THE DIGITAL TRANSFORMATION IN PHARMA

Conference | Copenhagen | 13 & 14 April 2016

www.insightevents.dk
The digital revolution has changed the convention of business across all industries. The Pharma industry is also faced with new ways to market products and new channels to interact with doctors, patients and other stakeholders. Those who understand how to use technology, not only to produce better molecules, but also to improve the business model, the marketing process and to get closer to the patient, they are going to transform the industry. This transformation will not be an easy journey as existing ways of business is going to be disrupted and tight regulations are a natural inhibitor of change. Despite inertia and regulations, there are great opportunities for engaging with patients and HealthCare professionals.

2 DAYS OF INSPIRATION CLOSE TO HOME
The Conference has the aim of sharing digital initiatives for patients and HCP’s and to discuss how organizations can become better in utilizing the online opportunities. The conference is held in Denmark which will give you an excellent opportunity to learn, explore and discuss closely with colleagues from other companies who are participating in the same journey as yourself.

Welcome to Digital Transformation in Pharma 2016
Yours sincerely,

Project Manager Louise Starklint
Insight Events
WHO WILL ATTEND?
We envision that the people who will participate:
- are curious to new ways of approaching and collaborating with customers.
- wish to think outside the box or think in different box all together.
- like to ask the question and examine if things can be approached differently.
- work in Pharma, device, Healthcare sector etc.

VP, GM, Director, Head and Manager of:
Marketing, Product, Sales & Marketing, Commercial, Branding and Advertising, Marketing, Communications, Marketing Research, Strategy Planning, Corporate Affairs, Business Development, Public Relations, Regulatory Affairs, Business Unit

INSIGHT EVENTS
IBC Euroforum has recently changed corporate structure, and we have chosen to use this opportunity to change our company name so that it better reflects our services. We are now Insight Events. For more than 20 years we have been offering conferences, courses, training and trade fairs for both the private and public sectors, and our goal is to continue offering our customers new and challenging insights and relevant knowledge in combination with strong networking.
Address and phone numbers are unchanged. Our new website is www.insightevents.dk

SPEAKERS
CEO Kristian Hart-Hansen
LEO Innovation Lab
Senior Consultant Martin Holm-Petersen
Navitas Life Sciences
PV Expert Gro Laier, MD
Grow PV Consulting
Partner Thomas Munk Rasmussen
Bech-Bruun
CEO and Founder Oncology Venture Peter Buhl, MD
Medical Prognosis Institute - MPI.dk
VP Consumer Excellence Thomas Christian Bruhn
Coloplast
Industry Manager for Healthcare, Automotive & Media
Kristian Krohn Djurhuus
Google
Head of Innovation & Primary Healthcare Services
Dr. Imran Rashid
Aleris-Hamlet Hospitals
Brand Manager Lise Sørensen
Northern European Cluster, Eli Lilly
CEO Thomas Eriksson
TAKE
Consultant Christian Helsengreen
Across Health
Global Brand Manager Marianne Brask KryhImand
Depression Portfolio, Lundbeck
Founder Martin Glesner
Apoteka
Corporate Product Manager Katrine Damsgaard-Johansen
Ambu A/S
Serial Entrepreneur Tommy Ahlers
McKinsey & Company
CHAIRMAN: Janne Pamsgaard, CEO ehealthNordic
08.30  Registration

09.00  Organizer’s welcome remarks  
*Project Manager Louise Starklint*

09.05  Chairman’s opening remarks  
*CEO Janne Pamsgaard, ehealthNordic*

## EMBRACING NEW CHANNELS IN PHARMA

09.20  KEYNOTE: A new scope in Pharma  
Changing the scope of pharma requires a willingness to take risks, look beyond the core business and put the patient at the centre.  
What does the future of Pharma look like and how will digitalization impact the ways we engage with patients, HCP’s and other stakeholders?  
*CEO Kristian Hart-Hansen, LEO Innovation Lab*

## THE INFORMED PATIENT

10.05  Increase disease awareness through active use of Social Media  
How do we in pharma address the needs of potential patients online?  
*Global Brand Manager Marianne Brask Kryhlmand, Depression Portfolio, Lundbeck*

10.35  Coffee break
11.00  **Re-aligning pharma — patient data driven scenarios**
Pharma companies are looking for future opportunities emerging from new data sources. In this session, we will explore scenarios as well as a case study for bringing patient/consumers closer to the business via mHealth and personal health records. We will discuss:
- How real-world evidence will integrate in the pharma value chain?
- How it will impact the pharma business operating model and cause internal re-alignment within organisations?

