

16th Annual

BARCELONA 2018 & AWARDS

CCIB March 13-15 The Largest and Most Influential Pharma Forum

Where Pharma Becomes the Solution

BE THE SOLUTION YOU WANT TO SEE:

Create a holistic package which delivers outcomes and creates real value for patients

YOU, THE TRUSTED SOURCE:

Become your customer's immediate go-to for authentic knowledge, reinventing your relationships

NEXT-GEN EXPERIENCE:

See how a new digital culture uses tech and data to transform your engagement and communication plan

BEYOND PARTNERSHIPS:

Align with key stakeholders at the world's largest meeting for commercial pharma

INDUSTRY LEADERS SPEAKING AT BARCELONA 2018:



Kris Sterkens
Company Group
Chairman, Europe,
Middle East and Africa
Janssen



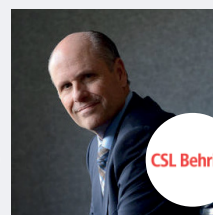
Sebastian Guth
Executive Vice President,
Chief Marketing Officer
Bayer



Christi Shaw
Senior Vice President
& President
Lilly Bio Medicines



Shreeram Aradhye
Chief Medical Officer,
Global Head of
Medical Affairs
Novartis



Paul Perreault
CEO
CSL Limited



Giles Platford
President, Europe and
Canada Business Unit
Takeda



Andrin Oswald
Director – Life
Sciences Partnerships,
Global Health
Gates Foundation



Julie Gerberding
Executive Vice President
& Chief Patient Officer
MSD



Mark Mallon
Executive Vice President
Global Product and
Portfolio Strategy
AstraZeneca



Nathalie Moll
Director General
EFPIA



Beatriz Faro
Regional President,
International Developed
Markets
**Pfizer Internal
Medicine**



Bahija Jallal
Executive Vice President
& Head of MedImmune
AstraZeneca

Register your place now at eyeforpharma.com/barcelona

It is time for pharma to fulfil its true potential



Christi Shaw
President
Lilly Bio-Medicines

Change is endemic, and nowhere is the need more urgent or apparent than in pharma. 'Winning for patients' isn't just a mantra; it must be our true mission.

Winning is more than profits and pipelines. It's about people. Not patients, but people that we serve – people with unique histories and needs, fighting individual battles against the ravages of the many diseases we are trying to solve. We need to get real.

We're all people, and more often than not, we're touched in some way as people by the diseases we're tackling. Who among us doesn't have a friend or loved one in a fight against cancer, Alzheimer's, diabetes, heart disease, or another condition that is touched by medicine? Sadly, I am witnessing this battle first hand, as my sister Sherry bravely takes on the fight of her life against Multiple Myeloma.

Even innovation and winning aren't enough. If we're to truly change the way pharma is viewed – so that people outside our industry see our mission as nobly as we do –

we must measure everything we do against the benchmark of humanity.

Personal and business objectives are intertwined, and holding up resistance is usually futile. We are all real people and we relate to our customers, stakeholders and patients far better when we are honest and constant in ourselves, unshackled from our corporate exterior.

Only then will we fulfil our potential and the value we passionately deliver. And that's why this conference is so important; we still have so far to go. We need to grow our minds, relentlessly challenging ourselves to anticipate, analyze and act with a sense of urgency and purpose.

And we must recognize that no single one of us will do it alone. We need an industry movement – hence this gathering in Barcelona – that sets this discipline as a minimum standard; a standard that will constantly require us to raise the bar.

I look forward to seeing you in March, working to make it happen!

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Welcome to the 16th Annual eyeforpharma Barcelona Summit



Paul Simms
Chairman
eyeforpharma
psimms@eyeforpharma.com

Can pharma become healthcare's solution?

In the future, some companies will rely entirely on their pipeline. They will deliver incredible value with cutting-edge science and pioneering medicines.

For other companies, the shifting economic landscape will mean that new, alternative pockets of value will arise, achievable through deeper customer understanding, more rapid delivery, mastery of technology or greater alignment to healthcare pathways.

These newer areas are where the gold rush is, and that is exactly how it should be if we are to meet our true potential as pharmaceutical companies. Whether we build capabilities in-house or through partnerships and alliances, we now have a duty to own healthcare's problems even if we didn't create them (as Gitte Aabo, CEO of LEO, so eloquently described in Barcelona last year) and then to educate, to provide services and solutions.

