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19-21 September, 2017, **Boston, USA**



5th Annual **Real-World Analytics**2017

Improve Decision-Making in Drug Life-Cycle Management to Achieve Commercial Success

Hear from top experts, including:



Frank Zhang
VP, Market Access - Global
Strategy & US
Alnylam Pharmaceuticals



Julie Locklear
VP & Head, Health
Economics & Outcomes
Research
EMD Serono



Sandy Balkin
Senior Director, Global
Insights & Analytics
Sanofi US



Kitty Rajagopalan
VP & Head, Global Health
Economics & Outcomes
Research & Market Access
Sunovion Pharmaceuticals



James Harnett
Senior Director, Real World
Data & Analytics
Pfizer



Tehseen Salimi
VP & Head of Medical
Affairs
Trevena Inc.



Abhik Bhattacharya
Head of RWI Analytics
Methodology & Innovation
Astellas US LLC



Christoph Koenen
VP, Development Lead
Bristol-Myers Squibb



Sebastian Schneeweiss
Vice Chief, Division of
Pharmacoepidemiology
& Pharmacoeconomics
**Brigham & Women's
Hospital**

Very engaging, productive conversations. There were some
very important takeaways from the conference

Takeda

www.realworld-analytics.com

Tel: +1 212 537 58980 | Email: info@hansonwade.com





Gain Practical Insights at Real-World Analytics 2017

Extract Value Through Real-World Evidence to Optimize Commercial Decision-Making

Real-world evidence and analytics have been crucial in providing **better and more meaningful insight, enhanced value generation and improved outcomes** across the pharmaceutical industry.

The **5th annual Real-World Analytics** meeting (formerly known as *Advanced Pharma Analytics Summit*) supports drug developers to **effectively leverage RWE and analytics** and pursue **more evidence-based commercial decision-making**.

Learn how pharma and biotech companies are using these tools in order to both **optimize health economics, market access, pricing and reimbursement strategies**, and **create value-generating opportunities** for stakeholders.

Join the Real-World Analytics expert community in this case study led discussion and discover how to better answer pressing questions in the post-market stages of drug development.

5 Key Highlights You Can't Miss

- 1 Uncover how **Astellas US, Trevena Inc. and Sunovion Pharmaceuticals** are improving post-market commercial outcomes by insightfully implementing real-world analytics across the continuum of drug development
- 2 Hear from **Sanofi, Eisai and Brigham & Women's Hospital** on how to generate value evidence for beneficial relationships with external stakeholders
- 3 Explore how RWE can be leveraged for improved market access strategies with case studies from **Pfizer and Alnylam Pharmaceuticals**
- 4 Discover how **Merck and EMD Serono** are enhancing pricing and reimbursement strategies with RWE insight in the move towards value-based contracting
- 5 Discover how **Bristol-Myers Squibb** is leveraging RWE and analytics in post-market studies and safety assessments

Hear What Previous Attendees Have To Say:

“Amazing set-up with a very talented line-up of speakers and content. Best experience ever!”

Amgen

“Excellent choice of topics and quality of presentations. It introduced a whole set of new ideas to take away and focus on. One of the better conferences I have attended in the past period”

Quintiles

“Great meeting, very informative!”

Eisai





Speaker Line-Up



Abhik Bhattacharya
Head of RWI Analytics
Methodology &
Innovation
Astellas US LLC



Christoph Koenen
VP, Development Lead
Bristol-Myers Squibb



Douglas Kou
Director – Epidemiology
& Therapeutic Area
Lead – Genetically
Defined Diseases
& Fibrosis, Global
Pharmacovigilance &
Epidemiology
Bristol-Myers Squibb



Frank Zhang
VP, Market Access -
Global Strategy & US
**Alnylam
Pharmaceuticals**



James Harnett
Senior Director,
Real World Data &
Analytics
Pfizer



Jason Wang
Senior Director –
Health Economics &
Outcomes Research
Eisai



Julie Locklear
VP & Head, Health
Economics &
Outcomes Research
EMD Serono



Julie van Bavel
Director, Medical
Policy – Access
Research, Center
for Observational &
Real World Evidence
(CORE)
Merck



Kitty Rajagopalan
VP & Head, Global
Health Economics &
Outcomes Research &
Market Access,
**Sunovion
Pharmaceuticals**



Larry Pickett
former VP & CIO
Purdue Pharma LP



Lixia Wang
Senior VP -
Biometrics, Health
Economics &
Outcomes Research
CTI Biopharma Corp



Nataraj Dasgupta
VP, Advanced Analytics
RxDataScience Inc.



