

Where pharma and patients accelerate the value roadmap

800+
Attendees

80+
Speakers

6
Workshops

30+
Patients

6
Stages

TIME FOR ACTION:

Go beyond lip-service: drive insights from patient engagement into meaningful benefits to achieve access

BEYOND MEDICINE:

Embrace true value by moving out of pharma's comfort zone and into new service models with smart design and even smarter operations

DATA DELIVERS:

The future of personalization relies on you to source, analyze and apply data to every intelligent decision

TECHNOLOGY, TODAY:

Embed AI/ML into core activity, analytics-driven marketing, mass personalization and a true focus on outcomes

North America's largest and most influential pharma conference



Ben Wiegand, PhD
Global Head, World Without Disease Accelerator
Janssen Research & Development, LLC



Percival Barretto-Ko
President US
Astellas



Muna Bahnji
SVP, Global Market Access
Merck



Michelle Carnahan
Head of North America Diabetes & Cardiovascular and Interim Head of North America General Medicines & Established Products
Sanofi



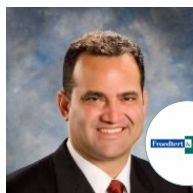
Steven Hildemann
Chief Medical Officer, SVP & Head of Patient Safety
Merck KGaA Darmstadt



Peter Anastasiou
EVP North America
Lundbeck



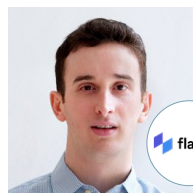
Tosh Butt
VP, Head of Respiratory Business Unit
AstraZeneca



Steve Basilotto
SVP, Chief Experience Officer
Froedtert Health



Peter Barschdorff
Vice President, Commercial Insights
GSK



Zach Weinberg
COO
Flatiron Health



Jenny McNair
Senior Medical Director
Aetna



Anthony Gucciardo
SVP, Strategic Partnerships
National Kidney Foundation

6 Summits. One Event.

Commercial | Customer Experience | Patient Value | Medical Affairs | Real-World Evidence | Market Access

Register now at: eyeforpharma.com/philadelphia



Paul Simms
Chairman
eyeforpharma
psimms@eyeforpharma.com

Do You Have A Vision For Value?

**We know we need to change.
But what are we changing into?**

The traditional blockbuster model doesn't work any longer. The transition to a value-based health economy is well underway. But few of us can illustrate what value-based looks like. Even fewer can illustrate it from a patient's perspective.

Whilst the mood is shifting to optimism as we discover new business models, we still have difficulties in forming the partnerships and aligning our stakeholders – because everyone sees pharma as greedy, short-termist and headed in a different direction.

One thing that would help us is a stronger, more detailed destination. A real vision. Something that guides us as we rewrite the job description of nearly everybody in commercial, as we determine which new capabilities we must prioritize.

We already know what needs to change. Access leaders must broker new partnerships and work with Medical to build consensus on value that payers endorse. Sales must become customer evangelists, sharing insights to Marketers to enable increasingly tactical and relevant engagement. We are seeing a surge of enthusiasm for experimentation, with companies testing service offerings, incentives, operational structures, technologies and public-private partnerships. And at the center of it all, patient functions are giving the industry its north star.

But is that enough? It doesn't inspire us with a colorful picture of what is possible, what life could be like, what care could be achieved. Above all, the aim of this meeting is to find – and articulate – your vision. That's why we are bringing visionaries to the stage.

See you in Philadelphia.

And the Philadelphia Team...



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Josh Bramwell
Head of Product
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Get in touch with us to **SAVE \$300** before January 25th. Or for group rates of 2+ attendees.

6 conferences. One eyeforpharma Philadelphia.

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6 different conferences, all at one event, over 2 days

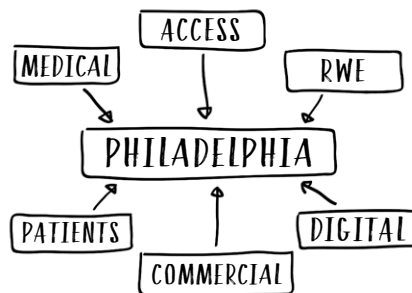
Commercial | Customer Experience | Patient Value | Medical Affairs | Real-World Evidence | Market Access



With your one pass, you can move freely from sessions, allowing you to personalize the agenda to your business needs, and maximize yours and your teams time out of the office.

6 pillars of pharma – 1 conference

Your pass to Philadelphia gives you full access to every session and workshop. **For more details view the agenda highlights here.**



Access & Evidence are central

Market access, data science, RWE and analytics are all capabilities that have gained strength in the past few years – but in order to progress, they must be integrated rather than siloed. So, eyeforpharma has decided to bring its market-leading Real World Evidence and Market Access events into Philadelphia, bringing more than 200 new attendees to the event and a much more comprehensive conversation.

No place for silos

To truly embrace value-based care, each and every one of us must collaborate with others outside our job function and consign silos to the past. So join our interactive sessions, roundtables and workshops to collaborate with others in the industry – and perhaps even attend one of the 80 sessions that's outside your comfort zone!



NEW FOR 2019! The Start-up Showcase

You may consider your plans to be ambitious, but there are a bunch of startups with even bigger designs – and just a fraction of your resources. These are the innovators who are taking on healthcare and switching it up. By popular demand, 2019 is the year where startups share the stage with executives, give elevator pitches and showcase their wares.

