? This session will concentrate on an internal workstream at Takeda/Shire that is focused in this space, and working with the legal firms that supported Facebook after their recent data breaches. This will provide real-world examples of how true 'patient-centric Pharma companies' are tackling this problem. <i>Garth Hemmingsen, Head of Global Patient Services, TAKEDA PHARMACEUTICALS, SWITZERLAND</i>
11:45	Leveraging Technology for Optimal Stakeholder Engagement <ul style="list-style-type: none"> • Hear about the geographic, logistical and scheduling challenges facing internal and external stakeholder engagement • Learn about innovative, technological solutions that can be implemented in order to overcome these challenges • Discuss the use of these tools that foster peer-to-peer learnings, as well as seamless resource dissemination • Explore real-world case studies <p><i>Lance Hill, CEO, WITHIN3</i></p>		

15:30 Afternoon Break

16:00 **CASE STUDY Breaking Down the Engagement Model**

Driving MSD UK's customer engagement strategy to increase reach with our HCPs, with an appropriate content and channel mix turning observed customer behaviours into insights to improve the customer experience. Delivering bespoke channels and capabilities plays an instrumental role in expanding and shaping our business and ultimately increases customer touchpoints; seeing the right customer, at the right time with the right channel.

Benjamin Head, *Director, Digital Customer Engagement, MSD, UK*

16:30 **CASE STUDY An In-Depth Review of the Launch of the First Facebook Page for Engagement Rate in the Pharma Market in Italy**

Gaetano Dolgetta, *Brand Manager OTC, SANDOZ A NOVARTIS DIVISION, ITALY*

17:00 **CASE STUDY Digital Strategy and Building an Attribution Model: What Is the Measure of Success?**

Chetak Buaria, *Global Head of Commercial Excellence, MERCK GROUP, GERMANY*

17:30 Conclusion of Day One

What Makes Industry Leaders Attend the Digital Pharma Series?

"Find new ways to leverage digital technology."

—Director, Business Innovation and Digital Strategy, **BOEHRINGER INGELHEIM**

"I love talking to the innovators in the digital health market."

—U.S. Head Digital Accelerator, **TAKEDA PHARMACEUTICALS**

"It's a collection of all the thought leaders in digital."

—Executive Vice President and Managing Director, **CMI/COMPAS**

"To learn about the state-of-the-art in digital marketing in pharmaceuticals."

—Senior Director, Strategy and Programme Management, **ASTRAZENECA**

"We walk away as a digital community looking to advance the work that we do."

—Director, Social Media Governance and Markets, **BRISTOL MYERS-SQUIBB**

"Hear from the people who touch the spectrum of our business."

—Director, Health and Beauty, **YAHOO, INC.**

"To see what's new and improved, what's going on, what the exciting new developments are in digital space."

—Director, **PFIZER**

8:15	Registration and Morning Coffee	13:00	CASE STUDY Blending Engagement in a Synergistic Way to Deliver the Right Information in a Manner That Works for Your Target Stakeholders <ul style="list-style-type: none"> • Broaden your horizons with new technology transforming marketing tools • Integrate your channels to create a CRM system that wins and retains customers and boosts brand reputation Berfu Tavelli , <i>Digital Initiatives Manager</i> , SANOFI, TURKEY
8:45	Opening Remarks From the Chair		
9:00	CASE STUDY Overcoming the Challenges Digital Marketers Face When Introducing New Technologies in the Traditional Pharma Industry Which Is Not Comfortable With Rapid Changes <p>A digital marketer's objective is to facilitate the process of following and monitoring the relationship with our customers (physicians, wholesalers, patients) on a personal level. Each email or telephone number has a person behind it, and we want to know them to be able to provide better service and meet their needs. We do this by integrating dispersed data through the creation of a single MDM system in a global company.</p> <p>Some of the challenges are internal barriers, which are removed by creating a common understanding of the complexities of the tasks at hand, and the importance of the digital transformation in the fast-changing healthcare environment, which is penetrated by non-Pharma companies.</p> Zvonimir Matutinović , <i>Global Head, Digital Services Unit, CRM and Digital Operations Manager</i> , TEVA, CROATIA	14:00	CASE STUDY Integrating Digital Tactics Into Modern Company Business Strategy <ul style="list-style-type: none"> • Evaluating digital marketing as an essential component of the day-to-day processes across divisions • Optimising results through company-wide implementation of technology • Digital transformation journey Rorik van Welij , <i>Multichannel and Service Centre Lead – Europe</i> , AMGEN, SWITZERLAND
9:30	CASE STUDY Multichannel Customer Engagement Optimisation: Profiling Advancements in Insights Generation and the Decision-Making Process <p>Stefano Sommella, <i>Commercial Strategy and Operations Director, Takeda/Shire Integration Leader</i>, TAKEDA, ITALY</p>	14:30	Afternoon Networking Break
10:00	Morning Networking Break	15:00	CASE STUDY Unpacking Customer Experience in Pharma <p>Healthcare companies are using technology to engage patients, providers and payers across the entire product life cycle. Before our brands can accomplish their business goals, our customers need to be able to accomplish theirs. User experience and user-centric design is critical. So how do we harness the transformative power of digital technology to provide customer-centric digital experiences that drive value for our patients and brands? We will discuss Customer Engagement – what it is, why it matters and how to map impact to business imperatives.</p> Dr. János Péntzes , <i>Digital Centre of Excellence Lead</i> , RICHTER GEDEON
10:30	CASE STUDY Making a Modern Multichannel World in Pharma Then Proving Its Value <p>Tired of hearing how consumer marketing businesses are moving through digitisation, personalisation, and microsegmentation while Pharma watches from the sidelines? Let's talk about staying relevant and building successful digital marketing from the ground up.</p> Alex Jackson , <i>Director, Digital Marketing</i> , GLAXOSMITHKLINE, UK	15:30	CASE STUDY The Future Of Connected Asthma And COPD Care: A Stepwise Development <ul style="list-style-type: none"> • Non-adherence to medication is a critical problem in the area of chronic diseases, especially in association with Asthma and COPD • Connected devices can play a key role in improving this situation • A simplified scenario analysis is presented to provide insights into the future of connected asthma and COPD care in the US and Europe • H&T Presspart's eMDI and Quantum dose indicator are demonstrated as they are examples of relevant products within future Asthma and COPD care Benjamin Jung , <i>Program Manager, COnnected Devices</i> , H&T PRESSPART, GERMANY
11:00	CASE STUDY Session Outline to Be Determined <p>Angela Genco, <i>Head of Integrated Multichannel Marketing</i>, BAYER, ITALY</p>	16:00	CASE STUDY Session Outline to Be Determined <p>Jesse Wurtz, <i>Digital Manager</i>, BENELUX, NUTRICIA MEDICAL, BELGIUM</p>
11:30	CASE STUDY Multi-Stakeholder Approach: Integrated Channel Optimisation <p>Maurizio Canzonetta, <i>Head of Multichannel Excellence</i>, MERCK BIOPHARMA, ITALY</p>	16:30	Closing Remarks From the Chair and Close of Conference
12:00	Networking Luncheon		