

Patients are Designing your Future: Help them Help you

PATIENT CRITICAL = BUSINESS CRITICAL

Demonstrate how patient value translates to business value so that engagement becomes more than a check-box exercise

CLEAR THE CLINICAL BOTTLENECK

Reimagine your trials by designing according to patient values and removing antiquated endpoints

WORK WITH PATIENTS, NOT FOR PATIENTS

Learn how to streamline co-created solutions in order to generate maximum uptake

STRENGTHEN PATIENT PARTNERSHIPS THROUGH EDUCATION

Prioritize health literacy and empower your patients to fight for shared values and better outcomes



Jan Nissen
Vice President Patient
Innovation and
Engagement
Merck



Craig Lipset
Head of Clinical
Innovation
Pfizer



Michelle Rice
Senior Vice President
External Affairs
**National Hemophilia
Foundation**



Camilla Krogh Lauritzen
Chief Patient Officer,
Rare Diseases
LEO Pharma



Erik Janssen
VP Patient Relevant
Innovative Solutions
Mission Neurology
UCB



TJ Sharpe
Patient Advocate

WHAT'S NEW?

The Im-patient Conference

A pharmaceutical summit where patients are the designers, creators and hosts! Find out more on our patient steering board and their innovations below.

More interactive sessions

We're creating an event where pharma and patients are in one room together - so we want you to talk. This year, there'll be more roundtable sessions, more workshops and more networking opportunities.

The 20-minute rule

All presentations will be 20 minutes. This means more space for discussion, punchier, more impactful talks and more networking time.



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Gold Sponsors



Educate. Empower. Repeat.



The era of 'tick-box patient centricity' is over.

And thankfully, we've agreed that patient engagement is the right thing to do. We've agreed to involve patients in decisions.

Yet, wherever we go, identical versions of the same idea are being floated around. To what extent is this really change the way we work, changing our business model, changing our reputation?

Beyond an (underfunded) advocacy or engagement team, how many companies have truly organized themselves around the value derived from patient insights?

Clearly, not enough. It's time to create the vital business model innovations that begin with maximizing patient insights. That's why our conference showcases leading examples where these insights have enhanced the design of products, trials and strategy.

And we've not stopped there – for the first time, a whole afternoon of the event has been designed and created by patients.

You'll be able to go back to your desk with a blueprint of how to create value, foster partnerships – and be rewarded for it.

Patients and advocacy groups are waiting for you. Are you in?



Josh Bramwell
Global Project Director
+44 207 375 7203
jbramwell@eyeforpharma.com

PS. Get in touch for bookings of 2 or more people!

Agenda at a glance

Keynotes:

Patient Critical
= Business Critical

Patient Engagement Track

SESSION 1: Informed patients are powerful partners

SESSION 2: Work with patients, not for patients

Clinical Innovation Track

SESSION 3: Digital disruption of trial design

SESSION 4: Co-create trials with patients

Im-Patient

A whole session designed & hosted by patients, for pharmaceutical execs

Don't just take our word for it...

Here's what attendees have said about our previous Patient events...

"Great platform to gain more insight and exchange patient centricity activities & approaches with other companies"



Director
EMD Serono

"Great opportunity for learning and networking"



Adherence Manager
Abbott

"Good line-up of topics! Fantastic workshop sessions too"



Global Adherence
Novartis

"It is highly gratifying to see patient communications starting to gain true momentum, rather than just lip service"



Professional and Patient
Communications
Bayer Healthcare

the im-patient conference

An idea was born

We had an idea. Let's host a pharmaceutical conference - except this time, patients will be the designers, creators and hosts!



Rationale

There are plenty of pharmaceutical conferences, many of which claim to be 'patient-centric'. However, they are all run with one basic assumption: that pharma companies know what patients want, and that pharma companies should set the agenda. **We think this doesn't go far enough.**

The new leadership is patient leadership

The Im-patient Conference is new, bold and progressive. No longer is eyeforpharma HQ in the driving seat, instead this part of the event is entirely designed, created and hosted by patients. We believe that in doing so, we will capture the true essence of what patients want – and put them in the driving seat.

Meet our steering committee, as voted in by over 600 patients!