We also need to believe that we can become credible in these areas. Because, in an economy that is based on rewarding value, rather than volume, it's in pharma's economic interests to do the maximum possible for patients, and to be trusted while doing it.

Done properly, the effects will be massive. Our reputation, historically at an all-time low, can be transformed so that the pharma company becomes the first, rather than last, source of healthcare knowledge. Personalised medicine will take a step closer to reality. And pharma companies will become the catalyst for government reimbursement models which ensure payment by results and reduce waste in the system.

It's an exciting future – as long as we're brave enough to see it through.

And the Barcelona Team...



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Get in touch with us to **SAVE €100** before February 16th.
Or for Group rates of 2+ attendees.

Patient-Led Interactive sessions

You lead the discussion.

Moderated by industry experts, you can join your fellow attendees in our interactive sessions, including round tables, panel discussion, and group working exercises. It's your chance to go in-depth into the challenges which you're faced with on a daily bases- you guide the agenda!



Medical Affairs is back! Bigger and better than ever.

With some of Big Pharma's
CMO's taking the Keynote stage.

Your pass to Barcelona gives you full access to Medical Affairs EU, for the full details and agenda see our sister event brochure [here](#).



Agenda at a Glance

DAY 1	AM	Opening Keynotes			
	PM	Enhanced Patient Solutions	Commercial Model Innovation	Learning and Development	Medical Affairs Forum
DAY 2	AM	Patient-Led Interactive Sessions	Advances in Customer Engagement	Digital Innovation and Analytics	Medical Affairs Forum
	PM	Patient-Led Interactive Sessions	Advances in Customer Engagement	Commercial Model Innovation	Medical Affairs Forum
	AM	Closing Keynotes			

Keynote Speakers:



Kris Sterkens
Company Group Chairman,
Europe, Middle East and Africa
Janssen



Christi Shaw
SVP & President
Lilly Bio Medicines



Paul Perreault
CEO
CSL Limited



Andrin Oswald
Director – Life Sciences
Partnerships, Global Health
Gates Foundation



Julie Gerberding
EVP & Chief Patient Officer
MSD



Milind Kamkolkar
Chief Data Officer
Sanofi



Alfredo Barón de Juan
EVP, Global Commercial
Operations
Almirall



Jean-Luc Eiselé
CEO
World Heart Federation



Bryon Matthews
President and CEO
Miller Heiman Group



Shreeram Aradhye
Chief Medical Officer,
Global Head of Medical Affairs
Novartis



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



Sebastian Guth
EVP, Chief Marketing Officer
Bayer



Giles Platford
President, Europe and Canada
Business Unit
Takeda



Mark Mallon
EVP, Global Product and Portfolio
Strategy, Global Medical Affairs
& Global Corporate Affairs
AstraZeneca



Nathalie Moll
Director General
EFPIA



Andrew Baum
Managing Director, Global Head
of Healthcare Research
Citi



Bahija Jallal
EVP & Head of MedImmune
AstraZeneca



Dr. Cary Adams
CEO
**UICC (Union for International
Cancer Control)**



Alistair Grenfell
President, Northern Europe,
Middle East, Africa and South
Africa
IQVIA



Colin Sims
SVP, Head, Transversal Corporate
Strategy
Sanofi



Jacob Suñol
Digital CTO & Digital Ecosystem
Roche Diabetes Care



Speaker faculty (continued)

	Ulrich Betz Vice President Innovation Merck KGaA	
	Martina Muttke Head of International Medical Affairs Shire	
	Patrik Grandits Head Commercial Operations Oncology Europe Daiichi Sankyo	
	Lisa Huse General Manager, Spain Roche Diabetes Care	
	Thomas Kerscher Global Head Patient and Customer Excellence Shire	
	Arnaud Lefevre Head of Operations, Northern Europe UCB	
	Sandra Silvestri Senior Vice President, Head of Global Medical Affairs, General Medicine & Emerging Market Business Unit Sanofi	
	Ryan Olohan Managing Director, Healthcare Google	
	Rafael Ramon Customer Engagement Excellence Leader EEMEA Roche	
	Adam Hill Chief Medical Officer McLaren Applied Technologies	
	Nolan Townsend Regional President, International Developed Markets Pfizer	
	Lars Joensson Lead Patient Engagement Grunenthal Group	
	Jim O'Donoghue Vice President S3 Connected Health	
	Florent Edouard SVP, Global Head of Commercial Excellence and Customer Engagement Grunenthal Group	
	Ben Greenberg Vice President of Product & User Experience WedMD/ Medscape	
	Javier Rodriguez Hernandez Medical Director Hospital La Fuenfria SERMAS-Madrilenia Health Service	
	Paul Rice Chief Operating Officer M3	
	Ed Corbett Principal Novasecta	
	Sean Morgan-Jones VP Global Business Development Morgan Prestwich	