Confirmed health innovators include Fit4D, Adhere Tech & Clara Health.

New for 2019



Interactive Roundtables

Moderated by industry experts, you can now join your fellow attendees in interactive roundtable sessions running throughout the entire event. **Topics will range from:**

Design Thinking for Pharma	Patient Roundtables
Digital Acceleration	Market Access Innovation
Field Force Excellence	Accelerate RWE adoption
Revolutionize your Commercial Model	Master the Art of Patient Engagement

Visit www.eyeforpharma.com/philadelphia for details of all roundtables



Live Technology Showcase

In 2018 we've seen more examples of technological innovation in pharma – but how many of these have you personally experienced?

To make sure you don't miss out, we're bringing live examples of emerging technologies into the exhibition room, with 40+ exhibitors promising to create a true 'solution space.'

And there's more!

Day 1 evening drinks reception at SPIN Philadelphia



We've reserved space for 200 networkers at one of Philly's hottest bars, SPIN, in the evening of April 16. Enjoy cocktails with peers or break the ice with a game of ping pong.

Over 10 hours of networking time



We offer over 15 hours of networking: coffee breaks, roundtables, sit-down lunches and drinks receptions are all part of the experience. Because you never know who your most successful ideas will come from.

The pre-event icebreaker!



For those who want to get a head start on the networking, the drinks start flowing on Monday April 15th, the evening prior to the conference. This is also your chance to beat the lines and collect your pass at our pre-registration session.

Lunchtime workshops



Join like-minded attendees in focused lunch discussions to debate with peers!

All-new Philadelphia app



The networking starts before you arrive. Our app will allow you to set up meetings ahead of the event, create your personalized agenda, explore the exhibition and match to new contacts based on your interests.

Make it a company get-together



Philadelphia is the US pharma meeting for your US offices – so why not take advantage of several of your company contingent joining you and organize a dedicated meeting on-site? Get in touch with Josh Bramwell to find out more on meeting packages: jbramwell@eyeforpharma.com

Agenda at a Glance

DAY 0
APRIL 15

EYEFORPHARMA AWARDS: See the Very Best of Pharma
20+ case studies on how to create patient and healthcare value

Pre-event Ice Breaker

AM

Opening Keynote Presentations and Panel Discussions

DAY 1
APRIL 16

PM

STREAM 1

SALES
Customer Value

STREAM 2

**CUSTOMER
EXPERIENCE**
Data Driven
Marketing

STREAM 3

PATIENT
Walk the Talk

STREAM 4

MEDICAL
Pharma's True
North

STREAM 5

ACCESS & RWE
Create Value
through Evidence

Workshops (Pharma & Biotech Companies only)

SALES

Empower the Rep

DIGITAL

Realize AI's
Potential

PATIENT & DIGITAL

Engagement with
Patients

MEDICAL

Build a Function
to Lead

ACCESS & RWE

Create Value
through Evidence

Networking Drinks Reception

DAY 2
APRIL 17

AM

STREAM 1

SALES
Future of Sales

STREAM 2

DIGITAL & ACCESS
Digital Provider
Connections

STREAM 3

PATIENTS
Insights to
Outcomes

STREAM 4

MEDICAL
Customer
Engagement

STREAM 5

RWE
The Power of Data

PM

SALES & DIGITAL
A New
Commercial
Model

ACCESS

Payer Engagement

PATIENT

Partner with
Patients

MEDICAL & ACCESS

Collaborate to
Achieve value

RWE
The Power of Data

Interactive Roundtables

Closing Keynote Presentations and Panel Discussions

Paul Navarre, CEO of Ferring Inc
USA speaking at eyeforpharma
Philadelphia 2018.

MORE THAN 70 PASSIONATE PRESENTERS

Keynote speakers



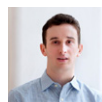
Tom Croce
Vice President,
Global Advocacy Relations
Amgen



Percival Barretto-Ko
President US
Astellas



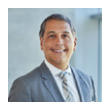
Scott Williams
Vice President, Head of Global Patient
Advocacy and Strategic Partnerships
EMD Serono



Zach Weinberg
Co-founder, President & COO
Flatiron Health



Ben Wiegand, PhD
Global Head, World
Without Disease Accelerator
**Janssen Research &
Development, LLC**



Peter Anastasiou
EVP, North America
Lundbeck



Steven Hildemann
Chief Medical Officer,
SVP & Head of Patient Safety
Merck KGaA Darmstadt



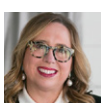
Marc Boutin
President
National Health Council



Anthony Gucciardo
SVP, Strategic Partnerships
National Kidney Foundation



Anders Dyhr Toft
Corporate Vice President, Commercial
Innovation (Digital Health, Patient
Support Programmes & Devices)
Novo Nordisk



Michelle Carnahan
Head of North America Diabetes &
Cardiovascular and Interim Head of
North America General Medicines &
Established Products
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Our industry leading speakers



Amy Nicole Nayar
Head of Global Patient Relations
Abbvie



Jeny McNair
Senior Medical Director
Aetna



Jimmie Overton
Associate Vice President Global Medical
Scientific Information and Library
Allergan



Shontelle Dodson
Senior Vice President, Healthcare Systems
Astellas



Lauren Millette
Director Medical Alignment
AstraZeneca



Shurjeel Choudhri
Senior Vice President and Head,
Medical and Scientific Affairs
Bayer