Rajneesh Patil
Senior Director - Risk
Based Monitoring &
Analytics
QuintilesIMS



Sandy Balkin
Senior Director, Global
Insights & Analytics
Sanofi US



Sebastian Schneeweiss
Vice Chief, Division of
Pharmacoepidemiology
& Pharmacoeconomics
**Brigham & Women's
Hospital**



Tehseen Salimi
VP & Head of Medical
Affairs
Trevena Inc.



Tom Hughes
Senior Director,
Health Economics &
Outcomes Research
**Avanir
Pharmaceuticals**



Wanmei Ou
Director, Precision
Medicine & Data
Science, Center for
Observational &
Real World Evidence
(CORE)
Merck



Conference Day One | Wednesday, September 20, 2017

	8.00 Registration
 Tehseen Salimi , VP & Head of Medical Affairs, Trevena Inc.	8.45 Chair's Opening Remarks
Leveraging the RWE Strategy Across the Drug Development Process to Achieve Commercial Success – Part One	
 Christoph Koenen , VP, Development Lead, Bristol-Myers Squibb  Frank Zhang , VP Market Access - Global Strategy & US, Alnylam Pharmaceuticals  Julie Locklear , VP & Head, Health Economics & Outcomes Research, EMD Serono  Kitty Rajagopalan , VP & Head, Global Health Economics & Outcomes Research & Market Access, Sunovion Pharmaceuticals	9.00 Opening Keynote Panel Discussion: Defining the Value of RWE Through Advanced Analytics across the Continuum of Drug Development • What is RWE? – Clearly defining the hierarchy and classification of RWE • How far is the industry willing to integrate RWE into the drug development plan? • Defining at which point should real-world analytics be integrated in the development process – the benefits of early RWE generation for assuring a successful launch and reimbursement pursuit vs. after launch RWA • Exploring how RWA is being adopted across the whole continuum of drug development • Discussing the future of RWE in pharmaceutical decision-making
 Tehseen Salimi , VP & Head of Medical Affairs, Trevena Inc.	9.45 Keynote Session: Real-World Analytics & Value Generation – Successfully Bringing to Market & Commercializing Drugs • Assessing the barriers to and potential when fully accepting RWE to inform decisions in the late stages of drug development • Exploring the role of RWE in clinical development decision making and mitigation of post-launch risk • Establishing a framework for using real world analytics to link proof of value during proof of concept (maximizing returns)
10.15 Morning Refreshments & Speed Networking	
 Tom Hughes , Senior Director, Health Economics & Outcomes Research, Avanir Pharmaceuticals	11.15 The Right Answer to the Wrong Question is Not Commercially Relevant • Understanding the environmental context outside of the company • Defining a strategy – the payer value proposition • Defining tactics – communication and research plans
The Role of RWE & Analytics in Defining Market Access & Pricing Strategies	
 Frank Zhang , VP Market Access - Global Strategy & US, Alnylam Pharmaceuticals	11.45 How to Create a Comprehensive Evidence Generation Plan Throughout the Life Cycle to Optimize Pricing & Market Access Potentials • Defining what is a compelling value proposition • Understanding how RWE could play a pivotal role in establishing a product's value proposition • Exploring what kind of RWE is needed at each stage of clinical development to optimize for the pricing and reimbursement potential



12.15 Lunch & Networking



James Harnett, Senior Director, Real World Data & Analytics, **Pfizer**

1.15 Optimizing Access With Real-World Evidence

- Demonstrating how RWE informed R&D better addresses multiple stakeholder needs for access
- Using RWE to identify rare disease populations and rare safety outcomes – avoiding labour and resource intensive patient registries
- Analyzing RWE potential for comparative effectiveness studies, precision medicine and future label enhancements



