Amsterdam | 9-11 February 2027

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WELCOME

EXPERT SPEAKERS

AGENDA

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4th Annual

IMPACCT Real World Evidence Summit EUROPE

Transform RWE into Decision-Grade Evidence & Drive Commercial Impact

Access Robust Datasets, Successfully Harness AI, & Streamline Integrated Evidence Planning to Identify Commercial Opportunities, Drive Efficiency, Support Regulatory & HTA Decision-Making, & Accelerate Speed to Market

Expert Speakers Include:



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB



Lene Hammer-Helmich
Head of Global Strategic Evidence & Communications
LEO Pharma



Aliki Taylor
Executive Director, RWE
TA Head- Oncology
Gilead



Melpomeni Styliadou
Vice President, Global Programme Leader, Health Data Partnerships
Takeda



Carsten Moeller
Vice President & Head of RWE
Bayer



Stefania Pirondi
Head of Clinical Innovation
Chiesi

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Welcome to the 4th IMPACCT Real World Evidence Summit Europe

4th Annual IMPACCT Real World Evidence Summit EUROPE

9-11 February 2027 | Amsterdam

Real-world evidence has reached an inflection point. As richer datasets, advanced analytics and new technologies reshape evidence generation, RWE has moved from a supporting function to a strategic driver of drug development, regulatory strategy, and market access. Across Europe, the evolving EHDS landscape is creating further opportunities to unlock health data, while raising new questions around access, quality, governance, and implementation.

The **4th IMPACCT Real World Evidence Summit Europe** brings together senior RWE, Evidence Generation, Medical Affairs, and Market Access leaders to tackle the challenges shaping the next phase of RWE. From building **regulatory-grade datasets** and navigating **fragmented European** data landscapes to **governing AI**, harnessing patient-generated data, and **embedding RWE earlier** through integrated evidence planning, the agenda focuses on the practical strategies moving the industry forward.

Hear real-world case studies from **Pfizer**, **AstraZeneca**, **Novartis**, **Bayer**, **Novo Nordisk**, **UCB**, **Gilead**, **Boehringer Ingelheim**, **Takeda**, **and more**, covering everything from federated data networks and AI-driven evidence generation to JCA readiness, measurement error, and demonstrating the strategic value of RWE.

But IMPACCT is more than a programme of presentations. **Connect directly with the people tackling the same challenges as you** through interactive roundtables, problem-solving clinics, debates, and dedicated networking. Exchange what is actually working, share the challenges that don't make it into presentations, and build relationships with peers that extend beyond the summit.

What Past Attendees Have to Say

"I especially enjoyed the strong collaboration with colleagues, the high-quality discussions during our sessions, and the positive engagement from participants"

Head Global RWE, Boehringer Ingelheim

"The high quality of the presentations, discussions, moderation, and overall organisation truly stood out"

Senior Director, Market Access, Pricing & HEOR, Immunocore

Key Benefits of Attending



Put AI Into Practice Across the RWE Lifecycle:

Move beyond the AI hype and discover what is actually working in RWE today. Get practical insights from **Pfizer**, **UCB** and **Gilead** on applying AI across study design, treatment pattern analysis, data abstraction, and evidence generation, while navigating validation, governance, and the limitations of AI.



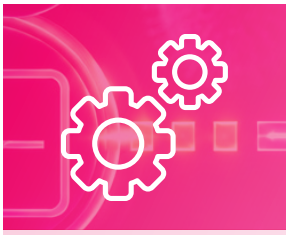
Unlock Europe's Fragmented Data Through New RWE Approaches:

Discover how leading teams are connecting fragmented datasets to generate richer, more actionable evidence. Hear from **Bayer** and **Novartis** on federated data networks, cross-source collaboration, and working across complex healthcare systems, alongside approaches using patient-generated data, wearables, and novel data sources.



Build RWE That Stands Up to Regulatory & HTA Scrutiny:

Learn how to strengthen credibility and acceptance of your evidence across Europe. Explore emerging approaches to data quality, measurement error, regulatory-grade RWD, and JCA readiness with insights from **NICE**, **Chiesi** and **AstraZeneca** and understand what regulators and HTAs need from RWE.



Embed RWE Earlier to Shape Drug Development & Evidence Strategy:

See how organisations are moving RWE upstream to influence decisions before evidence gaps emerge. Learn from **Otsuka**, and **Gilead** how RWE can inform target populations, clinical development, integrated evidence planning, and market access from earlier stages of the product lifecycle.