Kristina Figueroa



Christine Von
Raesfeld



Jennifer Elliott



Jason Schutz



Tiah Tomlin



Candace Lerman



Sarah LaDow

Build patient
partnerships
founded on trust

A day in the life
of a patient

Navigate the
current political
landscape with
patients

The blueprint
for patient
engagement
across your drug's
lifecycle

Be prepared to roll your sleeves up and get stuck in during our interactive talks, panel discussions and roundtables.

Want to send your own thoughts to the committee?

Email Josh at jbramwell@eyeforpharma.com and he'll pass them on.

Industry Perspective

	Dina Inverso US Strategy Leader- Reimbursement and Patient Engagement CSL Behring			Marc Boutin Chief Executive National Health Council			Craig Lipset Head of Clinical Innovation Pfizer	
	Laurie Myers Global Health Literacy Director Merck			Emily Mason Director of Patient Experience Astellas			Katie Mazuk Senior Director, Global Head Investigator and Patient Engagement Janssen	
	Joseph Kim Senior Advisor, Patient Experience and Design Innovation Eli Lilly			Mohanad Fors Global Head Digital Innovation Lab Novartis			Trisha Devlin Director, Patient Advocacy Dermira	
	Maura Snyder Director, Patient Engagement Strategy Janssen			Michelle Vichnin Global Lead, Patient Advocacy and Strategic Alliances Merck			Lauren Bataille Senior Associate Director, Research Partnerships The Michael J. Fox Foundation for Parkinson's Research	
	Cassandra Smith Associate Director, Investigator & Patient Engagement Janssen			Kelly McKee Head of Patient Recruitment, Rare Diseases Vertex			Lisa Egbonu-Davis Vice President, Global Head of Patient Outcomes and Solutions Sanofi	
	Siobhan Cavanaugh Patient Advocate Former Head of Patient Advocacy, Mylan			Erik Janssen Vice President Patient Relevant Innovative Solutions Mission Neurology UCB			Jasmine Greenamyre Senior Director, Advocacy & Strategic Partnerships EMD Serono	
	Jan Nissen Vice President Patient Innovation and Engagement Merck			Samir Shaikh Deputy Director Patient Affairs FDA			Debra McGarity Director Patient Advocacy Ipsen	
	Francis Kalush Health Programs Coordinator, Professional Affairs and Stakeholder Engagement (PASE), CDER FDA			Camilla Krogh Lauritzen Chief Patient Officer, Rare Diseases LEO Pharma			Debora Fowler Founder and President Soft Bones	
	Amy Miller President and Chief Executive Officer Society for Women's Health Research							

Patient Perspective

	TJ Sharpe Patient Advocate Patient Advocate			Jen Horonjeff Patient Advocate and Founder Savvy Cooperative			Sarah Krug Patient Advocate Founder, Health Collaboratory CEO, Cancer 101	
	Cheryl Petruk Chairman of the Board Canadian MPN Network			Esther Schorr Co-Founder Patient Power			Heidi Floyd Breast Cancer Advocate	
	Simon Davies Executive Director Teen Cancer America			Melissa Mehaffey Patient Advocate Patient Advocate			Pete Dyson Patient Advocate Patient Advocate	
	Michelle Rice Senior Vice President External Affairs National Hemophilia Foundation			Lou Lanza Survivor and Patient Advocate Advocate			Dominique Goodson Patient Advocate Sickle Cell Disease Community Forum	
	Molly MacDonald Founder, CEO The Pink Fund Erin Moriarty Rare Disease Carer			Christine Janus Chief Executive Officer International Alliance of Dermatology Patient Organizations			Erin Moriarty Rare Disease Carer Rare Disease Carer	

Keynote

PANEL

Perform your research with patients, not just for patients

- Base your research priorities on patient priorities
- Create metrics that measure the impact that's of the greatest concern to the patient
- Constantly engage with patients throughout the trial process for the best co-created solutions



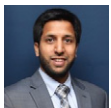
Jan Nissen
Vice President Patient Innovation and Engagement
Merck



Katie Mazuk
Senior Director, Global Head Investigator and Patient Engagement
Janssen



TJ Sharpe
Patient Advocate



Samir Shaikh
Deputy Director Patient Affairs
FDA



Crossing the patient engagement adoption chasm

- Understand where patient engagement sits on the adoption curve in your company
- Identify tactics to make patient engagement in drug development the rule, not the exception
- Recognize how the implementation of FDA guidelines is pushing patient engagement into the early majority



