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mHealth

for Clinical Trials EU

Driving the Implementation & Adoption of mHealth

April 16-18, 2018, **London, UK**

Maximising Patient-Centricity, Decentralising Clinical Studies & Operationalising mHealth

Hear from 18 Experts Including:



Tim Cave

VP – Head Strategic Planning & Digital Practices, Global Medical Affairs
GlaxoSmithKline



Mikael Eliasson

Global Head, Strategic Innovation, Personalized Health Care, Product Development
Roche



Mohammed Ali

Global Head of Digital Development, Global Clinical Operations
Boehringer Ingelheim



Seleen Ong

Clinical Sciences Group Lead & Clinical Program Lead for Clinical Trial Innovation
Pfizer

“This was a very well organized meeting with great, relevant content and engaging speakers.”

Abbott

www.mhealth-clinicaltrials-europe.com

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Welcome to mHealth for Clinical Trials Europe 2018

Join the Digital Transformation in Clinical Research

mHealth capabilities and use cases in pharma clinical development have been exploding with exciting advances. Innovating the way clinical trials are conducted by progressing the application of mobile tools is, more than ever, a key factor to **accelerating drug development**, and ensuring drugs are successfully brought to patients faster.

mHealth for Clinical Trials, coming for the first time to Europe, provides you with a focused platform for discussion with other leaders in this space at a time of fast-pacing transformation in the mHealth and healthcare ecosystem.

By sharing details of the latest success stories and **evaluating strategies to overcome existing operational and regulatory challenges**, this meeting aims to accelerate the efforts to **bring the implementation of mobile technologies in clinical trials to the next level**: from boosting patient-centricity, to wearables, regulation, decentralised studies and adoption.

Join your peers to discuss and explore the growing possibilities these technologies are offering to accelerate clinical research and advance the use of patient-facing data.

Hear What Previous Attendees Have To Say:

“A very useful meeting. Companies shared their experiences in implementing mHealth solutions in their drug development programs.”

Novartis Institutes for Biomedical Research

“Great conference. One of the most targeted conferences I have been to with lots of knowledgeable senior people.”

Shimmer Research, Inc.

“The conference was great. I enjoyed all the speakers and really enjoyed that the conference is very focused with all the right people in the room.”

Abbott

Top 5 Reasons to Attend

- 1 **Roche** and **GSK** detail their endeavours in **digital innovation** to accelerate clinical development.
- 2 **Pfizer** and the **NIHR Clinical Research Network** share insights on how to promote **patient-centricity** in clinical trials with **eRecruitment**, and enhanced **patient engagement and involvement** strategies.
- 3 **Janssen** and **Novartis** explain how they are tackling the opportunity to change the face of clinical studies with **decentralized trial** methodologies.
- 4 **Actelion** and **Myokardia** delve into the development, implementation and **operationalisation** of new technologies to tap into new forms of **data collection** and **new digital endpoints**.
- 5 **Sanofi** and **Boehringer Ingelheim** discuss how to **tackle organizational barriers** to support and drive the adoption of mobile tools in clinical trials.



Speakers



Alain Bindels
Innovation Task
Force & Vendor
Alliance Leader
Roche



Alistair Stuart
Director, Clinical
Projects &
Digital Platforms
GlaxoSmithKline



Anthea Mould
Head of AHP/
Pharmacy and
Continuous
Improvement
**NIHR Clinical
Research Network**



Bert Hartog
Senior Director, Janssen
Clinical Innovation
**Janssen
Pharmaceuticals**



Bryan McDowell
Global Program Lead,
Digital Development
Novartis



Carsten Spannuth
Director, Clinical
Project Physician
**Idorsia
Pharmaceuticals**



Charles Wolfus
Executive Director
- Digital Health,
Technology &
Business Operations
MyoKardia



Daragh Ryan
Clinical Trials
Technology Consultant
**Actelion
Pharmaceuticals**



David Goren
Strategic Consultant,
Epione Strategy, Ltd.