Build Your Strategic RWE Network Through Meaningful Peer Connections:

Go beyond exchanging business cards and connect with senior RWE, evidence generation, medical affairs, and market access leaders. Take part in interactive roundtables, problem-solving clinics, debates, and candid peer discussions designed to help you share challenges, solve problems, and build relationships that continue beyond the summit.

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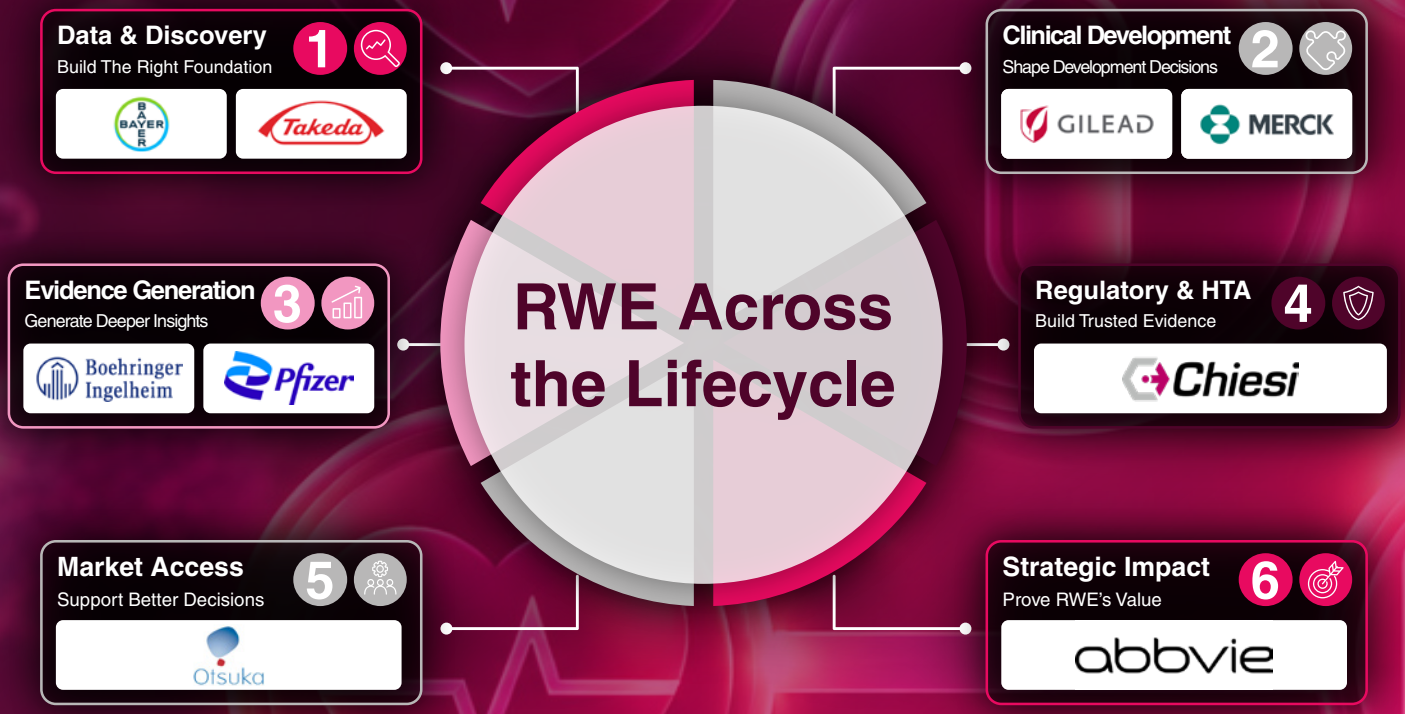
Real World Evidence.
Real World Connections.

4th Annual IMPACCT Real World Evidence Summit EUROPE

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What's New for 2027?

As RWE continues to evolve, so does the way we bring the community together. This year's summit introduces new ways to connect, new perspectives, and more practical, interactive content designed to reflect the growing strategic importance of RWE across the product lifecycle, giving you more opportunities than ever to learn from real-world experiences, solve challenges, and take actionable insights back to your team.