*Senior Consultant Martin Holm-Petersen, Navitas Life Sciences*

11.45  **QPPV on contract: How to keep the balance in a catch 22 situation**
Since the Pharmaceutical Package (new pharmacovigilance legislation) was approved, regulators have been eagerly discussing the actual implementation and some topics have given raise to significant discussions among stakeholders.
- How can a contract QPPV find the right balance between common sense and very significant threats?
- What does the Roche litigation mean for a QPPV consultant?

*PV Expert Gro Laier, MD, Grow PV Consulting*

12.15  **Lunch**

13.15  **Communicating directly with patients – legal issues to be aware of**
Under EU and Danish law, there are some significant restrictions on how to communicate directly to consumers.

Learn about the most important ones, and how to focus on getting permissions

*Partner Thomas Munk Rasmussen, Bech-Bruun*

13.45  **Paving the way for personalized medicine in cancer — Drug Response Prediction DRP™ in the Cloud**
- Generally only one in four benefit from a cancer drug and choosing the right drugs in cancer therapy is complex with more and more products approved.
- Our Drug Response Prediction (DRPTM) method matches products and patients to increase the treatment precision.

*CEO and Founder Oncology Venture Peter Buhl, MD, Medical Prognosis Institute — MPI.dk*
14.30 Coffee break

14.45 Enhancing quality of life
Coloplast is known for their strong customer focus and through the last 10 years the company has been recognized as being “Among most innovative companies in the world” (Forbes) and “World’s best reputation among patients” (patientView). Get a look into how Coloplast aims at enhancing the quality of life among users by bringing them closer and interact with them directly.

VP Consumer Excellence Thomas Christian Bruhn, Coloplast

15.30 Why Google and Healthcare?
The consumer behavior has changed drastically in recent years. Consumer have become digitally informed and empowered to such an extent that healthcare companies urgently need to address this change to remain competitive in the market. At the same time, the Internet provides an unprecedented opportunity to enter into direct dialogue with healthcare consumers. For many healthcare companies within medico- and pharmaceutical industry this new consumer behavior creates the need for a wider digital transformation. Kristian will present Google’s latest view on the healthcare consumers and how to approach this digital transformation?

Industry Manager for Healthcare, Automotive & Media Kristian Krohn Djurhuus, Google

16.15 Chairman’s closing remarks

16.25 End of conference day 1

We take reservations for misprints and changes in the programme. For further information please contact Project Manager Louise Starklint, Tel: (+45) 4010 9042 or e-mail: ls@insightevents.dk
08.30  Morning coffee/tea

09.00  Chairman’s opening remarks

ENGAGING WITH PHYSICIANS AND ENGAGED PHYSICANS

09.05  The pill, the patient & the provider - a new story
Describing a new datadriven and patient-centric collaborative framework between Big Pharma & Healthcare providers for a higher compliance and a better outcome.

*Head of Innovation & Primary Healthcare Services Dr. Imran Rashid, Aleris-Hamlet Hospitals*

09.50  Enhancing Customer Experience
We are on a journey as a pharmaceutical company. The world has changed and the customers have changed and in order to succeed we need to make sure we translate science and innovation into great customer experiences. We need to match the customers’ expectations and deliver the experience they want - where, when and how they want it. This session will cover
- 3 foundational pillars to enhance customer experiences
- Examples from Eli Lilly on how uncovered actionable insights have led to improved understanding of customers and by that enhanced customer experiences.