Marc Boutin
Chief Executive
National Health Council



Help patients help you by integrating patient insights and technology to transform patient value

- Co-design with patients from day one to create meaningful patient endpoints
- Learn from your challenges to create a better overall product for patients
- Listen to patients to comprehend unmet needs from their experience



Erik Janssen
Vice President Patient Relevant Innovative Solutions Mission Neurology
UCB



CASE STUDY

See how Novartis' new patient app is breaking physical constraints through virtual interaction

- Comprehend how this approach minimizes the impact on the patient's life
- Understand how data can still be collected and analyzed without site visits
- Identify how patient involvement in design led to the best possible product



Mohanad Fors
Global Head Digital Innovation Lab
Novartis



The evolution of the patient: from 'data contributors' to 'driving forces'

- See how the evolution of the patient is transforming 'business as usual' in pharma
- Build your new model with the principle 'nothing about them without them'
- Case study: the world's first patient-led research in dermatology



Camilla Krogh Lauritzen
Chief Patient Officer, Rare Diseases
LEO Pharma



Christine Janus
Chief Executive Officer
International Alliance of Dermatology Patient Organizations



Roundtable Debates

LED BY:



TJ Sharpe
Patient Advocate



Jen Horonjeff
Patient Advocate and
Founder
Savvy Cooperative



Sarah Krug
Patient Advocate
Founder, **Health Collaboratory**
CEO, **Cancer 101**



Cheryl Petruk
Chairman of the Board
Canadian MPN Network



Esther Schorr
Co-Founder
Patient Power



Heidi Floyd
Breast Cancer Advocate



Simon Davies
Executive Director
Teen Cancer America



Melissa Mehaffey
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Pete Dyson
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Chief Executive Officer
**International Alliance
of Dermatology Patient
Organizations**



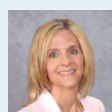
Amy Miller
President and Chief Executive Officer
**Society for Women's Health
Research**

PATIENT ENGAGEMENT TRACK

Work with patients, not for patients

Industry and Patient Advocacy Groups: Doing what is best for Patients, Together

- Compliance and ethics are key to positive relationships
- The benefit to Patients must be at the heart of all interactions
- It is critical for industry to get insights to succeed in addressing the needs of patients and caregivers

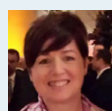


Michelle Vichnin
Global Lead, Patient Advocacy
and Strategic Alliances
Merck



Support patient advocates to align pricing incentives with a greater balance of access and affordability

- Empower patient advocates to fight for sustainable costs and access to life saving care
- Move patients from last to first consideration in the value chain of drug pricing
- Provide clarity around drug pricing and partner with patients to reshape this broken system



Siobhan Cavanaugh
Patient Advocate
Former Head of Patient Advocacy, **Mylan**

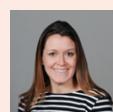
CLINICAL INNOVATION TRACK

Digital disruption of trial design

CASE STUDY

Janssen's patient voice initiative

- See how patient insights have affected real trial design changes
- Why even the voice of one patient has the influence to change a trial for the better of all
- How the Patient Voice initiative has led to new retention strategies



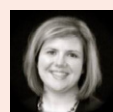
Maura Snyder
Director, Patient Engagement Strategy
Janssen



CASE STUDY

When and how to engage with patients

- Start early – be proactive with your patient engagement strategy to iron out issues early
- See what good could look like when patient engagement is actioned effectively
- Collaborate internally to get the best results for patients



Trisha Devlin
Director, Patient Advocacy
Dermira



PATIENT ENGAGEMENT TRACK

Patient engagement, a new paradigm for FDA Approval

- See how patient engagement enhances your product approval
- Determine the value of PRO endpoints in FDA approval
- Build the case you can take directly to other teams on why engagement is critical in submissions

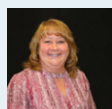


Francis Kalush
Health Programs Coordinator,
Professional Affairs and Stakeholder
Engagement (PASE), CDER
FDA



Improve Patient Outcomes and Clinical Effectiveness through Collaboration

- Overcome obstacles to patient access by communicating individual needs
- Demonstrate cost quality with a balance of cost effectiveness and optimal patient outcomes
- Reshape the healthcare landscape with collaborative programs between payers, patients and providers