Brand New Ways To Connect With The RWE Community For 2027:

NETWORK & LEARN POSTERS

Real-World Insights, Shared by Peers.

Step beyond the presentations to exchange practical RtWE examples, implementation experiences, and lessons learned from across the industry.

Interested in sharing your work? Email info@hansonwade.com for more information or to submit a poster.

RWE CONFESSIONS

What Got Accepted, What Didn't & What We Learned

Get candid about the RWE approaches, study designs, and evidence packages that didn't get the response expected from regulators or HTAs. Share what challenged acceptance, what you changed, and what ultimately worked.

PROBLEM-SOLVING CLINIC

Bring Your Challenge. Find a Way Forward.

Discuss challenges around securing leadership buy-in, demonstrating RWE value or winning investment. Pressure-test your approach, exchange strategies, and leave with practical tactics to strengthen your business case, build influence, and secure support.

Hear From Fresh Voices Including:



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB



Carsten Moeller
Vice President, Head of RWE
Bayer



Aliki Taylor
Executive Director, RWE TA Head- Oncology
Gilead



Joachim Morrens
Head of Medical Excellence and Operations Germany (RWE)
AbbVie



Emmanuelle Boutmy
Director, Real-World Data Methodologies
Merck



Jesica Levingston Mac Leod
Director Medical Affairs Lead Medical Writer
AstraZeneca

New Companies Include:

MERCK | GILEAD | novo nordisk | BAYER | Chiesi | Otsuka

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Your Expert Speakers

Biopharma Thought Leaders



Jesica Levingston Mac Leod
Director Medical Affairs Lead Medical Writer RWE
AstraZeneca



Thomas Lanz
Medical Affairs Performance Lead
Boehringer Ingelheim



Carsten Moeller
Vice President, Head, RWE
Bayer



Jenny Lee
Epidemiologist, Global Medical and Evidence
Bayer



Stefania Pirondi
Head of Clinical Innovation
Chiesi



Aliki Taylor
Head Executive Director, RWE TA Oncology
Gilead



Lene Hammer-Helmich
Head of Global Strategic Evidence & Communications
LEO Pharma



Eleonore Maury
Medical Evidence Manager
Novartis



Christian Kruse
Principal Data Scientist
Novo Nordisk



Bengt Anell
Senior Market Access Manager
Otsuka Pharmaceutical



Emmi Tikkanen
Oncology RWE Scientist, Global Medical Evidence Generation
Pfizer



Mirko Ristanovic
Oncology IDM Access Implementation Lead
Pfizer



Melpomeni Styliadou
Vice President, Global Program Leader, Health Data Partnerships
Takeda



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB



Alessandra Oortwijn
Global Head, Evidence Generation
Alfasigma



Joachim Morrens
Head of Medical Excellence and Operations Germany (RWE)
AbbVie



Margot Blanchon
RWE Lead Oncology
Sanofi



Emmanuelle Boutmy
Director, Real-World Data Methodologies
Merck



Iida Tynkkynen
Senior Strategic, Real World Data Manager
Novo Nordisk

> "Really great content, great speaker lineup, and super valuable to have multiple company representatives there to share their experiences"
>
> **Eli Lilly & Co**

Pre-Conference Workshop Day
Tuesday, 9 February

Morning Coffee & Check-in 8.15

Workshop A 9.00

Hands-On AI Implementation for Real-World Evidence Studies

This hands-on workshop moves beyond AI theory and puts attendees directly into the RWE study lifecycle. Working through practical use cases, participants will explore how AI can be applied across protocol development, statistical planning, data abstraction, and evidence generation, while navigating the validation, confidentiality, and regulatory challenges that come with implementation. By the end of the session, attendees will have practical prompts, tools and frameworks they can take back to their teams and apply to their own RWE programmes.

Attend this workshop to:

- Work through the RWE study lifecycle and identify where AI can meaningfully accelerate processes without compromising scientific rigour or regulatory requirements
- Develop and test practical AI prompts and workflows for protocol development, statistical analysis planning, and medical record abstraction
- Build approaches for validating AI-generated outputs, establishing appropriate gold standards, and maintaining human oversight before evidence reaches regulatory submission

Workshop Leaders



Mirko Ristanovic
Oncology IDM Access Implementation Lead
Pfizer



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB

Networking & Lunch 12.00

Workshop B 1.00

Navigating EHDS Implementation & Building Practical Data Access Strategies Across Europe

With EHDS moving from regulation towards implementation, the challenge for RWE teams is shifting from understanding what the legislation means to preparing for how data will actually be accessed, reused and governed across Europe. This interactive workshop will put attendees in the role of RWE strategists, working through realistic data access scenarios to navigate different national requirements, data holders, contracting models, and ethical considerations. By the end of the session, attendees will have practical frameworks to assess data-access routes, anticipate country-level barriers, and build more efficient strategies for future RWE programmes.