*Brand Manager Lise Sørensen, Northern European Cluster, Eli Lilly*

10.35  Coffee break
11.00  Tools which improves the quality of my work – Mecal app

Milligram becomes micrograms, calculations on a paper, that is read incorrectly and disturbances that allows calculation error, are just some of the errors that can occur when hospital nurses must calculate medication to patients. An app has been developed to avoid these mistakes.

How come this app has been difficult to implement compared to another app addressing a much more simple problem?

*CEO Thomas Eriksson, TAKE*

11.30  Time for Pharmacy 2.0?

- Why are the pharmacies not leveraging the digital opportunities to engage patients and improve adherence?
- Could online pharmacies represent an opportunity for pharma to engage patients?

*Founder Martin Glesner, Apoteka*

12.00  Lunch

13.00  Using technology to enhance customer engagement and understanding

Interactive visual campaigns used to drive the product value creation together with the customer

*Corporate Product Manager Katrine Damsgaard-Johansen, Ambu A/S*

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**THE CHANGE IN SALES AND MARKETING FUNCTIONS**

13.30  From inspiration to action

How do you bridge your brand strategy and customer engagement ambitions to a coherent action based multichannel communication mix. The presentation will include real life pharma examples.

*Consultant Christian Helsengreen, Across Health*
14.00 Coffee break

14.15 Think like a start-up
Most innovative breakthroughs come from startups with almost no money, experience, or resources.
What are the characteristics of start-ups and what can we learn from them?
Serial Entrepreneur Tommy Ahlers

15.00 Utilizing Big Data focusing on outcomes
The future perspective of digital transformation in pharma
McKinsey & Company

15.45 Chairman’s closing remarks

16.00 End of conference
DATES AND CONFERENCE VENUE

The Digital Transformation in Pharma will take place 13 & 14 April 2016 at Tivoli Hotel and Congress Center, Arni Magnussons Gade 2, 1577 København V, Denmark, phone: +45 44 87 00 00.

ACCOMMODATION

Accommodation is not included in the registration fee. Please contact Tivoli Hotel and Congress Center for room reservation at www.tivolihotel.dk or phone: +45 44 87 00 00.

PARKING

Together with hotel Wakeup, Tivoli Hotel offers a video monitored parking garage for hotel and conference guests. The car park is managed by One Park and is located between the two hotels at Kristian Erslevsgade 1. There is direct access to Tivoli Hotel and Congress Center through the basement. Insight Events is not responsible for any parking violations that you receive while attending the event. If you are traveling by public transport, the Tivoli Hotel and Congress Center is located near the Copenhagen Central Station.

REGISTRATION FEE

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All fees are in Danish Kroner and exclusive VAT

The registration fee includes all sessions, lunch, refreshments, and available documentation.
REGISTRATION
To register for the conference the best and quickest way is to fill in the online registration form on www.insightevents.dk. We also accept bookings by post, Tel: (+45) 35 25 35 45 and e-mail: info@insightevents.dk. Once we have received your registration you will receive an invoice. Your registration is binding.

All cancellations must be submitted in writing. All cancellations received by 31 March 2016 are subject to an administrative charge of 10 percent of the registration fee. All cancellations received between 1 April and 11 April 2016 are subject to an administrative charge of 50 percent of the registration fee. We regret that cancellations received after 11 April 2016 cannot be refunded or credited and the full fee will be due for ALL registrations submitted. Substitute delegates are welcome at any time. All substitutions must be received in writing.
# Registration Form

**The Digital Transformation in Pharma | 13 & 14 April 2016**

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Would you like to receive information on future events by e-mail?  
☐ Yes please  
☐ No thank you

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☐ I am unable to attend the conference. Please send me the speaker presentations (DKK 2,495 exclusive VAT).

☐ I am attending the conference

## Registration Fee

All fees are in Danish Kroner and exclusive VAT

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## 4 Ways to Register

Please disclose the registration code written in the address field

www.insightevents.dk
registration@insightevents.dk
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