Diane Moniz
Executive Director and Head, Strategic
Collaborations, U.S. Medical
Bristol Myers-Squibb



Lilly Stairs
Head of Patient Advocacy
Clara Health



Lynn Taylor
Senior Vice President, Head of Global
Healthcare Government & Public Affairs, Head
of Corporate & Government Relations USA
EMD Serono



Pujita Vaidya
Senior Advisor, Patient-Focused Drug
Development Program
FDA



Stephen Basilotto
Chief Experience Officer
Froedtert Health



Peter Barschdorff
Vice President, Commercial Insights
GSK



Liz Coyle
Executive Vice President, Value Offerings
HBA



Josh Stein
CEO
AdhereTech



Rahul Avasthy
Digital Transformation Lead
Abbott



Robert Cuddihy
Vice President U.S. Medical Affairs
Amgen



Tosh Butt
Vice President, Sales for Primary Care and
Respiratory Specialty
AstraZeneca



Jennifer Wong
Senior Director, RWE Strategy & Alliances,
Global Medical Affairs
AstraZeneca



Victoria Ho
WW Field Medical & Communications Lead
Bristol Myers-Squibb



Tamar Thompson
Head, Federal Payment Policy & State
Government Affairs/Alliance Development
Bristol Myers-Squibb



Anish Suri, Ph.D.
Chief Scientific Officer
Cue Biopharma



Kyle Skiermont
Chief Operating Officer
Fairview Pharmacy Services



David Weingard
CEO
Fit4D



Drew Suiter
Associate Director, Hospital Systems
Genentech



Sai Jasti
Commercial Data Officer
GSK



Mike Spencer
Vice President, Market Access Oncology
Janssen



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Our industry leading speakers



Avi Spira, MD, MSc.
Global Head of Lung Cancer Initiative
Janssen R&D



James Brewer
Director of Global Commercial Operations
Marketing Platforms
Lilly



Kirk Keaffaber
Senior Marketing Director
Lilly



Muna Bhanji
Senior Vice President, Global Market Access
Merck



Emmanuel Fombu
Director, Digital Medicines
Novartis



Christopher Boone
Vice President, Global Real-World Evidence
Center of Excellence, Patient & Health Impact
Pfizer



Jodie Sherman Gillon
Global Medical Lead, Patient Engagement Rare
Diseases
Pfizer



Greg Apostol
National Vice President,
Key Account Management
Alkermes



Milind Kamkolkar
Chief Data Officer
Sanofi



Anthony Yanni
Head, Medical Intelligence and Patient
Perspectives
Sanofi



Magdalena Schoeneich
Global Head, Digital Accelerator, R&D
Takeda



David Fortanbary
Head of North America Commercial Training
UCB



Paul McCleverty
Head of European Oncology Regulatory Group
Johnson & Johnson



Debra Hussain
Senior Director of Marketing,
Multichannel Team Leader
Lilly



Michele Sharp
Senior Director, Regulatory Affairs
Lilly



Robert Dubois
Executive Vice President and Chief Science
Officer
National Pharmaceutical Council



Sonal Bhatia
Vice President, North America Medical Lead,
Rare Diseases
Pfizer



Matthew Smith
Global Strategy Lead
Pfizer



Chris Sellin
Head of Operational Excellence & Analytics
Shire



Robin Winter-Sperry
Head, Global Field Based Medical Excellence
& Insights
Sanofi



Matt Portch
Vice President, Managed Markets
Sunovion



Cynthia Dilley
Head of New Patient Value Focus
UCB



Peter Stueckemann
Head of Patient Experience & Value
UCB



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KEYNOTE PRESENTATIONS

Where pharma's performance is built by patient value

KEYNOTE SESSION HIGHLIGHTS:

FIRESIDE CHAT

Forget Empowerment: Patients as Partners in Innovation, Education and More

- How the smartest companies are able to go beyond empowerment, beyond advocacy and work with patients for sustained access in a virtuous circle
- Why your goal must be to have the most comprehensive patient insights if you are ever going to gain trusted partner status



Percival Barretto-Ko
President US
Astellas



Marc Boutin
President
National Health Council



Transforming Disease Care to Health Care

- Science and business have aligned to make disease interception a new frontier
- Why Janssen is advancing its World Without Disease Strategy to spark change now
- A partner-driven innovation model to predict and preempt disease



Ben Wiegand, PhD
Global Head, World Without Disease Accelerator
Janssen Research & Development, LLC



Pharma Stays Essential In The Era of Digital Care

- Digital care can cut costs, improve outcomes and transform the patient experience
- No one can go it alone: why digital health depends on Pharma & tech symbiosis
- How Novo Nordisk's non-exclusive approach to data sharing leads to patient benefit



Anders Dyhr Toft
Corporate Vice President, Commercial Innovation (Digital Health, Patient Support Programmes & Devices)
Novo Nordisk



Partner your way to a real solution

- What is your partnership strategy? How to identify the organizations that will take your offerings to a completely different level.
- How to package digital/technology, medicines, devices and services to truly help the patient.



Michelle Carnahan
Head of North America Diabetes & Cardiovascular and Interim Head of North America General Medicines & Established Products
Sanofi



PANEL

Patient Partnerships Are the Only Path to Value-Based Care. So How Can We Make Them Work?