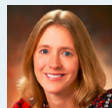
Michelle Rice
Senior Vice President External Affairs
National Hemophilia Foundation



Informed patients are powerful partners

Health Literacy as a tool for patient empowerment

- Understand the role of health literacy to maximize the clarity of patient communications
- Test with patients across a range of health literacy levels to drive understanding and impact
- Case study: Use patient feedback and health literacy to improve patient labeling



Laurie Myers
Global Health Literacy Director
Merck



CASE STUDY

Fox Insight: People with Parkinson's disease and researchers working together toward treatment breakthroughs

- Fox Insight snapshot: an online, longitudinal study designed to capture information directly from thousands of patients
- Facilitate rapid data collection and long-term participation through effective patient engagement strategies
- What's in it for the patient? How Fox Insight is affecting change for participants



Lauren Bataille
Senior Associate Director, Research Partnerships
The Michael J. Fox Foundation for Parkinson's Research



CLINICAL INNOVATION TRACK

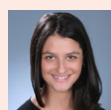
PANEL

Clear the endpoint bottleneck to realize the full potential of digital trial design

- The limitations of current endpoints that have outlived their time
- Systematic strategies for the development of novel, patient-centric endpoints
- How pharma can update their outdated endpoints to enable more forward thinking clinical trials



Joseph Kim
Senior Advisor, Patient Experience
and Design Innovation
Eli Lilly



Lauren Bataille
Senior Associate Director, Research Partnerships
The Michael J. Fox Foundation for Parkinson's Research

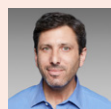


Amy Miller
President and Chief Executive Officer
Society for Women's Health Research



When patients own their own health records

- Ensure patients can see their own data as easily as aggregated data
- Explore the entrepreneurial tech solutions designed to help patients protect their data
- Place the patient in control of how their data is shared and used



Craig Lipset
Head of Clinical Innovation
Pfizer



CASE STUDY

How an "industry first" critical assessment of organizational patient focus catalyzed value for patients and caregivers

- Hear external perspectives on pharma's traditional patient paradigm
- Understand how Astellas accelerated organizational empathy and patient focus
- Learn how the company continues to evolve to enhance patients and caregiver support



Emily Mason
Director of Patient Experience
Astellas



PATIENT ENGAGEMENT TRACK

Discuss the negative impact and financial burden that Co-pay Accumulators on patients of those with no other treatment option

- Hear about the impact of Co-pay Accumulator Programs to patient's lives who have no alternative
- See the PBM perspective to understand their decision-making process
- Ally with Patient Advocacy groups in the fight against co-pay accumulators



Dina Inverso
US Strategy Leader- Reimbursement
and Patient Engagement
CSL Behring

CSL Behring

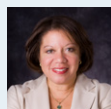


Pete Dyson
Patient Advocate

CASE STUDY

Co-creation of patient services in a diverse diabetes population to enhance engagement

- Every patient is different – tailor your service to suit different population needs
- Envisage the future of pharma-patient relationships with a 'drugs plus' service that goes beyond the pill
- Ensure your service is co-designed with patients to create the most effective patient service

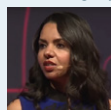


Lisa Egbonu-Davis
Vice President, Global Head of Patient
Outcomes and Solutions
Sanofi



Challenges as Stepping Stones to the Path Forward

- Learn from missteps in collaboration to foster more meaningful connections across healthcare
- "Dear Siena": Hear real-world issues in partnerships and how the community provided methods to resolve them
- Underline key principles to foster collaboration in healthcare through problem-based learning



Sarah Krug
Patient Advocate
Founder, **Health Collaboratory**
CEO, **Cancer 101**



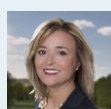
PANEL

Change your company's mindset: Move from sponsorship to partnership

- Look beyond traditional partnerships of yesterday and today to collaborate with the disruptors of today
- Know your partners through capacity building efforts to help deepen overall partnership collaboration on both sides
- Leverage your patient advocacy role to serve as the internal champion for partners and patients



Debra McGarity
Director Patient Advocacy
Ipsen



Debora Fowler
Founder and President
Soft Bones



CLINICAL INNOVATION TRACK

Co-create trials with patients

CASE STUDY

How patient input revamped Janssen's informed consent

- Why e-Consent adds value to the Informed Consent process
- How Janssen engaged patients to co-create the Informed Consent Form and eConsent.