This workshop will gather experts to discuss:

- Work through real-world data access scenarios involving registries, hospitals, academic institutions, and patient organisations to identify potential bottlenecks before studies begin and build a practical framework for assessing data-access routes across European countries, including regulatory, ethics, contractual, and commercial considerations
- Develop strategies for negotiating with diverse data holders and establishing clearer expectations around access, payment, data use, and timelines
- Identify the internal processes, partnerships and infrastructure RWE teams should start building now to be operationally ready as EHDS implementation progresses

Workshop Leaders



Alessandra Oortwijn
Global Head, Evidence Generation
Alfasigma

End of Pre-Conference Workshop Day 4.00

Conference Day One
Wednesday, 10 February

8.00 **Morning Coffee, Breakfast & Check-in**



Lene Hammer Helmich
Head, Global Strategic Evidence & Communications
LEO Pharma

8.55 **Chair's Opening Remarks**

Building Fit-for-Purpose Data to Generate Trusted RWE Across Global Markets



Carsten Moeller
Vice President, Head, RWE
Bayer

9.00 **Unlocking Fragmented Real-World Data Through Federated Networks & Cross-Source Collaboration**

- Explore how federated data networks can help connect fragmented real-world data sources and enable research across different countries and healthcare systems
- Discuss the practical considerations involved in working across multiple data sources, including differences in data availability, structure, quality, and access
- Examine how evolving research needs are creating demand for more connected and granular real-world data, and what this means for the future of RWE generation



Melpomeni Styliadou
Vice President, Global Program Leader, Health Data Partnerships
Takeda

9.30 **Building Decision-Grade RWD Through Multi-Stakeholder Data Partnerships**

- Share early learnings from developing a syndicated registry model, including how greater collaboration and transparency could strengthen confidence in RWE and support its acceptance for regulatory and HTA decision-making
- Examine how sharing data infrastructure, costs, and research efforts across pharmaceutical companies and healthcare organisations can reduce the time, complexity, and cost of generating high-quality RWE
- Discuss the practical challenges of establishing these collaborative models, including aligning multiple stakeholders, determining fair market value for data, and creating sustainable partnership frameworks



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB

10.00 **Roundtable: Breaking Down Europe's Fragmented Data Landscape**

- Debate whether greater European data connectivity will genuinely enable cross-country RWE or simply shift the challenge towards agreeing which data and populations are sufficiently comparable
- Explore how increasing access to cross-country data could affect evidence expectations for smaller European markets and country-specific treatment patterns
- Discuss whether EHDS can help pharma move beyond fragmented national datasets while balancing data privacy, ethical requirements, and scientific relevance

10.30 **Morning Break & Speed Networking**
The ideal opportunity to get face-to-face with many global RWE leaders for important in-depth conversations.

Conference Day One
Wednesday, 10 February

Unlocking Novel Data Sources to Generate Deeper & More Actionable RWE



Jenny Lee
Epidemiologist, Global Medical and Evidence
Bayer

11.30 **Expanding Beyond Claims & EMR Data and Harnessing Patient-Generated Health Data, Wearables & Continuous Monitoring to Build a More Complete Picture of Women's Health**

- Explore how consumer health platforms, patient surveys, and wearables can capture women's experiences and outcomes that traditional healthcare datasets miss
- Demonstrate how granular, longitudinal data from devices and wearables can provide deeper insights into symptoms, sleep, and day-to-day health experiences
- Examine how combining EHR and claims data with patient-generated and technology-enabled data can create a more complete, contemporary picture of the patient experience



Eleonore Maury
Medical Evidence Manager
Novartis

12.00 **Lessons From Local Evidence Generation to Strengthen Fit-for-Purpose RWE**