- Why patient groups will become pharma's essential link to value beyond the pill
- Perfect Match: learn what pharma and patient groups both require for partnerships to succeed
- How National Kidney Foundation worked with 25+ pharma partners to translate advocacy into FDA change



Anthony Gucciardo
SVP, Strategic Partnerships
National Kidney Foundation



Tom Croce
Vice President, Global Advocacy Relations
Amgen



Scott Williams
Vice President, Head of Global Patient Advocacy and Strategic Partnerships
EMD Serono



SAVE \$300 when you book your place now!

Agenda Highlights:

COMMERCIAL EXCELLENCE

Create Value to Stay in the Game

Sales teams undergo constant disruption. As soon as a restructure completes, the next one begins, with completely different strategies for access, capabilities and incentives. But this isn't just internal dysfunction, it is also because the landscape is changing like never before. Providers continue to integrate, technology advances, and new incentives emerge for value-based partnership. Only one thing remains clear: pharma sales must move with the winds of change, or get left behind.

Keynote: Partner with Providers to Transform Patient Experience

- Patient Experience requires salesforce to think beyond the product to deliver value
- Connect and collaborate with your providers to improve patient outcomes
- Case Study: How AstraZeneca partnered with Geisinger to give Asthma patients mHealth support



Tosh Butt
Vice President, Sales for Primary Care and Respiratory Specialty
AstraZeneca



Performance Comes From Purpose

- Win top talent and motivate your team by putting patient value first
- Champion empathy to create genuine partnerships with stakeholders
- Focus first on value to deliver relevant customer engagement



David Fortanbary
Head of North America Commercial Training
UCB



The Role of the Rep in a New Era of Healthcare

- Help your rep adapt to a new era of value-based care and digital capabilities
- Set aside silo mentalities within KAMs, MSLs and Reps by incentivizing customer-first action
- Create a continuous development strategy to motivate and empower your reps to succeed



James Brewer
Director of Global Commercial Operations
Marketing Platforms
Lilly



Panel: Coordinate Your Field Force to Engage With The Customer

- Hear from the customer: What do they want and what do they actually get?
- How pharma can change the narrative from product promotion to value creation
- Tactics to build consensus in both providers and pharma to bring ideas to life



Greg Apostol
National Vice President,
Key Account Management
Alkermes



Stephen Basilotto
Chief Experience Officer
Froedtert Health



Kyle Skiermont
Chief Operating Officer
Fairview Pharmacy Services



Train and Develop Field Force Capable of Successfully Engaging IDNs

- Overcome ingrained habits to restructure teams around KAM principles
- Throw away sales incentives and train field force to collaboratively engage to discover value
- Apply customer-centric principles to take insights through a design process that creates customer solutions



Matt Portch
Vice President, Managed Markets
Sunovion



Collaborating with Health Systems on Disease State Value

- Developing a value proposition through research
- Uncovering information to meet the economic gaps identified through the research
- The process for transforming insights into solutions and getting IDN decision makers on-board



Drew Suiter
Associate Director, Hospital Systems
Genentech



Case Study: Empower Your Salesforce Through Dynamic Targeting

- No Patient Left Behind: Pharma's critical role in connecting patients to care
- Ensure salesforce support the physician at the right place and time with predictive analytics
- How Shire used dynamic targeting to engage with critically needed disease awareness



Chris Sellin
Head of Operational Excellence & Analytics
Shire



Apply Analytics to Segment Customers and Predict Behavior

- Understand the must have data, analytics and strategic capabilities for predictive analytics
- Apply behavioral science to create refined customer segments
- How the rep turns insights into action through relevant content that boosts conversion

Speaker TBC

Agenda Highlights:

DIGITAL & CUSTOMER EXPERIENCE

Thrive or die in the omnichannel era

As technology and data starts driving marketing decisions, brand teams will enter their own period of reinvention. As marketers transition from executors to managers, leadership need more robust ROI models and better methods to balance the unique needs of customer groups against the pressure to design simple processes that can scale. With clear parallels to the transformation of sales teams, marketing leadership cannot ignore these fundamental questions on who they are, what they do and how they partner. This conference will point the way.

Who Executes in an Omni-Channel Era?

- Craft an operational strategy capable of unlocking the benefits of omnichannel
- How AI omni-channel strategy will finally deliver relevant customer experience
- The new model for Sales and Marketing partnership to execute channel strategy



Peter Barschdorff
Vice President, Commercial Insights
GSK



Panel: The New Marketing Model For Data-Driven Customer Centricity

- Why marketing must adapt alongside sales in order to deliver omni-channel marketing
- How to break perverse incentives to align leaderships to change
- How leaders can manage change to empower employees to transition from execution to strategy



Peter Barschdorff
Vice President, Commercial Insights
GSK



Matthew Smith
Global Strategy Lead
Pfizer



Debra Hussain
Senior Director of Marketing,
Multichannel Team Leader
Lilly



Avoid One-Size Fits All Through Intelligent Automated Campaigns

- Create an adaptive engagement capability through analytics-driven automation
- How to pull through customer insights to learn how to engage next
- Build capacities across teams and country units to scale personalized engagement



Kirk Keaffaber
Senior Marketing Director
Lilly



Panel: AI-Powered Marketing Can Only Move as Fast as Your Content Strategy

- You've worked out how to engage, but can you actually execute?
- How to keep up with demand and build creative partnerships for content
- Get strategies to adapt and personalize content to deliver relevant engagement