	Lutz Bonacker SVP and General Manager, Commercial Operations Europe CSL Behring	
	Mark Milton Edwards Global Commercial Senior Director TEVA	
	Antonio Tataranni Senior Vice President, Head of Global Medical Affairs, Diabetes & Cardiovascular Business Unit Sanofi	
	Miguel Bernabeu Head of Global Marketing Access Shire	
	Mauricio Silva de Lima Vice President, Head of Medical Affairs, Region Europe Roche	
	Markus Kosch Vice President Oncology Portfolio, Europe, Japan & Developed Asia Pfizer	
	Thomas D'Hooghe Vice-President and Head Global Medical Affairs Fertility Merck	
	Georgina Rizik Global Commercial Head (Team Leader) of Oncology Biosimilars Franchise Boehringer Ingelheim	
	Gundula Schneidewind Managing Director Belgium Takeda	
	Carlos Sosa Director Global Sales Operations Excellence Almirall	
	Begonya Nafria Patient Advocacy Manager Barcelona Children's Hospital	
	Joana Claverol Clinical Research Unit Manager Barcelona Children's Hospital	
	Laurie Cooke CEO Healthcare Businesswoman Association	
	Amy Nicole Nayar Head of Global Patient Relations AbbVie	
	Mads Lacoppidan General Manager & Head of Consumer Division Pharmaceuticals ALK	
	Sinead Tuite Patient Programs Manager, Immunology MSD	
	Mathias Berg Vice President Digital Experience & Solutions Epsilon	
	Raj More Chief Architect & CEO RxLogix Corporation	
	Houda Kamoun Chief Strategy & Marketing Officer Aptus Health	

Speaker faculty (continued)

	Dr. António Pregueiro Vice President of Life Sciences HighPoint Solutions	
	Nataliya Andreychuk CEO Viseven Group	
	Markus Leyck Dieken Former SVP – Global Head of CNS Teva	
	Ruth Wilson Global Head of Patient Advocacy Teva	
	Kelly Franchetti RN,CCRN,CEN Vice President, Patient Insights and Engagement, Commercialisation & Outcomes ICON plc	
	Dr Michael Bangemann HCP	
	Victoria Guyatt Head of Ethnography Ipsos Healthcare	
	Björn Van Loy (PhD) Competence Center Lead Advanced Analytics Trilations	
	Jeff Greene VP Digital Strategy & Insights DRG Digital Manhattan Research	
	Davidek Herron Head of Human Channels, Customer Experience TEVA	
	Petr Kozel Vice-President S&M Actavis Pharma	
	Gregory Miller Vice President and Global Head of Innovation Accelerator CoE UCB	
	Dr. R Sukumar CEO OSG	
	Brian McGee Principal Novasecta	

	Christina Busmalis Director IBM Watson Health, Global Life Sciences	
	Adrian Steventon-Hill Global Franchise Head Kyowa Kirin	
	Simon Lem Vice President, Regional General Manager Northern Europe Vertex Pharma	
	Adrian Haigh SVP & GM EMEA & Asia Pac PTC Therapeutics	
	Dr Deepak Jadon Consultant Rheumatologist & Director of the Rheumatology Research Unit Cambridge University Hospitals NHSFT	
	Kate Pasterfield Head of Innovation Sponge UK	
	Callum Caldwell Managing Consultant PA Consulting Group	
	Lars U. Diemer Chief Executive Officer Agnitio	
	Dr. Wolfgang Lippert Senior Director, Head of Healthcare & Life Sciences EMEA Salesforce	
	Louise Gargan European Sales Director Mavens	
	Søren Laumand Analytics Product Expert Siteimprove	
	Emilie Bugeat Senior Director Commercial Operations Pfizer	
	Tommy Kok Annfeldt Customer Experience Leader Northern European Cluster Eli Lilly & Company	
	Beatriz Faro Regional President, Intentional Developed Markets Pfizer Internal Medicine	