Julie Locklear, VP & Head, Health Economics & Outcomes Research, **EMD Serono**

1.45 Using RWE to Support Outcome-Based Contracting & Pricing Models

- Developing a suitable framework to determine relevant therapeutic areas
- Evaluating the operational impact and challenges around defining or assessing if a drug is generating value
- Demonstrating product value to improve care delivery



2.15 Mastermind Session: Bridging the Gap to Commercial Success with Real-World Evidence & Analytics

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 RWE and analytics, and post-market activities.

3.00 Afternoon Refreshments & Networking



Kitty Rajagopalan, VP & Head, Global Health Economics & Outcomes Research & Market Access, **Sunovion Pharmaceuticals**

3.30 Utility of US Real World Evidence in Successful Global HTA Submissions

- Analyzing the convergence of evidence requirements worldwide including the evolving interest in RWE
- Understanding the application of Real World Evidence from one geography as supporting information in global HTA submission of other geographies
- Exploring global case studies spanning ex-US HTA bodies



Julie van Bavel, Director, Medical Policy – Access Research, Center for Observational & Real World Evidence (CORE), **Merck**



Wanmei Ou, Director, Precision Medicine & Data Science, Center for Observational & Real World Evidence (CORE), **Merck**

4.00 Using Real World Data to Inform the Design of Outcomes-Based Risk Share Agreements

- Understanding the challenges and solutions in using RWD in Outcome-Based RSAs
- Exploring the required data analysis: Defining the analytic framework and the pros and cons of different analytical approaches



Lixia Wang, Senior VP - Biometrics, Health Economics & Outcomes Research, **CTI Biopharma Corp**

4.30 RWD/RWE in the Life Cycle of Drug Development – Opportunities & Challenges

- Shifting the drug development paradigm with real-world data and evidence
- Providing opportunities and progress using real-world data in clinical development, HTA process, and post marketing
- Exploring the existing challenges and how collaboration among industry, health authority and academia is required



Tehseen Salimi, VP & Head of Medical Affairs, **Trevena Inc.**

5.00 Chair's Closing Remarks



Conference Day Two | Thursday, September 21, 2017

 Abhik Bhattacharya , Head of RWI Analytics Methodology & Innovation, Astellas US LLC	8.45 Chair's Opening Remarks Key Takeaways & Lessons Learned from Day One
Leveraging the RWE Strategy Across the Drug Development Process to Achieve Commercial Success – Part Two	
 Christoph Koenen , VP, Development Lead, Bristol-Myers Squibb	9.00 Using RWD to Complement & Advance Scientific Insights - Using RWD to supplement and complement RCT results - Using RWD to promote safety and efficacy in the real-world and discussing the associated challenges - Debating whether RWD will be able to replace at least some of our traditional data generation activities in the future
 Abhik Bhattacharya , Head of RWI Analytics Methodology & Innovation, Astellas US LLC	9.30 Developing Tools to Inform Clinical Research & Drug Marketing - Using Social Network analogies to retrieve evidence across the continuum of the drug development process - Developing deep learning techniques to inform in specific disease areas
10.00 Morning Refreshments & Networking	
 Rajneesh Patil , Senior Director - Risk Based Monitoring & Analytics, QuintilesIMS	10.45 Predictive Analytics & Use of Real-World Data Analytics for Trial Design Leveraging RWE to predict optimized design and operational strategy that can drive better trial design strategies based on disease detection and drive asset value
Evidence & Value Generation – Leveraging RWE & Analytics in Stakeholder Relationships	
 James Harnett , Senior Director, Real World Data & Analytics, Pfizer  Larry Pickett , former VP & CIO, Purdue Pharma LP  Sebastian Schneeweiss , Vice Chief, Division of Pharmacoepidemiology & Pharmacoeconomics, Brigham & Women's Hospital  Tom Hughes , Senior Director, Health Economics & Outcomes Research, Avanir Pharmaceuticals	11.15 Panel Discussion: The Uptake of Real-World Analytics - Escaping old models of evidence-based medicine – physician and patient buy-in to RWE-driven approaches to care delivery - The payer perspective on real-world analytics assessment of drugs - Regulators – conservatives or drivers of innovation? - The evolving regulatory environment – the 21st Century Cures Act and the commitment to expanding the use of RWE in regulatory decision-making - Understanding the increasingly important collection of RWE due to changed regulatory approval perception – accelerated approvals, adaptive licensing, etc.
12.00 Lunch & Networking	
 Douglas Kou , Director – Epidemiology & Therapeutic Area Lead – Genetically Defined Diseases & Fibrosis, Global Pharmacovigilance & Epidemiology, Bristol-Myers Squibb	1.00 Pharmacovigilance – RWE & Analytics for Post-Marketing Safety Assessment - Using RWE to monitor post-approval safety studies – assessing the true safety picture and behaviour of real-world treatments - Negotiating with health authorities on the appropriate design and scope of a post-marketing safety monitoring program – in the context of the FDA Sentinel Program - Integrating post-approval safety monitoring program with U.S. Risk Evaluation and Mitigation Strategy (REMS) or E.U. Additional Risk Minimization Measures - Evaluating new sources of potential safety observation (social media, wearable, etc.)