Derek Stewart
Associate Director
- Patient & Public
Involvement
**NIHR Clinical
Research Network**



Jess Radcliffe
Improvement and
Programme Manager
**NIHR Clinical
Research Network**



Kai Langel
Director, R&D
Operations Innovation
**Janssen
Pharmaceuticals**



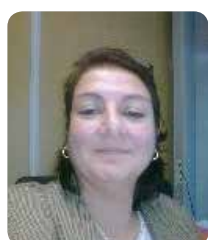
Lucien Rapp
Senior Consultant
**Watson Farley
& Williams**



Mikael Eliasson
Global Head, Strategic
Innovation, Personalized
Health Care, Product
Development
Roche



Mohammed Ali
Global Head of Digital
Development, Global
Clinical Operations
Boehringer Ingelheim



Myriam Cohen
Clinical Sciences
Operations - Alliance
& Partners Leader
Sanofi



Seleen Ong
Clinical Sciences
Group Lead & Clinical
Program Lead for
Clinical Trial Innovation
Pfizer



Tim Cave
VP - Head Strategic
Planning & Digital
Practices, Global
Medical Affairs
GlaxoSmithKline

Conference Day One | Tuesday, 17th April, 2018



Daragh Ryan,
Actelion
Pharmaceuticals

8.45 Chair's Opening Remarks



Bryan McDowell,
Novartis



Kai Langel,
Janssen
Pharmaceuticals



Mikael Eliasson,
Roche

9.00 Opening Keynote Panel Discussion: From Start, to Finish – How to Innovate the Conduct of Clinical Studies & Accelerate the Delivery of New Therapies to Patients with Mobile-Enabled Clinical Trials

- Addressing the rapidly evolving mHealth landscape in pharma, the growing interest and the latest and exciting advances on the use of these technologies to support and drive clinical studies
- Overcoming the operational and regulatory challenges of running mHealth supported clinical trials
- Maximizing patient centricity and innovation, improving trial efficiency and reducing costs – embracing the growing possibilities of mHealth-enabled clinical research to accelerate drug development
- Discussing the role of big tech companies in the future of digital innovation in clinical trials
- Outlining where we are and where we are going – important learnings to date and perspectives on future directions



Mikael Eliasson,
Global Head,
Strategic Innovation,
Personalized Health
Care, Product
Development, **Roche**

9.45 Going Digital – Accelerating Clinical Development

- Detailing on Roche's experiences using digital tools in clinical trials
- Overviewing the promise of meaningful data at scale
- What will "digital 2.0" look like?

10.15 Speed Networking Session

11.15 Morning Refreshments

Patient Centricity – An Evolving Paradigm in Clinical Development



Seleem Ong, Clinical
Sciences Group
Lead & Clinical
Program Lead for
Clinical Trial
Innovation, **Pfizer**

11.45 Right Patient, Right Trial – Leveraging Technology For Recruitment, Enrolment & Consent in Clinical Trials

- Enhancing awareness of trials available
- Refining pre-screening algorithms
- Improving the experience of informed consent for patients



Tim Cave, VP
– Head Strategic
Planning & Digital
Practices, Global
Medical Affairs,
GlaxoSmithKline

12.15 Promoting the Patient as a Partner & Not a Subject of the Study With Mobile Health Technology

- Supporting patient engagement and involvement across all stages of the clinical trial
- Maximising awareness and sharing of information – enabling easier communication with investigators and sponsors including communication of results

12.45 Lunch & Networking

Conference Day One | Tuesday, 17th April, 2018



Anthea Mould, Head of AHP/Pharmacy and Continuous Improvement, **NIHR Clinical Research Network**



Jess Radcliffe, Improvement and Programme Manager, **NIHR Clinical Research Network**

14.00 Accelerating Digital – Overviewing the NIHR Clinical Research Network’s Endeavours To Support the Operational Embedding & Adoption of Digital Across the Research Network, NHS & Industry Partners

- Promoting and developing a focused digital programme at the NIHR CRN
- Enabling and supporting the adoption of digital across commercial and non-commercial studies to maximise patient centricity and involvement in clinical research



14.30 Mastermind Session: Supporting the Successful & Efficient Adoption Of mHealth Solutions Within Clinical Trials

This session facilitates in-depth discussions between participants in an informal environment.

After splitting into small groups, participants will discuss key issues and challenges regarding the implementation of mobile technology in clinical trials.

15.30 Afternoon Refreshments & Networking



Derek Stewart, Associate Director – Patient & Public Involvement, **NIHR Clinical Research Network**

16.00 The Patient Perspective – What Do Patients Participating in Clinical Trials Expect from mHealth?

- Patient advocate view on the role of mHealth in patient-centric clinical research
- Discussing how mobile technology can promote and enhance patient involvement in and awareness of clinical studies



Carsten Spannhuth, **Idorsia Pharmaceuticals**



David Goren, **Epione Strategy, Ltd.**



Derek Stewart, **NIHR Clinical Research Network**



Seleen Ong, **Pfizer**

16.30 Panel Discussion: Transforming the Clinical Development Paradigm With Digital Health Innovation

- Embracing the patient as a crucial partner in study design and conduct
- Deploying mHealth technologies and tools to maximize patient centricity in clinical research – from data collection to patient adherence
- Leveraging mHealth approaches for improved trial recruitment and design – promises and challenges



Daragh Ryan, **Actelion Pharmaceuticals**

17.00 Chair’s Closing Remarks

“A great meeting. The networking opportunities were fantastic.”