The Patient Voice

	Ramona Kanters-Burgmans Director OPEN	
	Jasmine Smith Patient Consultant, UCB Patient Ambassador The Epilepsy Society	
	Margaret Walker Executive Director EUFAMI	
	Astrid Wijngaarden Patient	
	Teresa Ferreiro Certified Professional Co-active Coach (CPCC) (ACC)	

	Monique van Bakkum Mentor Coach 365 Dagen Succesvol	
	Sonia Hawkins Patient Advocate	
	Julian Noji Patient	
	Bridget Berged CEO European Cancer Organisation	
	Carole Sian Scrafton MBS, BA (hons) Patient Advocate	

Keynote Sessions

DAY 1 and 3

SPEAKERS INCLUDE



Kris Sterkens
Company Group Chairman, Europe,
Middle East and Africa
Janssen



Christi Shaw
Senior Vice President & President
Lilly Bio Medicines



Paul Perreault
CEO
CSL Limited



Andrin Oswald
Director – Life Sciences Partnerships,
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Global Medical Affairs & Global Corporate Affairs
AstraZeneca



Nathalie Moll
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Andrew Baum
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SVP, Head, Transversal Corporate Strategy
Sanofi



Beatriz Faro
Regional President, Intentional Developed
Markets
Pfizer Internal Medicine



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



Create the value that defines you

- Determine how your medicines will be evaluated in the future and how value will be shared with stakeholders
- Get your priorities right – how will your focus on health solutions and outcomes generate commercial results?
- Strengthen reputation through a more open, human approach and a relentless focus on innovation
- Guarantee access in challenging markets and ensure your products are accessible to those most in need

Be the ultimate guide

- The trusted source – how, why and where your company should be viewed as a credible hub for medical knowledge
- Align around patient insights and use these to forge deeper stakeholder relationships and regain trust
- Beyond transparency – ideas to repair relationships and regain trust in the information we provide
- Identify the changing customer landscape and ensure you have the processes in place to meet HCP and patient needs

The future of healthcare is... us

- Be the solution – how your company can find new assets and skills, whether in-house or through partnership, to deliver genuine healthcare innovations
- Understand the ultimate role of digital in delivering true integrated care and providing deeper understanding of patient and customer journeys
- In data we trust – understand healthcare's long-term disruption beyond today's revolution in combined analytics and digital tech
- Engineer a culture which embraces digital uptake and acknowledges your shared vision of healthcare delivery

Commercial Model Innovation

SPEAKERS INCLUDE



Lutz Bonacker
SVP and General Manager,
Commercial Operations Europe
CSL Behring



Thomas Kerscher
Global Head Patient and Customer Excellence
Shire



Dr. R. Sukumar
CEO
OSG



Lars Joensson
Lead Patient Engagement
Grunenthal Group



Colin Sims
SVP, Head, Transversal Corporate Strategy
Sanofi



Raj Moore
Chief Architect & CEO
RxLogix Corporations



Victoria Guyatt
Head of Ethnography
Ipsos Healthcare



Dr. Wolfgang Lippert
Senior Director, Head of Healthcare & Life Sciences EMEA
Salesforce



Christina Busmalis
Director
IBM Watson Health, Global Life Sciences



Petr Kozel
Vice-President S&M
Actavis Pharma



PANEL

Embrace Patient Centricity as your Key Commercial Focus

- Establish the relationship between business growth and patient focus, reaffirming belief in your company that it's the right thing to do for business and patient
- Explore metrics to reveal the commercial impact of patient-centric initiatives, including performance indicators that can guide your line management
- Expand your business offering to truly service patients and the provide support needed for HCPs to deliver the full potential of your product

Prime your commercial functions for elevated customer expectations

- A look at how customers have been influenced by B2C companies to anticipate certain offerings and standards
- Future-proof your commercial department with a robust strategy to address these expectations despite tightening budgets and limited facetime
- Leverage existing capabilities to ensure your entire department works effectively with existing technologies and tools
- Establish the new analytical and data resources needed for the evolution of your commercial department and identify the steps needed to get there