- Drives the strategic design and oversight of non-interventional RWE initiatives using primary data collection, secondary healthcare data sources, and hybrid approaches to generate fit-for-purpose evidence aligned with medical, access, and policy needs across therapeutic areas
- Translates local RWE into actionable insights that address medical and access evidence gaps, support reimbursement discussions, and inform managed entry agreements

12.30 **Lunch Break & Networking**



Christian Kruse
Principal Data Scientist
Novo Nordisk
AI Case Study

1.30 **Combining Real-World Data & AI to Advance Preclinical Research & Early Drug Development**

- Explore how real-world data and human health insights can be brought into preclinical research to complement traditional animal and laboratory data
- Examine how integrating real-world, clinical, molecular, and other data modalities can support disease understanding, patient segmentation, phenotyping and identification of potential target populations
- Share practical examples of how AI, machine learning, and emerging agentic approaches are being applied to accelerate research workflows, generate hypotheses, and support earlier decision-making across the drug development pipeline

Harnessing AI to Accelerate Evidence Generation Without Compromising Scientific Rigour



Thomas Lanz
Medical Affairs Performance Lead
Boehringer Ingelheim

2.00 **If Your Evidence Is Not In The LLM, It Doesn't Exist - Adapting RWE Strategies for the Generative AI Era**

- Explore how the rise of generative AI and large language models is changing how RWE and scientific evidence is discovered, interpreted, and accessed
- Share practical learnings from adapting evidence strategies to ensure RWE is effectively represented, discoverable, and accurately communicated across emerging AI-driven information environments
- Showcase real-world examples and early results from applying these approaches across different brands and markets

2.30 **Network & Learn Break: RWE Practical Insights Session**

Continue the conversation beyond the presentations as attendees share practical examples, implementation experiences and lessons learned from across the Real World Evidence space. This session provides a unique opportunity to ask questions, exchange ideas and discover practical approaches that may not make it into formal presentations. For more information or to share your work please email info@hansonwade.com.

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Conference Day One
Wednesday, 10 February



Alireza Moayyeri
Digital Excellence Lead, Global HTA & Payers
UCB

3.30 **Governing AI for RWE Building Trust Through Validation Transparency & Oversight**

- Establish practical frameworks for validating AI tools, assessing bias, and defining gold-standard measures for AI-generated outputs
- Navigate the regulatory and compliance challenges of implementing AI in highly regulated pharmaceutical environments
- Develop governance structures, transparency requirements, and human oversight models that enable responsible AI adoption across RWE teams



Emmi Tikkanen
Oncology RWE Scientist, Global Medical Evidence Generation
Pfizer

4.00 **Using AI to Derive Oncology Treatment Patterns From Real-World Data**

- Explore how AI can be used to derive lines of therapy and treatment patterns from claims data where detailed oncology EMR data is unavailable or difficult to access
- Share practical learnings from applying AI across different cancer types and patient populations, including how approaches need to adapt to variations in treatment pathways and data availability
- Examine how AI-derived insights can expand the use of real-world data for oncology research while addressing challenges around validation, data quality, and methodological robustness

4.30 **Closing DEBATE: Where Does the Human Touch Outweigh the Efficiency of AI?**

- Take opposing sides on where AI can genuinely improve RWE and where human expertise remains essential
- Debate the trade-offs between speed, automation, and efficiency versus scientific judgement, transparency, and trust
- Share where organisations should draw the line between AI-led workflows and human oversight



Lene Hammer Helmich
Head, Global Strategic Evidence & Communications
LEO Pharma

5.00 **Chair's Closing Remarks**

5.05 **End of Conference Day One**

> "High level of open sharing and trustful conversations despite the competitive elements of being the industry. We were really peers discussing real-life challenges and experiences."
>
> **Director & Head of RWE & Epidemiology**
> **Lundbeck**

Conference Day Two
Thursday, 11 February

8.00 Morning Coffee & Check-in

8.55 **Chair's Opening Remarks**

Integrated Evidence Planning Across the Drug Development Lifecycle to Shape Development & Evidence Strategy



Aliki Taylor
Executive Director, RWE TA Head-Oncology
Gilead

9.00 **Bringing RWE Upstream: Using AI & Real-World Data to Accelerate Early Clinical Development Decisions**