Cassandra Smith
Associate Director, Investigator
& Patient Engagement
Janssen



WINNER OF PATIENT ADVOCATE AWARD

Harness design thinking to improve the patient experience

- Learn how design-thinking principles and practices will help identify the pain points patients actually want solved
- Explore methods to connect and work with patients, and how to treat them equitably in the process
- Understand how working with patients helps to build better patient-centered solutions faster

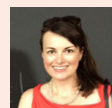


Jen Horonjeff
Patient Advocate and Founder
Savvy Cooperative



Understand patient journeys when designing clinical trials and patient recruitment strategies

- Harness patient wants and needs to be co-creators in trial design and outreach strategies
- Embed clinical research into patient treatment paradigms rather than fitting patients into your protocol
- The days of check box activities are over: strategy must take into account the needs of specific patient populations



Kelly McKee
Head of Patient Recruitment, Rare Diseases
Vertex



The Internal Advocate – how EMD Serono internalized the patient voice

- Build the best advocacy team led by former advocacy professionals
- Create confidence in your mission as early as possible, both internally and externally
- Design initiatives that patient advocacy groups want by listening to their needs



Jasmine Greenamyre
Senior Director, Patient Advocacy
& Strategic Partnerships
EMD Serono



the
im-patient
conference

Im-patient Conference – where patients are in charge!



**True partners don't ask for blind faith.
Build trust with patients through a
transparent, open alliance**

- Educate to engage – share your process and challenges with the patient to help gain buy-in and build trust
- Partner with the right patients at the right time for the most productive relationship
- Be transparent about financial aid given to advocacy groups to avoid any misconceptions

**Beyond the diagnosis and drugs.
A day in the life of a patient**

Put yourself in a patient's shoes for a day to experience their pain points and the relief your products can provide

- See the biggest pain points in a patient's day and realign your product design accordingly
- Hear solutions to problems that hinder adherence and reduce the effectiveness of your treatments

PANEL

**Navigate the current political landscape
of healthcare with your patient partners**

- Create an alliance that continues across merely one Presidency or Congress
- Lobby for better access and outcomes with your patient partners
- Is 'Right to Try' the right move?

INTERACTIVE SESSION

**Co-author a blueprint for
patient engagement across your
drug's life-cycle**

Take part in our roundtable session to discuss where patient engagement currently stands, where it needs to improve and how we plan to implement change.

Choose to sit in the Clinical, Access or Uptake/Adherence sections where together you'll work to discuss the key areas and solve the issues around patient engagement with other stakeholders.

Take advantage of the opportunity to network and learn from others outside your company, with different experiences and points of view. Bring an open mind and a willingness to participate in this must-attend session.

Together, we can create the blueprint for future patient engagement across the drug life-cycle.



Brought to you by the im-patient steering committee



Kristina Figueroa



Christine Von
Raesfeld



Jennifer Elliott



Jason Schutz



Tiah Tomlin



Candace Lerman



Sarah LaDow

Vendors: bring the solution to pharma

Be the answer to pharma's questions by showcasing your value in a new light

Raise your profile and form new partnerships with more opportunities for meaningful interaction:

DELIVER

the solution through thought leadership sessions

ENGAGE

with leading decision makers in interactive sessions hall

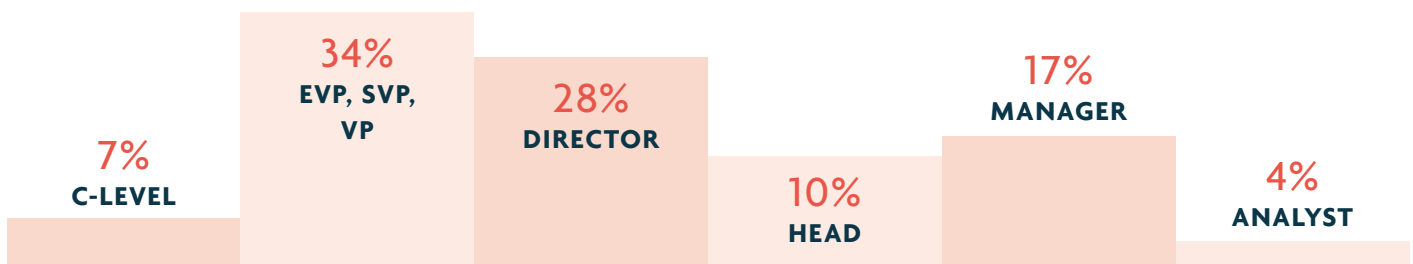
BOOST

your brand through tailored branding and exposure

At this year's Patient Summit USA you can expect:

