

www.insightevents.dk

THE **DIGITAL** TRANSFORMATION IN **PHARMA**

Conference | Copenhagen | 13 & 14 April 2016



InsightEvents
denmark

In cooperation with

ehealthNordic



THE **DIGITAL** TRANSFORMATION IN **PHARMA**

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.

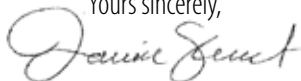
2 DAYS OF INSPIRATION CLOSE TO HOME

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 Helsingreen

Across Health

Global Brand Manager Marianne Brask Kryhlmand

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 rise 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

PROGRAMME WEDNESDAY 13 APRIL

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 PHYSICIANS

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

PROGRAMME THURSDAY 14 APRIL

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

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

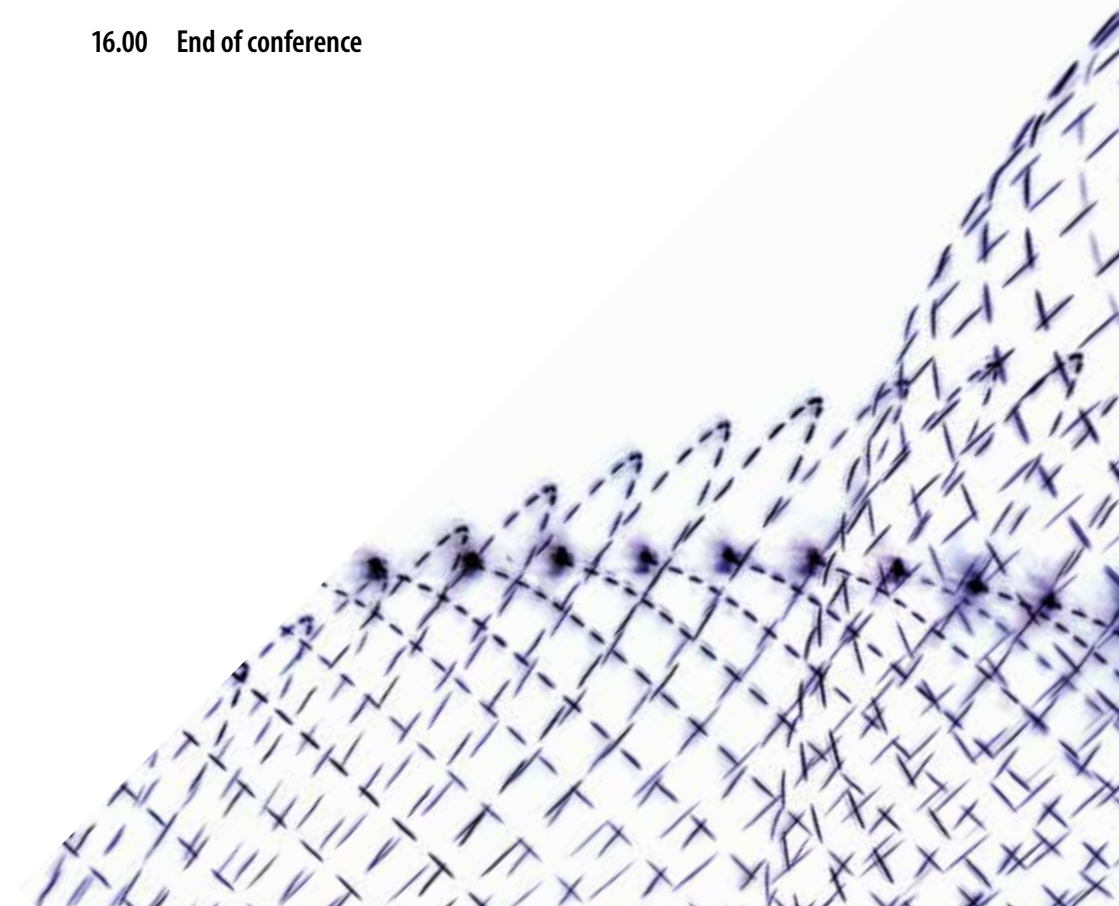
15.00 Utilizing Big Data focusing on outcomes

The future perspective of digital transformation in pharma

McKinsey & Company

15.45 Chairman's closing remarks

16.00 End of conference



VENUE & REGISTRATION

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

	EARLY BIRD! Registration by 4 March 2016	Registration by 1 April 2016	Registration after 1 April 2016
Conference	DKK 11,995	DKK 12,995	DKK 13,995

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.

Insight Events ApS, Silkegade 17, st., Postboks 2023, 1012 København K, Telefon 35 25 35 45, info@insightevents.dk, www.insightevents.dk, Giro 3 93 14 55, CVR-nr 24 24 03 71.

REGISTRATION FORM

THE **DIGITAL** TRANSFORMATION IN **PHARMA** | 13 & 14 APRIL 2016

Name

Job Title

Department

E-mail

Would you like to receive information on future events by e-mail? Yes please

No thank you

Name of Company

Address

Postcode & City

Phone

VAT reg No

Name of assistant

Name of immediate superior

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

	EARLY BIRD! Registration by 4 March 2016	Registration by 1 April 2016	Registration after 1 April 2016
Conference	DKK 11,995	DKK 12,995	DKK 13,995

4 WAYS TO REGISTER

Please disclose the registration code written in the address field



(+45) 35 25 35 45



www.insightevents.dk



registration@insightevents.dk



Insight Events
Silkegade 17, st.
1113 København K