- Explore how RWE can move beyond traditional pre- and post-launch applications to support earlier decisions around patient selection, tumour selection, biomarkers, and trial design
- Lessons from pilots on how AI and advanced analytics can enable rapid feasibility insights and analysis of large, complex datasets, and where traditional statistical approaches remain more effective
- Navigate the organisational change, cross-functional education, and governance needed to embed RWE and AI into early development



Margot Blanchon
RWE Lead Oncology
Sanofi

9.30 **Using RWE to Inform Clinical Development & Designing Trials Around the Right Patients, Endpoints & Assumptions**

- Leverage RWD earlier in clinical development to assess patient populations, inform inclusion and exclusion criteria, and ensure trial designs reflect real-world clinical practice
- Use real-world insights to challenge critical trial assumptions, from patient representativeness and stratification factors to expected treatment effects and endpoint selection
- Support evidence-based go/no-go decisions by identifying where RWD can strengthen Phase III planning

10.00 Morning Break & Networking



Bengt Anell
Senior Market Access Manager
Otsuka Pharmaceutical

11.00 **Building an Early RWE Strategy to Strengthen Market Access, HTA & Reimbursement for High-Cost Rare Disease Therapies**

- Explore how early assessment of local patient populations, treatment pathways, unmet need, and local healthcare clinical practice can shape an effective RWE and market access strategy
- Examine how conducting local RWD studies ahead of HTA and reimbursement negotiations can provide the evidence needed to understand the evolving treatment landscape and support payer discussions
- Navigate the challenges of generating meaningful RWE in rare diseases where patient populations are small, data availability is limited, and HTAs can vary significantly between markets

Conference Day Two
Thursday, 11 February



Emmanuelle Boutmy
Director, Real-World Data Methodologies
Merck

11.30 **Exploring External Control Arms & Target Trial Emulation to Strengthen Real-World Evidence Generation**

- Explore the evolving role of external control arms and target trial emulation in generating robust evidence from real-world data
- Discuss the data and practical considerations involved in applying these approaches and building confidence in the evidence generated
- Share perspectives on where these approaches can add value within evidence generation

12.00 **Lunch Break**

Navigating Regulatory & HTA Pathways to Strengthen RWE Acceptance Across Europe

1.00 **RWE Confessions: What Got Accepted, What Didn't & What We Learned** **Brand new Networking session**

This candid, peer-to-peer session explores the real-world experiences behind regulatory and HTA acceptance, giving attendees the opportunity to share challenges, setbacks, and lessons learned.

- Share an RWE approach, study design or evidence package that didn't get the response you expected from regulators or HTAs
- Discuss what challenged acceptance, what you changed, and what ultimately worked
- Compare experiences across markets and therapeutic areas to uncover practical lessons for building more robust, submission-ready RWE



Stefania Pirondi
Head, Clinical Innovation
Chiesi Group

1.45 **Aligning RWE & Regulatory Strategy From the Start to Build Submission-Ready Evidence & JCA Readiness**

- Explore why RWE submission planning needs to begin alongside regulatory strategy rather than being developed retrospectively once evidence gaps have already emerged
- Identify which RWE requirements, data sources, and methodological considerations should be anticipated early to ensure evidence generated throughout development can support future submissions
- Assess how population differences, data quality, and representativeness can affect algorithm performance across healthcare settings and create risks when models are transferred between populations



Jesica Levingston Mac Leod
Director Medical Affairs Lead Medical Writer RWE
AstraZeneca

2.15 **Translating RWE Into Compliance-Ready Evidence by Strengthening Medical Writing, Transparency & Regulatory Acceptance**

- Translate complex RWE analyses into clear, scientifically rigorous evidence packages that meet regulatory expectations
- Navigate the methodological and reporting challenges of communicating observational evidence while maintaining transparency and reproducibility
- Explore how evolving regulatory expectations and increasing evidence volumes are changing the role of medical writing in RWE

2.45 **Afternoon Break & Networking**

Conference Day Two
Thursday, 11 February

Demonstrating Strategic Value & Securing RWE's Seat at the Table



Iida Tynkkynen
Senior Strategic, Real World Data Manager
Novo Nordisk

3.30 **Unlocking the Strategic Value of RWD Through Organisation-Wide Data Literacy & Change**

- Explore how data stewardship and organisation-wide data literacy can help teams better understand, assess, and select real-world data for different evidence needs
- Share practical learnings from building internal training and change initiatives that improve how teams across the organisation use and evaluate RWD
- Examine how embedding better data practices across the business can increase data utilisation, strengthen RWE generation, and demonstrate the strategic value of RWE beyond the evidence function



