

## PATIENT CENTRICITY & ENGAGEMENT CONFERENCE - 2021 PROGRAMME

### PROGRAMME

08.30 **Registration, Informal Networking & GIC Opening Remarks**

09.00 **Morning Co-Chairs' Opening Remarks**

Anand Das  
Digital Client Partner  
**Pfizer UK**

Katrin Hoffmann  
Head of Early Evidence Strategy (Market Access RWE CI & Patient Voice)  
**UCB**

### PATIENTS AT THE HEART OF DECISION MAKING

09.15 **Centre Patients At The Heart Of Internal Decision Making To Demonstrably Improve Patient Outcomes & Wellbeing & Strategic Success**

- How can the industry gain real insights into patients' needs and expectations to create a patient-centric organisation in the new patient landscape post-covid?
- Proactive measures pharma can take to really understand and listen to patients and deliver the real benefits to patient experiences and outcomes that they're looking for
- With the pandemic changing the way the industry interacts with patients and stakeholders, how can we ensure patient centricity is central to business objectives in the new normal?
- Best-practice benchmarking techniques to truly gauge if your patient strategies are making a difference

09.15 Daphna Mackover  
Patient Advocacy Head South Europe MCO  
**Sanofi**

09.40 Rita Reis  
Head of Communications, Mid Europe & Portugal  
**Merck Group**

10.05 **Bonus Session; Atlantis Healthcare**

### PATIENT PERSPECTIVES - PANEL

10.20 **The Patients Perspective! Hear Directly From Patients & Advocacy Groups On Their Motivations, Feedback & Experiences To Drive Meaningful Collaboration**

- What inspired you to be involved in this area and engage with the pharmaceutical community?
- What can the pharma industry do to better hear the patient's voice and embed patient centricity at the heart of their business?
- What are your expectations when it comes to the pharma industry and where do you feel improvements can be made to truly add value to the patient experience?

- How do you feel the relationship has changed between patients and pharmaceuticals during COVID-19 and how do you think it will develop in the future?

Olive Fulton  
Patient Advocate

Lorna Allen  
PPI Coordinator for the Clinical Trials Accelerator Platform  
**Cystic Fibrosis Trust**

Rebecca Langley  
Patient Advocate

11.00 Morning Refreshment Break With Informal Networking

### **CLINICAL TRIAL DESIGN & EARLY PATIENT INVOLVEMENT**

11.30 **Secure Stronger Outcomes For Patients & Accelerate Speed-To-Market Through Engaging & Involving Patients Early In Clinical Trials & Drug Development**

- Practical advice on boosting patient recruitment and adherence to gain the vital patient feedback to improve the experience and effectiveness of clinical trials
- How can pharma brands drive patient centricity of trials during COVID to ensure their voices are being heard?
- How can pharma ensure they have patient involvement from the very beginning to ensure their insights are affecting drug development?
- Solidify feedback loops and communities to keep patient volunteers informed of trial results

Oleksandr Gorbenko  
Global Patient Centricity Director  
**Ipsen**

### **HEALTH EQUITY AND ACCESSING THE TRUE PATIENT POPULATION**

11.55

- What is health equity and why is it important?
- Why shouldn't we just recruit the easiest to access patients?
- Who are we speaking to?
- How do we engage with a wider variety of patients?
- How are we obtaining an understanding of the authentic patient experience?

Su Smith  
Director  
**Origins Insights**

### **PATIENT EXPERIENCES**

#### 12.10 **Collaborate Effectively & Share Common Goals With Patient Organisations To Drive Improvements In The End-To-End Patient Experience**

- How can pharma and patient organisations develop patient experiences together to definitively improve patient experiences?
- Best-practice advice on understanding gaps in the patients experience and effective ways to boost outcomes
- Accurately measure and reflect how your patient experience strategies have added value to their experience

Pascale Cavillon  
Global Patient Centricity Director  
**Ipsen**

Marko Korenjak  
President  
**ELPA**

12.35 Morning Co-Chairs' Closing Remarks & Round-Up

12.40 Lunch For Delegates, Speakers & Partners

#### 13.40 **Afternoon Co Chairs' Opening Remarks** **Chair icon**

Paul Edwards  
Director of Clinical Services  
**Dementia UK**

Ashton Harper  
Head of Medical Affairs (UK & Ireland)  
**Roche Diagnostics Ltd**