Francois Motyl
Global Digital Governance Lead
Novartis



Debra Hussain
Senior Director of Marketing,
Multichannel Team Leader
Lilly



Adopt Data-Driven Strategy While Protecting Customer Privacy

- Translate the promise of omni-channel strategy into a roadmap for operational implementation
- How to manage a holistic customer approach that sets clear boundaries for customer privacy
- Create structures that scale to spread the benefits of analytics without compromising compliance



Chapman Richardson
Global Head of Data Consumerization
Sanofi



Panel: From Internal Hubs to Acquisition - Best Practices For Digital Innovation

- Pharma can't deliver the omni-channel alone: but what's the best way forward?
- How to assess and allocate budget to internal projects
- When to grow capabilities through external partnerships and acquisition



Emmanuel Fombu
Director, Digital Medicines
Novartis



Can Marketers Ever Prove ROI?

- Shift from basic interaction metrics to a robust approach of assessing impact in marketing investment
- How to build consensus to agree on comparable ROI metrics for both sales and marketing
- Develop a framework to assess marketing proposals to maximize the value of marketing budget

Speaker TBC

What's Unique about User Experience Design within Pharma Marketing?

- Focus on validated critical customer needs and avoid costly vanity projects that are doomed to fail
- Sell the value of User-Centered Design to colleagues across commercial
- Cut the jargon: here's how we adapt Design Thinking principles into the working culture of pharma



Rahul Avasthy
Digital Transformation Lead
Abbott



The Promise of Voice as The Next Interface and The Reality of Compliance

- Voice has created new frontiers for doctors and patients: but how should you engage?
- Pharma's role and the implication for sales, marketing and medical
- How Amazon have partnered with Merck to deliver Patient-Centric Medical communication

Speaker TBC

Agenda Highlights:

PATIENT VALUE

Put the patient first to put your company first

As the market shifts towards value beyond the pill, with payers and providers encouraging investment in care beyond the therapy, **pharma must show leadership in patient engagement**. Only through elevating the patient voice can pharma discover new unmet needs, ensure that products meet higher bars for value and support their customers where they are asking for help. The growing need for service models, the pace of digital change and the advancement in personalized medicine will only add momentum to this movement. The only question now for pharma leaders is: will you continue to invest, or will you get left behind?

Patient Centricity 2.0

- Move beyond Patient Reported Outcomes to Patient Relevant Outcomes
- Engage with expert patients to re-think trial design, regulatory, and access plans
- Unite cross-functional leaders to push traditional scope and discover new patient value



Amy Nicole Nayar
Head of Global Patient Relations
Abbvie

abbvie

Focus on Patient Experience to Deliver Patient-Centric Support

- Put yourself in the shoes of the patient in order to understand unmet needs
- Analyze patient experience to discover why patients slip through the cracks of PSPs
- How empathy with the patient set UCB strategy to simplify Patient Access



Peter Stueckemann
Head of Patient Experience & Value
UCB



AI is the Pathway to Personalized Patient Support

- Case Study: How UCB and Georgia Tech are using AI to re-invent patient services
- Apply Advanced analytics to understand patient needs
- Segment your patient engagement to successfully match patients to appropriate care quicker



Cynthia Dilley
Head of New Patient Value Focus
UCB



From Insights to Outcomes: Best-Practices for Patient Centric R&D

- Best practices for external engagement to integrate patient perspectives
- Understand how to avoid overlap and translate insights into business process
- How to align patient recommendations with potentially competing business priorities



Anthony Yanni
Head, Medical Intelligence and Patient Perspectives
Sanofi

SANOFI

Panel: Patient-centric Models for Advocacy and Partnerships

- How under-investing in partnerships models are harming your ROI
- Why Pfizer launched their Council for Change to redesign external strategy
- Deliver value to the patient by partnering with advocates to navigate the complexity of patient engagement



Mary Brown
President, CEO
Sickle Cell Disease Foundation of California

Panel: Your Patient Engagement Framework To Prove Value Internally

- Set a compliant cross-functional strategy to facilitate leveraging patient insights into strategy
- Champion awareness of patient engagement to embed a culture
- Empower departments with tools and guidance for self-sufficient patient engagement



Jodie Sherman Gillon
Global Medical Lead, Patient Engagement Rare Diseases
Pfizer



Helena Chung
Patient Engagement Director for Oncology
AstraZeneca



Innovate To Engage In Paediatric Care

- Case Study: Takeda and MIT Media Lab are reimagining PRO collection for pediatric care
- Design for your audience and tailor gamification strategies to keep patients engaged
- Why Takeda are open-sourcing their IP once it has received FDA Approval



Magdalena Schoeneich
Global Head, Digital Accelerator, R&D
Takeda



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



Michelle Rice
Senior Vice President External Affairs
National Hemophilia Foundation



Mike Zeglinski
Senior Vice President, Specialty Pharmacy
OptumRx

Agenda Highlights:

MEDICAL AFFAIRS

Medical points to true north in your next business plan

As value-based changes sweep industry, Medical is now the guiding light, maintaining true north. As the only function to intermediate across commercial with all major stakeholders, Medical plays a critical role in ensuring patient value, authenticity and collaboration underpin the new model of care. Medical must lead your company forwards as the natural cross-functional leader, eliminating siloes that hinder innovation, while keeping a relentless focus on delivering value to the patient.