Pfizer

Conference Day Two | Wednesday, 18th April, 2018

 Daragh Ryan, Actelion Pharmaceuticals	8.50 Chair's Opening Remarks Key Takeaways & Lessons Learned from Day One
Thinking of Going Remote?	
 Kai Langel, Director, R&D Operations Innovation, Janssen Pharmaceutical	9.00 Discussing the Current State of Decentralized / Remote Clinical Trial Methods • Where is the value today and what is still "science fiction"? • Analysing why pharma needs decentralized trials • Overviewing collaborative industry initiatives around decentralized trials • Outlining Janssen's endeavours in remote clinical studies
 Bryan McDowell, Global Program Lead, Digital Development, Novartis	9.30 Decentralized Clinical Trials – Providing an Opportunity to Enable Radical Transformation in Clinical Trial Methodology • Building trials around the patient – how decentralized clinical studies enhance patient centricity • Overcoming specific challenges presented by a decentralized model - while advances in technology support decentralized models and patient centricity, targeted solutions are required • Deep diving into the challenges and potential solutions
Moving Beyond the Hype – Operationalising mHealth in Clinical Trials	
 Alistair Stuart, GlaxoSmithKline  Anthea Mould, NIHR Clinical Research Network  Charles Wolfus, MyoKardia	10.00 Panel Discussion: Establishing Solid Framework for mHealth Implementation – Overcoming Operational Barriers, Implications & Biases • Disrupting the traditional processes and structure in clinical research – challenges to operationalising mHealth and improving trial efficiency and outcomes • Tackling digital data – looking at privacy, security, volume, data management, integration and analytics • Collaborating with vendors to develop innovative approaches to improve trial efficiency • Integrating wearables and sensors – potential for supplementing or replacing standard measures in clinical trial reporting • Feedbacking to the community – inspiring transparency and sharing of learning from trials running with support of mHealth tools to advance the field and accelerate drug development
10.45 Morning Refreshments & Networking	
 Alistair Stuart, Director, Clinical Projects & Digital Platforms, GlaxoSmithKline	11.15 mHealth Clinical Trials: From Potential to Performance • Understanding where the pharmaceutical sector sits in the digital evolution of industries • Outlining some of the challenges in making clinical trials digital • What do efforts in clinical research look like to date? – illustrative case-studies • How do we as an industry take these outward to business as usual - who are our key partners?
 Daragh Ryan, Clinical Trials Technology Consultant, Actelion Pharmaceuticals	11.45 Planning and Designing Tomorrow's Study with Today's Emerging Tool-set • Building trials around the patient – how decentralized clinical studies enhance patient centricity • Overcoming specific challenges presented by a decentralized model - while advances in technology support decentralized models and patient centricity, targeted solutions are required • Deep diving into the challenges and potential solutions

Conference Day Two | Wednesday, 18th April, 2018

12.15 Lunch & Networking



Charles Wolfus,
Executive
Director - Digital
Health, Technology &
Business Operations,
MyoKardia

13.15 Presenting Digital Health Data from Substudy of PIONEER-HCM – a Case-study on Wearables & Machine Learning

- Developing a novel machine learning algorithm intended to identify patients with obstructive hypertrophic cardiomyopathy (oHCM)
- Designing an exploratory digital health substudy as part of the Phase 2 PIONEER-HCM trial to determine if an optical biosensor could identify patients with oHCM
- How a machine learning algorithm is able to identify digital signatures of oHCM



Alain Bindels,
Innovation Task
Force & Vendor
Alliance Leader,
Roche

13.45 How Can Design Thinking Transform the Pharma Industry?

- Exemplifying of how an agile approach is being used in pharma to transform the way we work to implement new technologies across different organizations
- Analysing this patient centric approach, which can have real impact on the way we address clinical research
- Presenting concrete examples on how we apply design thinking to mobile technology innovation in pharma
- Learning more about design thinking and how to set yourself up for innovation

14.15 Afternoon Refreshments & Networking

Overcoming Organisational Barriers to mHealth Implementation



Mohammed Ali,
Global Head of
Digital Development,
Global Clinical
Operations,
**Boehringer
Ingelheim**