Generate competitive advantages through creative commercialisation strategies: lessons learned from oncology biosimilars

- Identify innovative ways to market your product and portfolio in a highly competitive biosimilar market
- Leveraging learnings from the Oncology Biosimilar market to successful commercialization approaches within the oncology innovator landscape
- Build a creative CX strategy which truly addresses customer needs and promotes a patient-centric culture within your organization

Learning and Development

SPEAKERS INCLUDE



Lisa Huse
General Manager, Spain
Roche Diabetes Care



Emilie Bugeat
Senior Director Commercial Operations
Pfizer



Christi Shaw
Senior Vice President & President
Lilly Bio Medicines



Laurie Cooke
CEO
Healthcare Businesswoman Association



Carlos Sosa
Global Sales Operations Excellence Director
Almirall



Nolan Townsend
Regional President, International Developed Markets
Pfizer



PANEL

Pharma's future leadership: why diversity is shaping the future of our industry

- Take a fresh look at the qualities required to take pharma companies forward in tomorrow's environment
- Where diversity works – examples of how leadership from women and ethnic minorities has created real advantage across pharma and other industries
- Discover how the new qualities required for high-performance leadership are affecting how companies nurture talent for the long-term

A complete guide to commercial success: How Almirall put the theory into practice

- Discover how Almirall is preparing their commercial function to overcome future hurdles the industry is facing
- Build an engagement strategy which prioritises what your customer really wants and build long-term relationships and loyalties
- Envisage how to effectively train your field force in areas of customer affinity, multichannel capabilities and KAM



Enhanced Patient Solutions

SPEAKERS INCLUDE



Miguel Bernebeu
Head of Global Market Access
Shire



Beatriz Faro
Regional President, Intentional Developed Markets
Pfizer Internal Medicine



Markus Leyck Dieken
Former SVP – Global Head of CNS
Teva



Margaret Walker
Executive Director
EUFAMI



Ruth Wilson
Global Head of Patient Advocacy
Teva



Amy Nicole Nayar
Head of Global Patient Relations
Abbvie



Teresa Ferreira
Patient Advocate

The co-creation masterclass: involve more patients to ensure maximum impact

- Increase adherence and streamline take-up by using co-creation and cohort feedback for continuous improvement
- Integrate the voice of the patient throughout the drug lifecycle to regain focus, achieve efficiencies and ensure you deliver a better offering than your competitors
- Identify best practices and critical success factors for effective patient engagement, creating well-informed patients and groups who are able to collaborate with pharma

PANEL

Build your reputation – how to become a patient organisation's partner of choice

- Address the fundamental issues around patient engagement and encourage advocacy groups to provide feedback throughout your product lifecycle
- Understand why long-term partnerships can provide positive results for your business and improve patient outcomes
- Reinvent pharma in the eyes of the public, further encouraging more collaborations and encouraging more enthusiastic, passionate and talented people into the industry

Delivering interventions: a collaborative approach to innovative evidence generation

- Envisage how a collaboration between Sanofi and Google lead to successful disease management in high risk patient populations
- Generate valuable patient insights using a dynamical model which utilises predictive analytics
- Accelerate innovation through the process of design sprint methodology and design thinking

Advanced Customer Engagement

SPEAKERS INCLUDE



Rafael Ramon
Customer Engagement Excellence Leader EEMEA
Roche



Arnaud Lefevre
Head of Operations, Northern Europe
UCB



Nolan Townsend
Regional President, International Developed Markets
Pfizer



Markus Kosch
Vice President Oncology Portfolio, Europe, Japan & Developed Asia
Pfizer



Ryan Olohan
Managing Director, Healthcare
Google



Florent Eduardo
SVP, Global Head of Commercial Excellence and Customer Engagement
Grunenthal Group



Tommy Kok Annfeldt
Customer Experience Leader Northern European Cluster
Eli Lilly & Company



Ben Greenberg
Vice President of Product & User Experience
WedMD/ Medscape



Davidek Herron
Head of Human Channels, Customer Experience
TEVA



PANEL

Slick, seamless, yet sophisticated: delivering the ultimate customer experience

- Envision how pharma can learn from industries who've created truly integrated multichannel offering and seamlessly blend user experience across all channels
- Equip different departments to begin the CX transition and ensure the required capabilities are in place to optimise mobile and digital channels
- Tailor your marketing strategy to ensure alignment between various platforms to ensure a seamless, consistent and effortless user experience