Pharma's True North

Now or Never: It's Time for Medical Leadership

- Seize the initiative and lead the cross-functional effort to present pharma's authentic face and deliver real value
- Use this window of opportunity to establish medical's strategic position in your company
- How medical can own the response to value-based customer decisions
- Shape your medical function as a future model for your company, based on scientific authenticity and patient importance

Speaker TBC

Great Responsibility, Greater Capabilities: Build the Medical Function That Takes Your Strategic Importance to the Next Level

- Convert doctor's patient-centric initiatives into tools for value creation within your organization
- Translate the science when satisfying payer demands for knowledge

Speaker TBC

Create a Stronger Scientific Narrative Through Early Engagement of Medical Affairs in Development

- How medical can bring HCP and stakeholder insights into the clinical-regulatory development process to protect value arguments
- Why medical writes the best storyline - but requires translation in order to resonate best with customers



Lauren Millette
Director Medical Alignment
AstraZeneca



Tomorrow's MSL, Today. How Technology and New Attitudes Will Make the MSL the only F2F Representative

- See why commercial field roles will be redundant in future payer discussions that require a deeper level of understanding only Medical can provide.
- Develop the skills necessary for Medical to be the only F2F representative and provide more ROI than the current model



Robert Cuddihy
Vice President U.S. Medical Affairs
Amgen



Different Country, Same Objectives. See How Medical Teams in Different Geographies can Learn from Each Other

- Look past the intricacies of each reimbursement model to see how your medical team can take findings from one another
- How central functions can support regional and local nuances whilst staying true to the science and insights



Victoria Ho
WW Field Medical & Communications Lead
Bristol Myers-Squibb



Panel: A Strategic Approach to Real-World Evidence Co-leadership



Shurjeel Choudhri
Senior Vice President and Head,
Medical and Scientific Affairs
Bayer



Stakeholder Engagement

Focus on Creating not Demonstrating MSL Value

- Focus your team on creating value for stakeholders and let the results speak for themselves
- Position your MSL team as the go-to source for scientific knowledge and develop relationships that provide quality insights



Robin Winter-Sperry
Head, Global Field Based Medical Excellence & Insights
Sanofi



Panel: Speak the Language of Your Consumer to Increase Engagement

- Use technology and new information channels to better engage with patients and achieve your patient-centric goals
- Share information the way consumers want to receive their information in today's world
- Use Medical's role as the scientific face of the company to impart knowledge impartially and become the trusted knowledge source

Moderator:



Jimmie Overton
Associate Vice President Global Medical
Scientific Information and Library
Allergan



Michele Sharp
Senior Director, Regulatory Affairs
Lilly



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Agenda Highlights:

MARKET ACCESS NEW!

Rebuild healthcare to give all stakeholders value

Our healthcare system is living on borrowed time. The only way forward is to build a new value-based healthcare model that's fit for purpose, encouraging the development of treatments that push scientific boundaries and ensuring that patients will have affordable access. There are rare moments where everyone agrees change must come, and now that moment has arrived for healthcare those already working in Market Access must seize this opportunity. It will require a mindset change where pharma proactively engages payers, providers, patients, and even competitors, to create the new system that works for everyone.

SPEAKERS INCLUDE:



Mike Spencer
Vice President, Market Access Oncology
Janssen



Muna Bhanji
Senior Vice President, Global Market Access
Merck



Robert Dubois
Executive Vice President and Chief Science Officer
National Pharmaceutical Council



Jeny McNair
Senior Medical Director
Aetna



Lynn Taylor
Senior Vice President, Head of Global Healthcare Government & Public Affairs, Head of Corporate & Government Relations USA
EMD Serono



Tamar Thompson
Head, Federal Payment Policy & State Government Affairs/Alliance Development
Bristol Myers-Squibb



SESSION HIGHLIGHTS:

Develop an Integrated Strategy for Evidence Generation

- Provide decision makers with a more complete value story earlier for faster market access
- Move away from the traditional industry model of siloed, sequential evidence generation to provide better value for patients

Develop a System to Reimburse CAR-T Therapies

- Develop products with payer-relevant endpoints in mind to build a platform for reimbursement discussions
- Offset uncertainty with innovative contracting options, and share the risk with payers for your new products

Work with Payers to Determine the Best Evidence Blueprint for Value-Based Contracting

- Find mutually agreed endpoints and share EHR datasets to validate a win-win contract
- Engage early with payers to integrate clinical and commercial evidence planning to increase commercial success and viability

Broaden the Conversation to Encompass Value and Affordability

- Enhance the ability to pay for treatments by reducing inefficiencies across the healthcare spectrum
- Go below the surface: Understand the shift from low value care to high value care
- See how Aetna is engaging with patients to go beyond clinical care and focus on social care to improve outcomes

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Agenda Highlights:

REAL WORLD EVIDENCE NEW!

Usher in an era of data enlightenment

As the complexity of US healthcare continues to grow, RWE is pharma's silver bullet. Technology has unlocked the ability to analyze unprecedented quantities of data, creating analytics that can crunch millions of health records to unveil never-seen-before insights into an individual patient. There is no doubt that RWD can completely uproot traditional healthcare to provide patient value - but the only way to achieve this is collaboration. We must eradicate data silos, set standards with stakeholders and ensure the empowered patient sits at the center. This requires a new mindset, but do it right, and your company will enter a new era of data enlightenment.