Joachim Morrens
Head, Medical Excellence and Operations Germany (RWE)
AbbVie

4.00 **Prioritising RWE for Impact Moving Beyond "More Studies" to Higher-Value Evidence**

- Rethink how RWE projects are prioritised to focus limited resources on evidence that can meaningfully influence strategic, clinical, market access, and business decisions
- Shift from volume to value by identifying when fewer, more strategically focused studies can generate stronger evidence and deliver greater impact across the product lifecycle
- Build the case for earlier RWE investment by demonstrating how evidence generated earlier in development can strengthen the value proposition and inform critical decisions before launch



Thomas Lanz
Medical Affairs Performance Lead
Boehringer Ingelheim

4.30 **IMPACCT Problem-Solving Clinic: Winning Leadership Buy-In for RWE: Sharing Strategies to Secure Investment & Influence**

This interactive session puts your current RWE challenges at the centre of the discussion. Bring a real challenge you're facing and work with peers to pressure-test your approach, share what has worked and find practical ways forward.

- Bring a live challenge around securing leadership buy-in, demonstrating RWE value or winning investment
- Work in small groups to pressure-test your approach, share experiences, and identify alternative strategies
- Take away practical solutions and tactics that you can apply to build influence, strengthen your business case, and secure support

5.00 **Chair's Closing Remarks**

5.05 **End of 4th IMPACCT Real World Evidence Summit Europe**

> "I really enjoyed the opportunity to connect with colleagues across the industry to discuss common opportunities and challenges"
>
> **Associate Director - Real World Data Science, Alexion Pharmaceuticals**

2027 Partners

Hosting Partner - Costello Medical

Costello Medical is a leading provider of scientific support services to the healthcare industry. With a dedicated team of evidence generation experts, we empower pharmaceutical companies to leverage real world evidence (RWE) throughout the product lifecycle. Our RWE services span primary evidence generation, secondary data analysis, comprehensive study management, RWE strategic consulting and evidence generation planning. Our end-to-end capabilities ensure that our clients benefit from support at every stage of their study, and we take a bespoke approach to studies, employing a variety of data sources and methodologies to produce evidence which fully meets our client's needs.

www.costellomedical.com/what-we-do/evidence-development/real-world-evidence/

"The intimacy of the conference and openminded people interested in true exchange, supported by sufficiently long breaks. The speed networking exercise was also very helpful!"

2026 Attendee, Novartis

"Really great content, great speaker line up and super valuable to have multiple company representatives there to share their experiences."

2026 Attendee, Eli Lily & Co

Get Involved



Katie Orchard
Partnerships Director
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Email: sponsor@hansonwade.com

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4th Annual IMPACCT Real World Evidence Summit EUROPE

9-11 February 2027 | Amsterdam

Your European Platform to Forge Strategic Partnerships that Transform Real World Evidence

As biopharma navigate the evolving regulatory landscape and accelerate evidence-driven decision-making, they are actively seeking strategic partners who can deliver tangible solutions to their most pressing challenges. From accessing **regulatory-grade datasets and implementing AI-driven** analytics to navigating the **European Health Data Space** and demonstrating measurable ROI, organisations are investing in partnerships that transform data into actionable evidence across the entire drug development lifecycle.

The **4th IMPACCT Real World Evidence Summit Europe** is the only platform dedicated to bringing together the decision-makers who are actively evaluating vendors, selecting data sources, and building long-term partnerships. This is your opportunity to position your organisation as the trusted partner that industry leaders turn to when evidence generation matters most.

Meet Decision-Makers Who Control Vendor Selection And Partnership Budgets

Connect with senior RWE, Medical Affairs, Evidence Generation, and Market Access leaders seeking solutions to improve data access, strengthen evidence generation, and meet evolving regulatory and HTA requirements. Position your offering in front of stakeholders shaping RWE strategy and influencing investment decisions.