Get personal with a 360-degree view of your customer

- Coordinate a seamless customer experience by delivering complete visibility of all customer interactions across your commercial teams
- Identify customer trends, learn what works and create a personalised engagement strategy by analysing integrated CRM data across all platforms
- Understand why even where we pursue customer centricity, your company is not being recognised for its efforts
- Optimise marketing spend by removing wasteful campaigns and engage with customers on their terms

Address the biggest challenges in the global HCP community - 4 doctors, 4 countries, 4 specialties

- Discover key insight from doctors from across a range of locations and specialties
- Identify biggest challenges currently facing HCPs and how pharma can provide holistic solutions
- How pharma can utilise digital to improve communication and outcomes for doctors and patients

Patients: your most insightful colleagues

- Learn from the experts in their own disease - move past lip service and instil genuine patient insight into your business planning
- Ensure your brand differentiates itself in a crowded market by guaranteeing your product offers not just outcomes, but wellbeing
- Set up regular touchpoints with end-users to ensure you don't lose sight of your original goals and give enough opportunity for creative breakthroughs

Digital Innovation and Analytics

SPEAKERS INCLUDE



Ulrich Betz
Vice President Innovation
Merck



Gregory Miller
Vice President and Global Head
of Innovation Accelerator CoE
UCB



Begonya Nafria
Patient Advocacy Manager
Barcelona Children's Hospital



Joana Claverol
Clinical Research Unit Manager
Barcelona Children's Hospital



Mads Lacoppidan
General Manager & Head of Consumer Division
Pharmaceuticals ALK



Unrivalled data-driven insights – the power of analytics in customer engagement

- See how advanced analytics for customer interaction data can deliver insights previously gained through time-consuming market research
- Drive continuous commercial progression through real-time decision making and streamlining the planning process
- Visualise your customer's behaviour to accurately value your promotional activities and further address unmet needs

Reinvent your go-to-market model: the integrated multichannel approach

- Discover how Pfizer Oncology recently delivered a series of successful product launches by evolving their go-to market approach
- Evolve the traditional sales force model to deliver an improved integrated multichannel experience, adopting new digital channels and capabilities
- Identify key markets to develop pilots that can be rolled out across your whole organisation

PANEL

The evolving needs of the digital native customer

- Hear directly from patients and caregivers to identify their needs and tailor future communication
- Remove the guesswork: build a comprehensive understanding of how to communicate with your customers, tailor your content and ensure consistent messaging across channels
- Identify opportunities to support HCP-patient relationships, improving outcomes and cementing your company as a trusted partner

Commercial Model Innovation

SPEAKERS INCLUDE



Patrik Grandits
Head Commercial Operations Oncology Europe
Daiichi Sankyo



Georgina Rizik
Global Commercial Head (Team Leader)
of Oncology Biosimilars Franchise
Boehringer Ingelheim



Bridget Berged
CEO
European Cancer Organisation



The Biotech revolution in Rare and Orphan diseases? Meet the pioneering companies defining a new commercial model for Pharma

- Hear about the challenges in terms of market access and reimbursement when payors and regulators are operating in an increasingly cost constrained health system
- Understand how biotech inevitably develop closer, more authentic relationships with patients and why that creates a whole new sense of purpose
- Understand the risks and rewards of being part of this Biotech European commercialization revolution

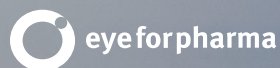
Think you can sell without focussing on the patient? Think again...

- Establish why a better understanding of the patient journey is essential to becoming a successful rep
- Understand the need for culture change within our sales force and drive this through monitoring performance beyond traditional sales targets
- Establish the role of front-line managers in driving the shift to focus on patient outcomes and how to reward positive performance

Tackle complexity in healthcare head-on with better KAM-MSL co-ordination and Daiichi Sankyo's 'Account Engine Model'

- Create a deeper understanding of your customer network by transitioning to a more advanced KAM approach
- From Key Account Management to Key Account Organisation – a key evolution of your operating model
- 'The Account Engine Model': Learn how Daiichi Sankyo has developed a stronger KAM approach across the territory teams
- Develop trusted partnerships which ensure long-term commercial success by addressing needs of prescribers, policy makers, patients and payers
- Coordinate medical and sales teams to support customers with precise medical information while providing a harmonious customer experience

Winners
Presented
at the
Conference



EYEFORPHARMA AWARDS 2018

Because your patients want you to win

As a Barcelona delegate, you will be the first to see who wins the eyeforpharma Awards, showcasing the very best examples of pharma doing more for patients and healthcare.