Sebastian Schneeweiss, Vice Chief, Division of Pharmacoepidemiology & Pharmacoeconomics, **Brigham & Women's Hospital**

1.30 **The Rise of Analytic Tools in Real World Data Analytics: A Case-Study**

- Analyzing the current practice of line-programming – slow, error-prone and not validated
- Understanding how decision making in healthcare is a collaborative effort, often across multiple players in the industry, and analytic platforms can instill the required reproducibility, validity and confidence in RWD analyses that is lacking today
- Substituting randomized trials with modern RWE to influence regulatory approval decisions – exploring the select circumstances



Jason Wang, Senior Director – Health Economics & Outcomes Research, **Eisai**

2.00 **Real-World Evidence, Real-World Partners – Demonstrating Value to External Stakeholders**

- Understanding the value of RWE partnerships with payers and healthcare organizations
- Developing a mutually beneficial RWE partnership that helps optimize patient care outcomes and efficiency – some key considerations

2.30 **Afternoon Refreshments & Networking**



Sandy Balkin, Senior Director, Global Insights & Analytics, **Sanofi US**

3.00 **Understanding & Reacting to the Patient Journey Through Real-World Evidence**

- Exploring the commercial value and insights obtainable from following the patient through the continuity of their healthcare experiences
- Understanding the importance of longitudinal patient care to obtain good quality RWE and identify unmet medical needs
- Optimizing development and promotional programs based on real-world analytics in support of marketing efforts

The Technical Challenges in RWE-Based Decision-Making



Sandy Balkin, Senior Director, Global Insights & Analytics, **Sanofi US**



Wanmei Ou, Director, Precision Medicine & Data Science, Center for Observational & Real World Evidence (CORE), **Merck**

3.30 **Panel Discussion: Addressing the Challenges in Successfully Leveraging Real-World Analytics**

- Exploring the issues of access and quality of the real-world data available – establishing cross-industry standards for data collection, transparency in RWE reporting and analytic methodologies
- Better training and understanding of analysts – discussing the subjectivity of results and insights
- Golden question: What to ask the data? – the understanding that not one solution or analytic tool fits all types of real-world scenarios
- Extracting value requires a deep understanding of strengths and limitations of the conclusions that can be drawn – new analytic approaches to RWD
- Overviewing the benefits and limitations of hub vs. decentralized real-world analytic capabilities



Abhik Bhattacharya, Head of RWI Analytics Methodology & Innovation, **Astellas US LLC**

4.15 **Chair's Closing Remarks**



Pre Conference Workshop Day

Workshop A

Data Science in Pharma – A Bootcamp on Getting into the Core of Analytics

Date: September 19, 2017 – 9.00-17.00

Join us for this one-day detailed and focused crash course on Data Science, Big Data and Machine Learning in Pharma, and on how you can apply it in your day-to-day work.