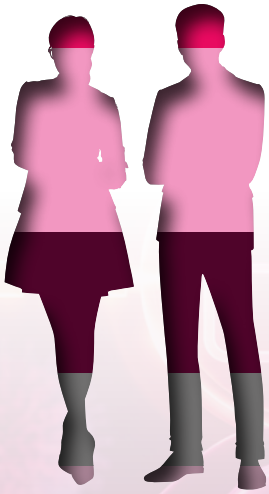
Showcase Solutions To The Challenges Keeping Them Up At Night

Organisations need partners who can access regulatory-grade European datasets, demonstrate robust data validation, and navigate EHDS requirements. They're seeking vendors who understand both regulatory demands and payer priorities, can harmonise fragmented data sources, and prove measurable ROI. Position your solutions as the answer to their most urgent needs.

Convert Conversations Into Strategic, Long-Term Collaborations

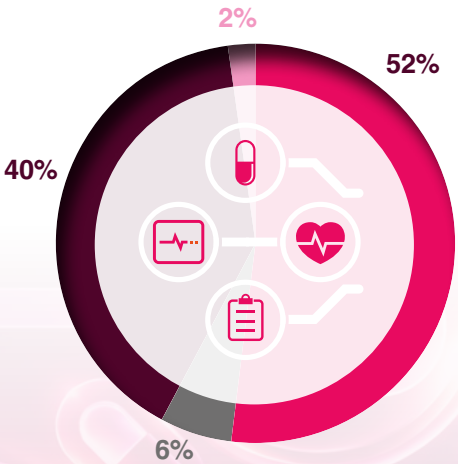
Pharma and biotech organisations need partners who can support their RWE strategies across the drug development lifecycle. From integrated evidence planning to advanced analytics and data expertise, demonstrate how your solutions address industry challenges and create opportunities for long-term collaboration.

Seniority of Attendees



- Chief/CxO: 9%
- Heads/VP: 38%
- Director: 29%
- Managers: 19%
- Academics: 5%

Type of Companies Attending



- Pharma
- Biotech
- Solution & Healthcare Providers
- Academics

*Statistics Taken from 3rd IMPACCT Real World Evidence Summit Europe

Get Involved



Katie Orchard
Partnerships Director
Tel: +1 617 455 4188
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Ready to Register?

3 Easy Ways to Book

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Email: info@hansonwade.com

MASTER how leading pharma and biotech are implementing AI and advanced analytics across the RWE lifecycle, from early research and clinical trial design to evidence generation and regulatory submissions, with practical case studies that move beyond the hype to show what's actually delivering value today.

BUILD your strategic influence by learning how to demonstrate RWE's impact with quantifiable metrics, secure earlier integration into evidence planning, and break down silos between clinical development, medical affairs, and commercial teams to position RWE as a critical driver of business decisions.

CONNECT with cross-functional peers, data vendors, and regulatory experts to tackle Europe's unique challenges, from navigating fragmented datasets and EHDS regulations to selecting fit-for-purpose data sources and establishing governance frameworks that balance innovation with compliance.

Drug Developers	Register By Friday, 27th of November to Save Up to €680	On the Door Price
Conference + Pre-Conference Workshop Day	€2,687	€3,367
Conference Only	€1,889	€2,249
Academic & Research Institutes**	Register By Friday, 27th of November to Save Up to €680	On the Door Price
Conference + Pre-Conference Workshop Day	€2,227	€2,907
Conference Only	€1,589	€1,949
Solution & Service Providers	Register By Friday, 27th of November to Save Up to €360	On the Door Price
Conference + Pre-Conference Workshop Day	€4,387	€4,747
Conference Only	€3,289	€3,649

If you are a UK or EU-based company, you may be subject to 21% VAT in addition to the price advertised. If you qualify for a reverse charge, you will have the option to provide your VAT number and the charge will be automatically deducted at checkout

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Do you work for a Not-for-Profit organisation? Email us at info@hansonwade.com to inquire about attending

Team Discounts***

- **10% discount – 2 Attendees**
- **15% discount – 3 Attendees**
- **20% discount – 4+ Attendees**

***Please note that discounts are only valid when two or more delegates from one company book and pay at the same time.

Discounts cannot be used in conjunction with any other offer or discount. Only one discount offer may be applied to the current pricing rate.

Contact: register@hansonwade.com



Venue

Park Plaza Victoria Amsterdam

Damrak 1, 1012 LG Amsterdam

Luxury Hotel in Amsterdam City Centre | Park Plaza Victoria Amsterdam

TERMS & CONDITIONS

Full payment is due on registration. Cancellation and Substitution Policy: Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee. A substitution from the same organisation can be made at any time.

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