

DAY 0 APRIL 15	EYEFORPHARMA AWARDS: See the Very Best of Pharma 20+ case studies on how to create patient and healthcare value					
	Pre-event Ice Breaker					
	AM	Opening Keynote Presentations and Panel Discussions				
DAY 1 APRIL 16	PM	STREAM 1	STREAM 2	STREAM 3	STREAM 4	STREAM 5
		SALES Customer Value	CUSTOMER EXPERIENCE Data Driven Marketing	PATIENT Walk the Talk	MEDICAL Pharma’s True North	ACCESS & RWE Create Value through Evidence
		Workshops (Pharma & Biotech Companies only)				
		SALES Empower the Rep	DIGITAL Realize AI’s Potential	PATIENT & DIGITAL Engagement with Patients	MEDICAL Build a Function to Lead	ACCESS & RWE Create Value through Evidence
		Networking Drinks Reception				
DAY 2 APRIL 17	AM	STREAM 1	STREAM 2	STREAM 3	STREAM 4	STREAM 5
		SALES Future of Sales	DIGITAL & ACCESS Digital Provider Connections	PATIENTS Insights to Outcomes	MEDICAL Customer Engagement	RWE The Power of Data
	PM	SALES & DIGITAL A New Commercial Model	ACCESS Payer Engagement	PATIENT Partner with Patients	MEDICAL & ACCESS Collaborate to Achieve value	RWE The Power of Data
		Interactive Roundtables				
	Closing Keynote Presentations and Panel Discussions					