You will be able to learn from a leading data science expert on the fundamentals of Machine Learning and real-world use cases in pharma and healthcare with hands-on and practical examples.

This session will be rich in interaction, debate and learning opportunities, with extensive considerations ranging from management strategies to technical proficiency for making your big data analytics initiative a success.

You will leave inspired to differentiate your pharma analytics projects and get an edge over competitors by using tools and techniques from other industry verticals.

The key topics to be addressed and thoroughly discussed at this bootcamp are:

- Big data applications in pharma and healthcare
- Machine learning in pharma and healthcare
- Real-world data science use cases in pharma
- How to supercharge your pharma analytics using data science
- Pharma industry and management perspective on data science
- Exploration of unmet needs in pharma and how to use data science to solve them



Workshop leader

Nataraj Dasgupta, VP, Advanced Analytics, **RxDataScience, Inc.**

Nataraj is the VP of Advanced Analytics at RxDataScience Inc. Prior to his current role, he led the Data Science division at Purdue Pharma, L.P. and was responsible for the design, development and architecture of Purdue's award-winning Big Data and Machine Learning Platform.

Nataraj has been in the IT industry for more than 19 years and has worked in the technology divisions of Philip Morris, IBM, UBS Investment Bank and Purdue Pharma. At UBS, Nataraj held the role of Associate Director working with High Frequency & Algorithmic Trading technologies used by investment banks and hedge funds on Wall St and other financial centers across the world.

Despite Pharma's ubiquitous reliance on more traditional enterprise systems, Nataraj and the Systems Development & Analytics group led by Sayee Natarajan, chose to instead leverage technologies that were exclusively used in the financial domain and never before in a healthcare setting to analyze terabyte-scale medical and pharmaceutical datasets.

The effort led to a radically simple platform built using trading specific tools which were less expensive than conventional "Big Data" platforms, yet orders of magnitude faster in data processing capabilities facilitating tasks to complete in seconds compared to days in the existing and more popular Pharma enterprise systems. The platform received a wide recognition as one of the most advanced big data solutions for healthcare and led to several awards, including the recognition of Purdue Pharma as one of the top 25 most innovative technological divisions in the US by Information Week. In 2016, investors from Wall Street and the City of London provided funding for a new startup, RxDataScience Inc. responsible of introducing the capabilities of this unique architecture to the broader healthcare industry.

“ This is a great event! Something that provides a much needed direction to this community ” **Sanofi**





Partnership Opportunities

Why Partner

The pharmaceutical industry is facing significant challenges around improving their commercial outcomes, and seeks to understand how to harness real-world evidence and analytics - to generate actionable strategic insight and deliver real value to external stakeholders.

In a senior level, intimate and highly interactive environment, this conference will bring together the top experts and leaders in HEOR, Market Access, Pricing and Reimbursement, Observational and Real-World Evidence and Epidemiology, to discuss how to extract value from RWE in the post-market stages of drug development.

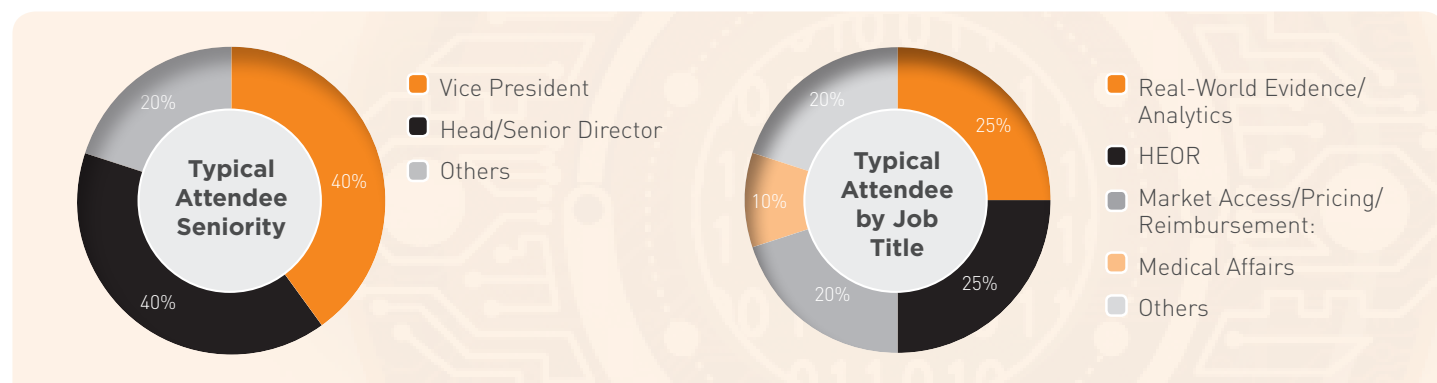
Demonstrate how your expertise can help drug developers leverage real-world analytics to:

