

Value Added Services Summit 2014

Two Day Conference, 17th-18th September, Park Plaza Victoria, London



Align your customer journey with your new commercial models for true integrated healthcare

- > **Beyond "beyond the pill":** groundbreaking case studies (from industry and out-of-industry) that will drive your business from value-added inspiration to implementation
- > **Follow your customer journey:** understand patient pathways in specific disease areas to identify the added value opportunities for the benefit of all
- > **Hear from Europe's most forward-thinking payers** on the future evolution of their requirements and the value propositions you must understand to seize their attention
- > **Align internal goals** to get your entire organisation working towards a fresh customer-centric commercial model
- > **Collaborate and co-create with your key stakeholders** and become a truly integrated healthcare provider

Benchmark your strategies against our expert speakers & panelists:

Marco Mohwinckel
Global Head of Integrated Care Solutions
Janssen Healthcare Innovation



Stephen Whitehead
CEO
ABPI



Matthew Bonam
Pharmaceutical Project Director
AstraZeneca



Philippe Mouglin
Director of Public Affairs
Bayer



Miles Ayling
Director of Innovation
NHS England



Eddie Chan
Global Head, Customer Solutions & Innovation
Sanofi



Francois Meyer
Advisor to the President & Director
Haute Autorité de Santé



NEW FOR 2014

- Co-located with Multi-channel Marketing Europe 2014
- Over 300 attendees across 2 conferences
- Case studies and panel sessions featuring Sanofi, Janssen, NHS and ABPI

Media Partners:



OPEN NOW: For the full speaker line-up and the most up to date information visit:
www.eyeforpharma.com/valueadded2014

Dear Colleagues,

Pharma is changing – the lines between patient, provider, payer and manufacturer are blurring, and new revenue streams are needed to ensure you achieve success in market access, marketing and patient engagement.

Many in the industry have seized upon the concept of 'beyond-the-pill' as the key to the perfect mixture of patient centricity and added value. Here at eyeforpharma, after research conducted with hundreds of director-level trailblazers across Europe and the US, we're in agreement – but we've also learned that 'beyond the pill' must be treated as more than just a buzzphrase if the industry is to gain internal and external buy-in for true connected health solutions.

To that end, we're bringing together 25+ speakers with a real passion for, and expertise in the field of, customer centricity to show you how to really drive change within your organisation and connect with your patients like never before. Last year was a great first step, but there is still much work to be done – which is why 2014's summit will focus on real successes (and some failures!) in the form of groundbreaking, innovative case studies from **Sanofi, Janssen, Merck, Bristol-Myers Squibb, AstraZeneca** and more.

Furthermore, it's not just your colleagues and your patients you'll need to make your new commercial model a value-added reality – it's more crucial than ever before to convince payers and industry associations of the value of your initiative,

which is why the **NHS, Haute Autorité de Santé** and the **ABPI** will be coming to help you craft the perfect value story.

Lastly, we've learnt that the power of digital is invaluable when it comes to true patient and payer engagement, which is why this year's summit will be co-located with **eyeforpharma Multichannel Marketing Europe 2014** – giving you two conferences in one.

I'm looking forward to discussing this with you on site in London in September!

Kind regards,



Aidan Brain
VP Customer Centricity
eyeforpharma
+44(0)207 375 7513
abrain@eyeforpharma.com

Expert speakers & panelists at a glance:

Stephen Whitehead
CEO

ABPI (Association of British Pharmaceutical Industry)



Marco Mohwinkel
Global Head of Integrated Care Solutions,
Janssen Healthcare Innovation



Eddie Chan
Global Head, Customer Solutions & Innovation,
Sanofi-Aventis



Miles Ayling
Director of Innovation,
NHS England



Christian Isler
Former Global Head of Product & Solution Development,
Pfizer Integrated Health



Michael Morgan-Curran
Global Director of mHealth
Personal Connected Health Alliance



Rick Lee
Former CEO
Healthracious



Matthew Bonam
Pharmaceutical Project Director, Intelligent Pharmaceuticals
AstraZeneca