14.45 Supporting Innovation at the Wide Organization Scale – Tackling Cultural Barriers

- Demonstrating the value of digital innovation in clinical research and ensuring buy-in from leadership and management teams
- Establishing clinical investigators buy-in



Mohammed Ali,
**Boehringer
Ingelheim**



Myriam Cohen,
Sanofi



Bert Hartog,
**Janssen
Pharmaceuticals**

15.15 Panel Discussion: Innovation, Adoption & Implementation – What is Needed to Deploy Digital Tools in Clinical Trials

- mHealth technologies make everything more complex – but it does not need to be like that
- How to place digital innovation in the organization?
- Overcoming ROI considerations and achieving leadership buy-in
- Disrupting preconception and making mobile tools from the exception to the norm in development programs – debugging reticent clinical teams with more knowledge and certainty around regulatory requirements for acceptance of the data



Daragh Ryan,
**Actelion
Pharmaceuticals**

16.00 Chair's Closing Remarks

Pre-Conference Workshop Day | Monday, 16th April, 2018

Workshop A

Time: 9.00 – 12.00

Disrupting the Status Quo in mHealth & Rethinking the Clinical R&D Model

Pharma is heavily investing in the implementation of innovative mobile and digital health approaches in their clinical studies. Over the years, **incremental improvements in patient centricity and in valuable insight being collected from these tools have been gradually changing the way we look and understand clinical trials – but is this enough?** Should we start completely afresh, and rethink the way clinical research is done – through true disruption and transformation?

In a thought-provoking discussion led by David Goren, a pharma veteran and expert in the digital innovation space, you will be sure to leave inspired by a collaborative open dialogue on **how to disrupt the model and truly put the patient at the center of clinical research.**

Join this interactive and comprehensive session that will allow you to better **streamline and boost innovative mHealth approaches in clinical programs** that match the potential of your drug candidates.

Key topics to be discussed include:

- Main hurdles faced in planning, setting up and conducting clinical trials that could be solved with digital tools and methodologies
- Internal challenges to changing the way we operate – innovation as a driver for success
 - External challenges – the role and positioning of external stakeholders including regulators
- Patient centricity from start to finish
 - How do we truly start from patient needs?
 - Is there a bridge from R&D to commercial through digital?
 - How could digital make a clinical trials also support the goal of RWE generation for payors without risking meeting targets and goals?



David Goren, Strategic Consultant, **Epione Strategy, Ltd.**
former VP, Digital Health Innovation, **AstraZeneca**

Workshop B

Time: 13.00 – 16.00

Navigating the Regulatory Frameworks for mHealth Applications in Clinical Research

More than ever, **Europe is now focusing on the rapidly evolving legal and regulatory aspects facing mHealth applications.** The biopharmaceutical sector, in particular, is striving to incorporate innovative mobile health initiatives and tools in their drug development process. Questions around how to make sure their endeavours are **compliant with current regulation and new guidelines around data collection and validity** are key focus points.

In this focused session, Professor Lucien Rapp shares his thoughts and opens this topic up for collective discussion. With extensive expertise in regulation and legal aspects of the mobile world, this workshop will allow you to **fill in the gaps and delve into the regulatory shift of mHealth applications in clinical research and development.**

Key topics to be discussed include:

- Analysing the regulatory perspectives on the evolving landscape in the mHealth space and the legal challenges of mHealth in Europe
- Regulators views on digital health in clinical research – acceptance, openness and guidance
- Discussing the influence of the new GDPR EU regulation in the future of mHealth strategies in pharma
- Evaluating data privacy, sharing and ownership issues underlying the application of mobile tools in the clinical context

Join your peers for a **wide-ranging debate on the legal and regulatory limits to digital innovation in clinical trials**, and make sure your studies are prepared to face 2018.



Lucien Rapp, Senior Consultant, **Watson Farley & Williams**
Professor, **University of Toulouse1-Capitole**

Partnership Opportunities

Why Partner

One of the greatest challenges biopharmaceutical companies face when looking to use mobile and wearable technologies in clinical trials is knowing who to partner with. Finding partners with solutions that are effective and that comply with regulations concerning data collection and management of clinical data is crucial to the successful support of clinical programs.

Do you have a product or solution in mHealth that could be applied in clinical trials to reduce costs, enhance data collection, or boost patient engagement?