- Better position and maximize commercial success
- Effectively influence decision making and commercial strategies for life cycle management of drugs in the pipeline

This is the perfect platform to **showcase your solutions** to a group of top decision-makers, and share insight on specific **data sets and analytic approaches, platforms or strategies**.

Promote your position as a thought leader and present the benefits of your services by becoming one of our exclusive partners.

You'll Meet People From...



* Based on recent market research

Companies Who Have Attended



“I loved the Speed Networking session where we circled around the room making connections. That was awesome!”

Allscripts

“Excellent mix of participants!”

Bayer Pharmaceuticals

Become a Partner

Contact

Tim Green

Business Development Manager

Tel: +1 212 537 5898

Email: sponsor@hansonwade.com





Pricing

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London, SW1W 0AUg

Top 3 Benefits of Attending

- 1 Harness real-world evidence and analytics for commercial success
- 2 Optimize decision-making in post-market stages
- 3 Establish yourself as a value generating company

Pharma & Biotech Drug Developer			
	Register & Pay before Friday July 14, 2017	Register & Pay before Friday August 11, 2017	Standard Prices
Conference + Workshop Day	\$3498 (save \$600)	\$3698 (save \$400)	\$3898 (save \$200)
Conference Only	\$2299 (save \$400)	\$2499 (save \$200)	\$2699
Workshop Day	\$1399		

Solution Provider			
	Register & Pay before Friday July 14, 2017	Register & Pay before Friday August 11, 2017	Standard Prices
Conference + Workshop Day	\$4778 (save \$400)	\$4878 (save \$300)	\$4978 (save \$200)
Conference Only	\$3579 (save \$200)	\$3679 (save \$100)	\$3779
Workshop Day	\$1399		

*Academics are entitled to a 40% discount off the Industry Pricing using the code 'ACA'
(Please note: Discounts cannot be combined with any other offer)

Team Discounts

Bring your team and take this opportunity to share new insights and take home important learnings to consider and implement.

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

* Please note that team discounts are only valid when 3 or more delegates from one company book and pay at the same time.

“I enjoyed the highly engaged and interactive atmosphere”

Roche

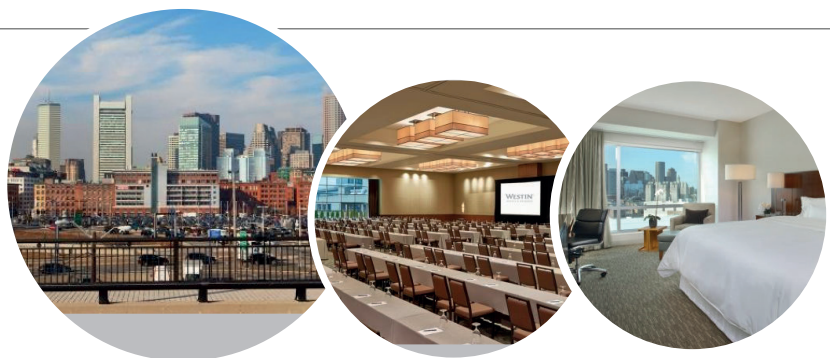
Venue

The Westin Boston Waterfront

425 Summer Street

Boston, MA, 02210

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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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Tel: +1 212 537 5898 **Email:** info@hansonwade.com

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