Philippe Mougin
Director of Public Affairs
Bayer France



Nikoletta Karaggiani
EU Markets Champion for Hepatitis B
Bristol Myers Squibb



Mario Levrero
Director, Global Healthcare Providers & Market Access
Vifor Pharma



Paul Midgley
Patient Leader, **NHS England Derbyshire Nottinghamshire Area Team**, and Director of NHS Insights at **NHS**



Samuel Pygall
Innovation Lead Associate Director
MSD



Omar Ali
Formulary Development Pharmacist, **Surrey & Sussex NHS Trust**, and ERG Panel for Cost Impact Modelling, **NICE**



Francois Meyer
Advisor to the President & Director
Haute Autorité de Santé



Tommy Annfeldt
Scandinavian Brand Manager
Eli Lilly



Andrew Stainthorpe
Market Access Expert

Carlos Bezos Daleske
Research and Co-Creation Manager
IVF Spain



Mark Duman
Non-Executive Director,
Patient Information Forum



Hervé Drevot
VP
CrossWorlds Healthcare



David Doherty
Director,
3G Doctor



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Your conference at a glance

DAY 1

17th September

Exclusive case studies of successful beyond-the-pill initiatives

- Janssen on their Care4Today healthcare innovation programme
- Bristol-Myers Squibb on their smart pillbox for hepatitis B and HIV
- Eli Lilly on pill agnostic services for erectile dysfunction
- AstraZeneca on "intelligent pharmaceuticals"

Drive change both internally and externally with expert techniques from Merck, Sanofi and Pfizer

Position your brand and your strategy at the heart of the changing customer paradigm with advice from the ABPI

End the day with networking drinks: relax and share ideas with your peers

DAY 2

18th September

Payer panel:

understand how public officials at both local and national level respond to the viability of your value-added offerings

Make the patient your partner, not just your customer – go 'beyond the doctor' and 'beyond the test' to understand the patient's real journey

Master the multichannel arena with case studies from the GSMA and the NHS

“Great event with great speakers and networking opportunities...like the combination of industry, physicians and patient groups.”

Barbara Diana, Manager Patient Group Relations, **Genzyme**



Catch every presentation...

It can be difficult to catch every presentation – but with the expertise on offer, you'll want to! However, we will record every presentation so you don't have to miss a thing. Simply purchase the 'Gold Pass' when you register and you'll be given access to the online recording after the conference along with the presentation slides.

Need more?

GET THE FULL-ACCESS DIAMOND PASS AND RECEIVE YOUR VALUE ADDED SERVICES REPORT WHICH INCLUDES:

Turn to page 7 to find out how to purchase your Diamond Pass

- Aetna, Medicare, Spanish payers and German health insurers on what payers value in 'beyond the pill' services and how to include them in your value proposition
- AstraZeneca on how to create internal buy in from your company
- HAS & NHS on how to prove to stakeholders 'beyond the pill' services are efficacious
- Pfizer & Janssen on demonstrating ROI on the additional services you provide
- Case study driven analysis



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SESSION 1: INTELLIGENT DESIGN FOR ADDED VALUE

CASE STUDY Perfect the design of your value added services on a case-by-case, disease-specific basis

- > Hear from AstraZeneca on the continuing success of their Intelligent Pharmaceuticals initiative
- > Don't just provide pills – manage disease with a true understanding of therapeutic area pathways
- > Avoid the pitfalls of a 'me-too' value-added service: identify when a pill needs a service and when it doesn't

Matthew Bonam, *Project Director for Intelligent Pharmaceuticals*, **AstraZeneca**

CASE STUDY Adherence programmes – what are the end results for your business and your patients?