"These awards recognise 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



2017 European winners included:



MOST VALUABLE PATIENT INITIATIVE
TAKEDA WITH RED DOOR
UNLIMITED: #FlyWithIBD



MOST VALUABLE HCP INITIATIVE
BOEHRINGER INGELHEIM:
The Angels Initiative



MOST VALUABLE PHARMA
COLLABORATION
ABBVIE: Doctor's Channel
YouTube



CUSTOMER INNOVATOR
LEO INNOVATION LAB:
LEO Pharma



NEW FOR
2018

CONFERENCE PRE-DAY | 12TH MARCH

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 good
examples, case studies and real numbers?**

For the first time, we are opening up the our
awards Judging Day, on Monday March 12th
(the day before the conference begins).

You'll be able to join the judges as they view
each finalist's 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.

Past finalists who have presented at the assessment day include:



BMS
Universal Patient
Language



Takeda
#FlywithIBD



Abbvie
Doctors Channel
Youtube



Boehringer-Ingelheim
Angel's Initiative



LEO Pharma
Innovation Lab



Takeda Oncology
Moving Mounting for
Multiple Myeloma

The categories include:

Most Valuable Patient
Initiative

Most Valuable
Collaboration

NEW! The Patient
Advocate Award

Most Valuable HCP or
Healthcare Initiative

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

Maximise your learning with a Diamond Pass

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

► PREMIUM REPORT:

Customer Experience: The definitive guide to commercial success

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

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**

Our new report will be available March 2018!



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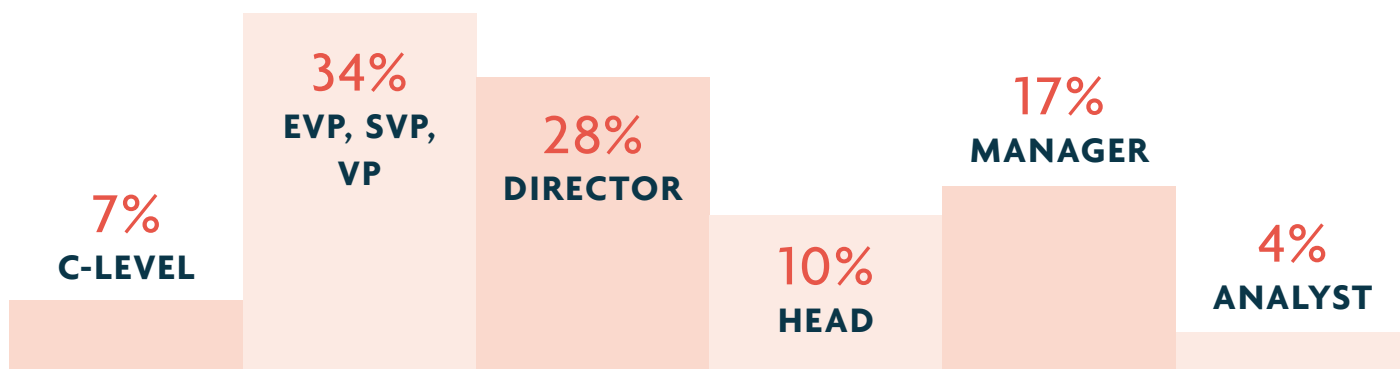
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Become your customer's immediate go-to for authentic knowledge, reinventing your relationships

NEXT-GEN EXPERIENCE:

See how a new digital culture uses tech and data to transform your engagement and communication plan

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INDUSTRY LEADERS SPEAKING AT BARCELONA 2018:



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Company Group
Chairman, Europe,
Middle East and Africa
Janssen



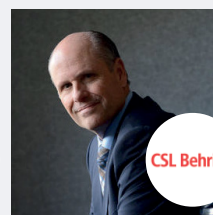
Sebastian Guth
Executive Vice President,
Chief Marketing Officer
Bayer



Christi Shaw
Senior Vice President
& President
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Shreeram Aradhye
Chief Medical Officer,
Global Head of
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