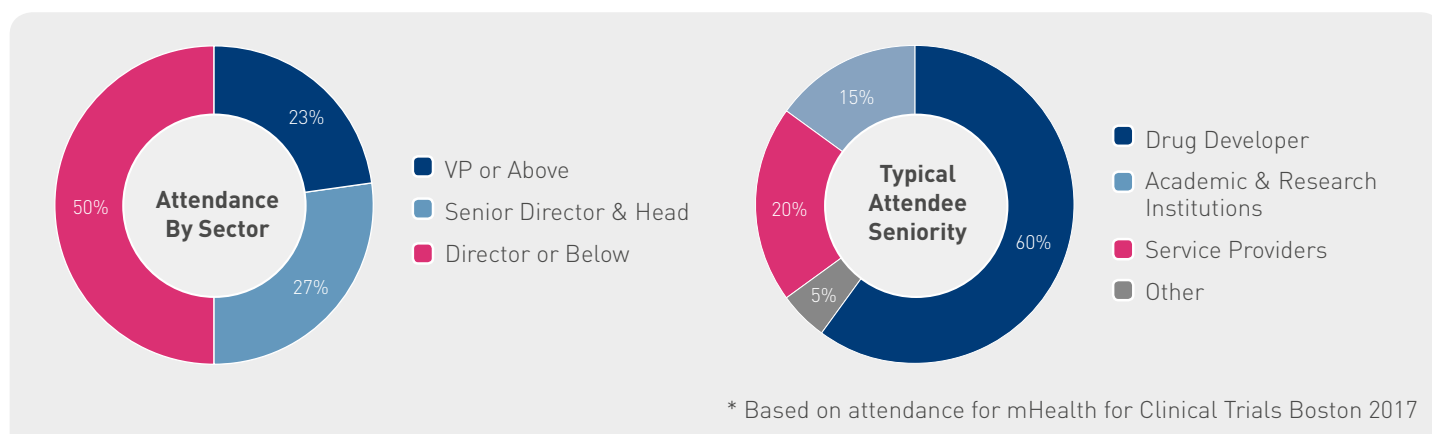
mHealth for Clinical Trials is the place to be if you want to engage with an audience of **leading pharma and biotech companies actively seeking partners** to develop a range of digital initiatives in clinical studies.

They are looking specifically for solutions in:

- App design and development
- Mobile devices, wearable sensors and smart sensors
- Electronic data capturing
- Clinical data management
- Patient recruitment
- Patient monitoring

Demonstrate your expertise and innovative capabilities, and promote your position as a trusted partner in this rapidly expanding market, by becoming one of our exclusive partners.

You'll Meet People From...



Companies Who Have Attended



“This conference did a great job of attracting the top minds, influencers and leaders in mobile health all in one place. These are the people that will change the face of research.”

Medidata Solutions,
Partner of mHealth for Clinical Trials USA 2017

Become a Partner

Contact

Rob Keast

Partnerships Manager

Tel: +44 (0)20 3141 8700

Email: sponsor@hansonwade.com



Pricing

Register

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Hanson Wade
4th Floor, 52 Grosvenor Gardens,
London, SW1W 0AU

Team Discounts*

- **10% discount** – 3 delegates
- **15% discount** – 4 delegates
- **20% discount** – 5+ delegates

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

Top 3 Benefits of Attending

- 1** Harness the power of mHealth technologies in transforming clinical trial success
- 2** Overcome operational and regulatory challenges of running mobile and wearable-enabled clinical studies
- 3** Enable the patient as a partner in clinical research

	Register & Pay before 19th January	Register & Pay before 16th February	Register & Pay before 16th March	Standard Prices
Conference + 2 workshops	£2,797 (Save £500)	£2,897 (Save £400)	£2,997 (Save £300)	£3,097 (Save £200)
Conference + 1 workshop	£2,298 (Save £400)	£2,398 (Save £300)	£2,498 (Save £200)	£2,598 (Save £100)
Conference Only	£1,799 (Save £300)	£1,899 (Save £200)	£1,999 (Save £100)	£2,099
Workshop Only	£599			

VAT at 20%

Venue

Hilton London Olympia

380 Kensington High Street
W14 8NL, London,
United Kingdom

www.hilton.com



“This is a great scientific meeting and networking opportunity. It intentionally brought together key players in the field to discuss important strategic issues of mutual interest. Very well done and energizing.”

GlaxoSmithKline

“Very informative meeting and I learned a lot in how this technology is transforming how Pharma engages with partners and subjects.”

Oracle

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 organization can be made at any time.

Changes to Conference & Agenda: Hanson Wade reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers. Hanson Wade is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of an event for any reason and including causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities.

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