- > Spot the services that provide real patient benefits rather than just good PR
- > Communicate the cost benefits of intelligent adherence to your stakeholders
- > Use your knowledge of patient psychology to design the adherence programme that will lead to increased revenue and outcomes

Eddie Chan, *Global Head, Customer Solutions & Innovation*, **Sanofi-Aventis**

CASE STUDY Hear from Bristol-Myers on the Europe-wide roll-out of their smart pillbox initiative

- > Address the increasing business need for chronic disease management
- > Learn how to craft a customer centric service through real-time medication monitoring
- > Enhance optimum medication adherence by providing added valued service to the doctor and the patient

Nikoletta Karagianni, *EU Markets Champion*, **Bristol-Myers Squibb**



CASE STUDY Learn from Eli Lilly on the implementation of their pill agnostic service for erectile dysfunction

- > Identify when and where your patients and HCPs are most likely to need services without pills
- > Innovate and adapt to the future of value-added services – ensure your colleagues are truly able to think above and beyond traditional pill portfolios
- > Design the perfect pill agnostic service for effortless use by your stakeholders and patients alike

Tommy Kok Annfeldt, *Scandinavian Brand Manager*, **Eli Lilly**

SESSION 2 INTEGRATE AND INNOVATE

CASE STUDY Hear from the team behind Pfizer's Integrated Health initiative on the results of the project

- > Learn where Pfizer's Integrated Health business unit enjoyed success and where it didn't
- > Adapt the design and implementation of your value added services to the lessons learnt
- > Understand how future initiatives can succeed and resist external pressures

Christian Isler, *Former Global Head of Solution and Product Development*, **Pfizer Integrated Health**

CASE STUDY Beyond healthcare: hear how Janssen transformed their HCP partnerships with their Care4Today programme

- > Be more than a manufacturer – become a health provider in tandem with your most innovative local healthcare systems
- > Develop proven techniques for win-win partnerships with health providers by understanding their areas of focus and aims for future evolution
- > Perfect models of patient support and discover how public policy has an effect on customer outcomes

Marco Mohwinckel, *Global Head of Integrated Care Solutions*, **Janssen Healthcare Innovation**

Discover how innovative providers across Europe have built added value services for true integrated healthcare, and how you can do the same

- > Hear about landmark integrated health initiatives across Europe and identify how they have attained success
- > Align functions across your organisation to craft the patient support programmes that cover all the bases
- > Transform clinical data into actionable models for future healthcare success

Miles Ayling, *Director of Innovation*, **NHS England**

SESSION 3 BEYOND PARTNERSHIPS: CO-CREATE WITH YOUR CUSTOMER

The changing customer paradigm: what does patient centricity really mean?

- > Determine who your customer really is and how the industry must earn their trust
- > Re-orient your company's goals towards a customer centric model that will stand the test of time
- > Adapt to evolving buyer-seller models and ensure your value added services are able to survive external and internal pressures

Stephen Whitehead, *Chief Executive*, **Association of the British Pharmaceutical Industry**

CASE STUDY Bringing departments together across a global network to develop commercial innovations and value-added services– an end to working in silos

- > Streamline functions in your organisation with effective internal value propositions
- > Align goals across global teams to implement the initiatives that will bring added value success
- > Identify who must advocate "beyond-the-pill" models inside an organisation

Samuel Pygall, *Associate Director, Innovation Lead*, **MSD**

Improve your commercial model by engaging patients and stakeholders in shared projects

- > "Beyond the test" - how IVFSpain implemented service co-design as a patient acceptance driver
- > Improving patient adherence in cancer treatments for viable and valuable outcomes
- > Overcoming prescription resistance and transforming your patient models using live lab methodologies

Carlos Bezos Daleske
Research & Co-Creation Manager
IVF-Spain

Go beyond patient advocacy into true engagement with an understanding of patient journeys and psychology

- > Incorporate expert knowledge of patient needs into your support programmes
- > Co-create disease-specific patient pathways that go beyond the pill with your most important customer
- > Discover how patient groups can advocate for your patient support programmes at every stage of the stakeholder value chain

Mark Duman, *Non-Executive Director,*
Patient Information Forum

Identify your stakeholders for a multi-functional access strategy

- > Understand who the payers and providers are that can be partners, not just customers, in your first value-added initiative
- > Learn how to engage with payers both regional and local for seamless access for beyond the pill services
- > Identify who in your organisation is essential for stakeholder engagement to ensure a true multi-functional model