SPEAKERS INCLUDE:



Sonal Bhatia
Vice President, North America Medical Lead,
Rare Diseases
Pfizer



Jennifer Wong
Senior Director, RWE Strategy & Alliances,
Global Medical Affairs
AstraZeneca



Milind Kamkolkar
Chief Data Officer
Sanofi



Sai Jasti
Commercial Data Officer
GSK



SESSION HIGHLIGHTS:

Reduce Data Silos to Unleash the Potential of Big Data

- Determine a standard of how we truly allocate value to data
- Develop a blueprint to drive data collection forward but reduce data silos
- Overcome regulatory and policy hurdles to enable true data sharing for the good of research and ultimately patients

Real-world Enrichment of RCT Gold Standards

- Leverage RWE as early as possible to complement RCT results for faster access
- Paint a holistic picture of all your data through the synchronized collection and analysis of real-world data and randomized-controlled trials

Achieve Credibility in Real-World Evidence through the Assurance of Quality Data

- Hold your real-world data to the same standard of quality as RCTs to ensure its credibility
- Standardize and validate real-world evidence data to establish a usable framework that stakeholders can trust

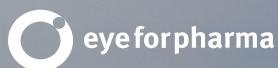
How to Establish an Effective RWE Strategy across your Product Lifecycle

- Involve R&D colleagues from Phase II onwards to incorporate endpoints that align with RWE goals
- Choose the appropriate data sources and methodological approaches to structure and analyze data to produce viable action plans



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Winners
Presented
at the
Summit



EYEFORPHARMA AWARDS 2019



Because your patients want you to win

See the winners of the **eye for pharma Awards**,
showcasing the very best of how pharma is pushing
the envelope for patients and healthcare.

"These awards recognize what really matters in the pharmaceutical industry: providing the maximum value to the greatest number of patients. This unique event galvanizes our industry, propelling it in the right direction. I encourage companies and leaders to support and enter – and, just as urgently, to applaud our colleagues who are shining a positive light on the industry as a result of the work they do."

Christi Shaw, SVP & President, Lilly Bio-Medicines
Winner of the Lifetime Achievement Award 2016



2018 North American winners included:



MOST VALUABLE PATIENT INITIATIVE
NOVOCURE:
nCompass



MOST VALUABLE HCP INITIATIVE
BD:
Vascular Access Management
Program



MOST VALUABLE PHARMA COLLABORATION
**ALLERGAN, SONARMD AND
ILLINOIS GASTROENTEROLOGY
GROUP:**
IBS-D Patient Engagement Platform



PATIENT CHAMPION AWARD
JEN HORONJEFF,
CEO, Savvy Cooperative

CONFERENCE PRE-DAY | APRIL 15TH

Witness the very best of pharma

By attending the eyeforpharma
Awards Judging Day

**Do you want to learn from the pioneers
of our industry? Do you crave great
ideas, case studies and real numbers?**

For the first time, we are opening up the our
Awards Judging Day, on Monday April 15th
(the day before the conference begins).

You'll be able to join the judges as they view
each finalist's case study presentation and
question every aspect of their projects. Details
and insights will be revealed as candidates
compete to be crowned winner.

Tick the option on the registration form to be
inspired by pharma's most impactful initiatives.

When you attend, you will gain insights from 20+ case study presentations like:

Changing the course of psoriasis
treatment with patients: the Psoriasis
Symptoms and Signs Diary



Heidi Needleman
Senior Director, Compound
Development Team Leader
Janssen



How Regeneron helped people
see retinal diseases from a new
perspective with 'In My Eyes'



Natalie Mancuso
Associate Director, Marketing
**Regeneron and Intouch
Solutions**

Engaging Hemophilia Patients using
the HemMobile Striiv Wearable:
Helping the community go further



Bonnie Ben-Shmuel
Director, Planning and Innovation
Pfizer



Creating a community of support:
The Child Neurology Foundation's
Respite Care Handbook



Amy Miller
Executive Director
**Child Neurology
Foundation**

Innovation in medical education with
Lilly and their academia partners
'Making Medicines: The Process of
Drug Development eLearning course'



David Chropka
Manager-Global Medical
Education
Lilly



Enhancing the Patient Perspective
in Healthcare Decision Making:
The Patient Voice Initiative



Todd Stephenson
Director, Corporate &
Government Affairs
Janssen ANZ



Don't forget to select the option "Awards Judging Day" when you register!

Maximize your learning with a **Diamond Pass NEW!**

Purchase a Diamond Pass and get access to 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 organization matches or even exceeds their expectations. It's therefore no surprise that an organization providing a positive experience has loyal customers, much more likely to repeat and refer and ultimately drive further business.

So when we think of the CX gods of the consumer world – think airlines, banks and retail – we all have a personal, often emotional, response to the brands we choose to use. So why should pharma be any different?

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**

OR

PREMIUM REPORT:

Real World Evidence: The definitive guide to high quality, impactful real-world evidence

Data, data, data... it's become synonymous with the vision of pharma's future. But are you truly impacting internal decision-making with RWE, persuading the minds of regulators, HTAs and payers?