- **A HIGHER CALIBER OF CONVERSATION:** with over 10 hours of networking you'll have more opportunities than ever for significant discussions with your key prospects
- **DEDICATED ICEBREAKER SESSIONS FROM THE START:** starting a conversation is never easy, so let us get them started for you
- **INTERACTIVE SESSIONS AS STANDARD:** engage your audience in solution focused exchanges at this year's roundtable discussion groups and workshops

Who you'll get to meet:



Maximize your return on investment at the most forward-thinking meeting for leading decision makers across North America.

For more information on the exciting opportunities available get in touch.



Joe Hargreaves
Business Development Director
+44 20 7375 7583
jhargreaves@eyeforpharma.com

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Purchase a Diamond Pass and get access to this top-level 100+ pages of data and analysis:

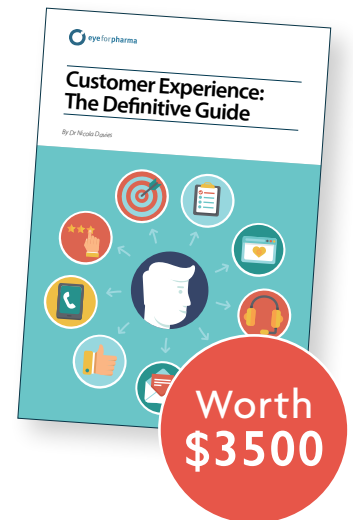
PREMIUM REPORT:

▶ Customer Experience: The Definitive Guide to Commercial Success

Great customer experience (CX) means that at any time, a customer's touch points with an organisation matches or even exceeds their expectations. It's therefore no surprise that an organisation providing a positive experience has loyal customers, much more likely to repeat and refer and ultimately drive further business.

This in-depth report will act as a 'manual' for how to build and implement a CX strategy. It offers a comprehensive view of CX in the industry, as well as a self-assessment tool to measure current maturity. As well as all this, you will find:

- Cutting edge case studies of CX from pharma and beyond
- Industry survey data on the current maturity of CX in pharma
- Best practices on building a CX framework from industry experts
- Valuable advice on implementing a CX strategy



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- **The foresight** to anticipate what's next
- **The inspiration** to explore what's possible
- **The edge** to go above and beyond



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PHARMA AND BIOTECH

BEST VALUE

Diamond Pass

- Exclusive Diamond Report: Customer Experience Report (worth \$3500).
See previous page for details
- Access to the full conference, exhibition & networking areas during the conference
- Access to all conference sessions, exhibition & networking area
- Access to speaker PDF slides and audio
- Access to the event networking platform 2 weeks before the event
- Annual Subscription to eyeforpharma On Demand includes access to all event materials since 2013 and our premium reports. More details here:
www.eyeforpharma.com/on-demand

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SAVE \$200 until 31st August 2018!

FULL PRICE

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SOLUTION PROVIDERS & CONSULTANTS

BEST VALUE

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- Exclusive Diamond Report: Customer Experience Report (worth \$2935).
See previous page for details
- Access to all conference sessions, exhibition & networking area
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MOST POPULAR

Gold Pass

- Access to the full conference, exhibition & networking areas during the conference
- Access to all PDF slides and audio recordings after the event
- Access to event networking platform 1 week before event
- 4 week Subscription to eyeforpharma On Demand – includes access to recordings for all our events in 2013, 2014 and 2015 plus our premium reports. Details here:
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FULL PRICE

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BASIC ACCESS

Silver Pass

- Access to the conference, exhibition & networking areas
- NO access to the event networking platform

SUPER EARLY BIRD PRICE

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SAVE \$200 until 31st August 2018!

FULL PRICE

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3 EASY WAYS TO REGISTER TODAY!

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jbramwell@eyeforpharma.com

TERMS & CONDITIONS: Places are transferable without any charge. Cancellations before 23rd September 2018 incur an administrative charge of 25%. If you cancel your registration after 23rd September 2018 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 by, 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.