Mario Levrero, *Director, Global Healthcare Providers – Market Access South Europe,*
Vifor Pharma

SESSION 4 MAKE THE PATIENT YOUR PARTNER

CASE STUDY Hear from the Connected Personal Health Alliance and their global mHealth engagement chronic conditions such as diabetes and discover the future of cross-channel healthcare

- > Learn how the PCHA and other organisations such as the GSMA have used their cross-industry expertise to bring together multiple stakeholders
- > Understand the future of diabetes care: make mHealth your value added model of choice
- > Discover how successful pill agnostic services can inform your pill plus and integrated healthcare strategies

Michael Morgan-Curran, *Global Director of mHealth,* **Personal Connected Health Alliance**

Scaling mHealth services to incentivise physicians and payers

- > Lessons on how to engage clinicians and payers
- > How mHealth enables us to redesign healthcare services so that patients want to engage with them
- > How pharma is making the transition to a new model where their marketing looks more like providing care

David Doherty, *Director,* **3G Doctor**

“Valuable, inspiring event with great shared practices”

Gabor Purman, *Capability & Communications Leader,* **GSK**

Hear from the man behind one of the USA's pioneering health management initiatives on the true value of digital engagement

- > Hear how Rick Lee built Healthrageous, serving 4 major US health plans and a big pharma company before its sale to Humana last September
- > Consumerize your service design and go "beyond the pill" with a 21st century personalized engagement mHealth strategy
- > Identify and exploit today's self-management, eHealth and mHealth micro-markets, ready to explode in the shift from volume to value.

Rick Lee, *Former CEO,* **Healthrageous**

SESSION 5: TAKE YOUR NEW MODELS TO MARKET

PANEL SESSION Understand evolving payer thinking on the reimbursement of value added services, country-by-country, payer-by-payer

- > Consider cost intelligently and learn how to assure the payer of the viability of your new commercial models
- > Determine how the advent of value added services can have financial benefits not just for your organisation, but for your payer
- > Engage with public policy on all aspects of your new services to ensure a true collaborative model

Francois Meyer, *Advisor to the President,*
Haute Autorité de Santé

Hervé Drevot, *VP,*
CrossWorlds Healthcare

Philippe Mouglin, *Director of Public Affairs,*
Bayer

Adapt to the localisation of care in Europe with proven techniques for local stakeholder engagement

- > Pinpoint and engage the stakeholders you must work with in a 'Europe of the regions'
- > Understand the future development of Europe-wide localisation trends and adapt your beyond the pill models across multiple states and regions
- > Craft the value propositions that will ensure market access by understanding the specifics of country-by-country strategy

Paul Midgley, *Patient Leader, NHS England Derbyshire Nottinghamshire Area Team, and Director of* **NHS Insights at NHiS**

Integrating your brand strategy with the payer

- > Filling the value gap: the need for value added services and the issue with payers
- > Integrating a 'Payer Hub and Spoke' model
- > Understand the payer landscape and the problem with 'innovation'

Omar Ali, *Formulary Development Pharmacist,* **Surrey & Sussex NHS Trust** and *ERG Panel for Cost Impact Modelling,* **NICE**

Andrew Stainthorpe, *Market Access Expert*



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Hear the feedback from last year's delegates:

“Excellent meeting, very good mix of speakers...a lot of food for thought.”

Nigel Hughes, Global Director,
Marketing, Janssen Diagnostics

“Great networking event.”

Nick Melling, Senior PRA Manager,
Eli Lilly

“Interesting topics, great organisation”

Antoine Burcier, Patient Innovation,
Sanofi

Learn who you can meet at this conference with a snapshot of the job titles that attended last year's event:

- > New Commercial Models
- > Customer Engagement
- > Marketing Directors
- > Project Directors
- > Brand Managers
- > Patient Services Managers
- > Market Access
- > Business Unit Heads
- > Health Economics
- > Payer Relations
- > Pharmacoeconomics

Furthermore, you'll meet:

- > Payers, HTA officials and health economists
- > Solution providers and consultants to the pharmaceutical industry

The insights and networking from this event will guarantee that you'll leave with knowledge and contacts to prepare to achieve access and attain reimbursement in 2014!