What you do now to ensure high quality data defines and predicts your future success in a world built on its foundations – in eyeforpharma's brand new in-depth premium report we show you:

- The latest in **data linkage capabilities**, ensuring compliant, novel and usable evidence
- **How to target external collaboration** for cost effective, relevant end-results, choosing between the myriad of service providers, researchers and academic establishments
- **Unique survey results and data**, including pharma and other key stakeholders
- Learnings from extensive industry **leading pharma case studies**

Available January 2019



Opportunities for solution providers

Build business with leaders from 6 pillars of pharma:

CUSTOMER EXPERIENCE | SALES | PATIENT ENGAGEMENT | MARKET ACCESS | REAL-WORLD EVIDENCE | MEDICAL AFFAIRS

Business opportunities include:

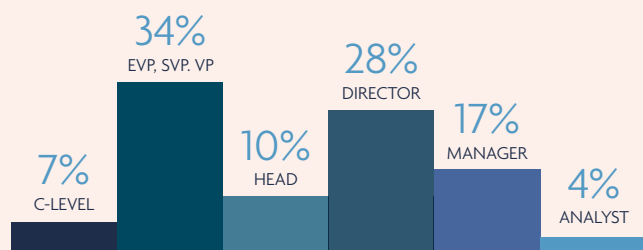
- **DEMONSTRATE** your thought leadership to a room full of senior level executives
- **SHOW** your latest products and services in our exhibition hall
- **BUILD** your brand with exclusive promotional opportunities
- **HOST** interactive workshops with core clients and prospects... *and much more!*

At Philadelphia you will meet the right people and deliver return-on-investment

eyeforpharma Philadelphia provides you with the opportunity to meet face-to-face with over 800+ pharma industry professionals. See below for a quick look at previous attendees:

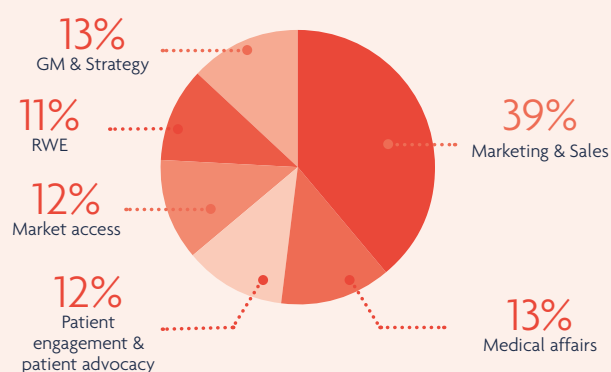
79%
of attendees are
Director-level
and above

Reach the industry's decision makers



Attendees, 2018.

Do business with the cross-section of pharma



Attendees, 2018.

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+44 (0)20 7375 7173
eharris@eyeforpharma.com



Joe Hargreaves
Vice President, New Business
+44 (0) 207 375 7583
jhargreaves@eyeforpharma.com

Registration: choose your pass type

Group Pass



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- 6-8 passes **SAVE \$250 + 1 free silver pass**
- 9+ passes **SAVE \$300 + 2 free silver passes**

NOTE: These discounts CAN be used in conjunction with the time-sensitive discount below

BEST VALUE

Diamond Pass

PHARMA AND BIOTECH

- Access to all conference sessions, exhibition & networking areas
- As a pharma and bio executive, you have access to the event workshops
- Priority sign-up for Day 1 Networking Drinks Reception on April 16th (places are limited)
- Access to the event networking suite 2 weeks before the event
- Customer Experience Report, hot off the press in April 2018 OR Real-World Evidence Report, to be released January 2019 (worth \$2490)
- Ticket to attend the eyeforpharma Awards Judging Day on April 15th.
- Access to speaker pdf slides and audio
- Annual subscription to eyeforpharma On Demand

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- As a pharma and bio executive, you have access to the event workshops
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- \$200 discount for you or colleagues to attend the eyeforpharma Awards Judging Day on April 15th.
- Priority sign-up for Day 1 Networking Drinks Reception on April 16th (places are limited)
- Access to the event networking suite 2 weeks before the event
- 4 week Subscription to eyeforpharma On Demand

EARLY BIRD RATE

\$2199

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FULL PRICE

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BASIC ACCESS

Silver Pass

- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 2 weeks before the event
- \$100 discount for you or colleagues to attend the eyeforpharma Awards Judging Day
- As a pharma and bio executive, you have access to the event workshops

EARLY BIRD RATE

\$1899

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SOLUTION PROVIDERS & CONSULTANTS

- Access to all conference sessions, exhibition & networking areas
 - Access to the event networking suite 2 weeks before the event
 - Customer Experience Report, hot off the press in April 2018 OR Real-World Evidence Report, to be released January 2019 (worth \$2490)
 - Ticket to attend the eyeforpharma Awards Judging Day on April 15th.
 - Access to speaker pdf slides and audio
 - Annual subscription to eyeforpharma On Demand
 - Priority sign-up for Day 1 Networking Drinks Reception on April 16th (places are limited)
- Access to the conference, exhibition & networking areas
 - Access to speaker pdf slides and audio
 - \$200 discount for you or colleagues to attend the eyeforpharma Awards Judging Day on April 15th.
 - Access to the event networking suite 1 week before the event
 - 4 week Subscription to eyeforpharma On Demand

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EARLY BIRD RATE

\$2699

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FULL PRICE

\$2999

EARLY BIRD RATE

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YES! Sign-me up to see 20+ case studies showing the best of patient and healthcare value at the Awards Judging Day, April 15th. **COST \$699**



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TERMS & CONDITIONS: Places are transferable without any charge. Cancellations before 16th March 2019 incur an administrative charge of 25%. If you cancel your registration after 16th March 2019 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.