#### 13.55 **Can We Hear The Patient Voice In Medical Publications**

Dawn Lobban  
Global Lead, Patient Partnerships, Envision the Patient  
**Envision Pharma Group**

Veronica Porkess  
Publications Lead, Rare Diseases  
**UCB Pharma**

### **CASE STUDY – A PATIENT'S PERSPECTIVE**

#### 14.10 **Hear A Patient's Perspective Directly On Their Experiences Of Engagement With The Pharma Industry & Overcoming Obstacles To Greater Patient Centricity**

Olive Fulton  
Patient Advocate

#### 14.35 **From Insights To Action: How To Create A Compelling Narrative To Engage Your Patient Community**

Jasmine Malone  
Head of Patient Content  
**OPEN Health**

#### **STAKEHOLDER COLLABORATION – PANEL 1**

#### 14.50 **Drive Multi-Stakeholder Collaboration & Align Behind The Patient To Achieve Strong Future Relationships**

- With such a wide variety of stakeholders with different objectives in the healthcare sector, what steps can be taken to align agendas and keep the focus on patients?
- How has the pandemic affected the objectives of different stakeholders and how can patient centricity be secured in the new normal?
- What best practice advice and top tips can help deliver patient strategies with real-world impact?

Pasquale Monteleone  
Global Patient Relations & Advocacy Lead, CVRM  
**AstraZeneca**

Annabel Cowper  
Head of Patient Advocacy for Alzheimer's Disease ECP (Europe Canada & Partner Markets)  
**Biogen**

Jan Swiderski  
Director Head of Global Public Affairs & Patient Advocacy Rare Diseases  
**Ipsen**

Jolanda Koenders  
Head Of Public Affairs, Advocacy & Communications  
**Takeda**

Cláudia Hirawat  
Executive Chair  
**VOZ Advisors**

#### **STAKEHOLDER COLLABORATION – PANEL 2**

#### 15.20 **Drive Multi-Stakeholder Collaboration & Align Behind The Patient To Achieve Strong Future Relationships**

- With such a wide variety of stakeholders with different objectives in the healthcare sector, what steps can be taken to align agendas and keep the focus on patients?
- How has the pandemic affected the objectives of different stakeholders and how can patient centricity be secured in the new normal?
- What best practice advice and top tips can help deliver patient strategies with real-world impact?

Berna Özelgün  
Associate Director Medical Affairs  
**Gilead Sciences**

Wim Noel  
EMEA Medical Affairs Director Rheumatology/Auto-Immunity  
**Janssen**

Yetunde Kolade  
Regional Medical Affairs Director, EU/RCIS/ANZ  
**Reckitt**

Philippa Pristera  
Patient Engagement Strategy Lead  
**Cuttsy+Cuttsy**

15.50 Afternoon Refreshment Break With Informal Networking

### **ENGAGING CHILDREN & YOUNG ADULTS: THE RIGHT TO SCIENCE**

16.20 **Case Study**

All patients deserve the right to have an active role in research and to contribute to any decision that matters their health. Engaging children and young people in clinical research requires specific considerations to facilitate the best and meaningful contribution of the paediatric patients, and also the ethical and methodological considerations that are required. Training young people to have an active role in clinical research is essential, and in this session we will discuss how to educate young people and how to ensure their meaningful involvement

Begonya Nafria  
Patient Engagement in Research Coordinator  
**Sant Joan de Déu Research Foundation**

### **OVERCOMING BARRIERS TO PATIENT CENTRICITY**

16.45 **Break Through Internal & External Barriers To Embed Patients At The Heart Of Your Business & Truly Walk The Walk Of Patient Centricity**

- How can the value and benefits of consistent engagement that meets patient expectations be communicated to secure buy-in and embed patients at the heart of your organisation?
- How can establishing a common, scalable and robust set of technology and data foundations act as a strong enabler and catalyst for innovations for your patients?
- Demonstrate effectively that your internal patient strategies are resulting in better patient outcomes and showcase their impact

Hicham Naim  
Global Head Integrated & Personalized Patient Care Program Digital Advisory Board  
**Takeda**

Advait Thakur  
Associate Director Patient Engagement Platforms Architect  
**Takeda**

17.10 Afternoon Co-Chair's Closing Remarks

17.15 Official Close Of Conference