Networking and Exhibition

FACE-TO-FACE NETWORKING IS THE KEY TO SUCCESS IN 2014

Whether it's filling your address book with new contacts or consolidating existing relationships, face-to-face meetings are always the key. Over 100 leaders and innovators in 'beyond-the-pill' and customer centric models will be in the same room as you and eager to exchange ideas and share experiences. The design of the event maximizes networking time with over 20 hours applied over the 2 days. Our event is specially tailored to facilitate networking at every break, meaning every conversation is sure to be valuable.

THE ONLY EXHIBITION FLOOR YOU'LL NEED

The exhibition floor is an opportunity to see, discover and understand new products and solutions in action.

Spaces are limited. Get in touch today: email Richard Ellis on rellis@eyeforpharma.com or call +44 207 375 7170 to secure your place.

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Group Discounts

Take advantage of eyeforpharma's unique team discounts. For example:

**** Register for 4 full price tickets and get 1 FREE! Groups should contact Aidan Brain: abrain@eyeforpharma.com**

Register NOW in 3 easy steps

1. SELECT YOUR REGISTRATION PACKAGE:

Pass Features	DIAMOND PASS Full Access	GOLD PASS Most Popular	SILVER PASS Standard
> Two day full access pass	✓	✓	✓
> Access to all workshops	✓	✓	
> Access to speaker slide-decks	✓	✓	
> Full audio recording of conference	✓	✓	
> EXCLUSIVE eyeforpharma Value Added Services Report (normally worth €2495)	✓		

For Pharma Companies

Super Early Bird Price - Expires 27th June, 2014	€2995+VAT ☐	€1795+VAT ☐	€1495+VAT ☐
Early Bird Price - Expires 25th July, 2014	€3295+VAT ☐	€2095+VAT ☐	€1795+VAT ☐
Last Chance Price - Expires 22nd August, 2014	€3495+VAT ☐	€2295+VAT ☐	€1995+VAT ☐
Full Price	€3595+VAT ☐	€2395+VAT ☐	€2095+VAT ☐

For Solution Providers & Consultants

Super Early Bird Price - Expires 27th June, 2014	€3295+VAT ☐	€2095+VAT ☐	€1795+VAT ☐
Early Bird Price - Expires 25th July, 2014	€3595+VAT ☐	€2395+VAT ☐	€2095+VAT ☐
Last Chance Price - Expires 22nd August, 2014	€3795+VAT ☐	€2595+VAT ☐	€2295+VAT ☐
Full Price	€3895+VAT ☐	€2695+VAT ☐	€2395+VAT ☐

2. DELEGATE DETAILS:

Mr/Mrs/Ms/Dr:	First name:	Last name:
Company:		Position/Title:
Telephone:	Fax:	Email:
Address:		Postcode: Country:

3. PAYMENT:

☐ I enclose a cheque for: (Payable to FC Business Intelligence Ltd.)	Credit card number:
☐ Please invoice my company: Purchase Order Number:	Expiry date: Security number:
☐ Please charge my credit card: ☐ Amex ☐ Visa ☐ Mastercard	Name on card:
Signature:	

4 EASY WAYS TO REGISTER TODAY!

ONLINE: Go to www.eyeforpharma.com/value-added and submit your details for instant confirmation of your place.

E-MAIL: The eyeforpharma Registration Team at register@eyeforpharma.com

FAX: Send this form by fax to +44 207 375 7172

CALL: Speak to Aidan on +44 207 375 7513

FAX THIS FORM TO
+44 207 375 7172

TERMS & CONDITIONS Places are transferable without any charge. Cancellations before August 20, 2014 incur an administrative charge of 25%. If you cancel your registration after August 20, 2014 we will be obliged to charge the full fee. Please note – you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice.

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

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