

Patient Centricity & Engagement Conference 2021 - Programme

Log In & Explore The Virtual Platform

08:30 - 09:00 (BST)

Morning Co-Chair's Opening Remarks

09:00 - 09:15 (BST)

Anand Das, Digital Client Partner, Pfizer UK

Katrin Hoffmann, Head of Early Evidence Strategy, UCB

Patients At The Heart Of Decision Making – Presentation

09:15 – 10.05 (BST)

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

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

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

Maximizing Patient Engagement In Clinical Trials; Challenges & Solutions – Presentation

10:05 – 10:20 (BST)

Niamh Ward, Country Manager, Atlantis Health UK Ltd.

Patient Perspectives – Panel Discussion

10.20 - 11:00 (BST)

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

Morning Break With Informal Networking

11:00 – 11:30 (BST)

Clinical Trail Design & Early Patient Involvement - Presentation

11:30 - 11:55 (BST)

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 & Accessing The True Patient Population

11:55 – 12.10 (BST)

- 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 Experience - Presentation

12.10 – 12.40 (BST)

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

Lunch Break For Delegates, Speakers & Partners

12.40 – 13.40 (BST)

Afternoon Co-Chair's Opening Remarks

13.40 – 13.55 (BST)

Paul Edwards, Director of Clinical Services, Dementia UK

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

Can We Hear The Patient Voice In Medical Publications – Presentation

13:55 – 14.10 (BST)

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

Veronica Porkess, Publications Lead, Rare Diseases, UCB Pharma

A Patient's Perspective - Presentation

14:10 – 14.35 (BST)

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

From Insights To Action: How To Create A Compelling Narrative To Engage Your Patient Community - Presentation

14.35 – 14.50 (BST)

Jasmine Malone, Head of Patient Content, OPEN Health

Stakeholder Collaboration - Panel Discussion 1

14:50 - 15:20 (BST)

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?

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 Discussion 2

15:20 - 15:50 (BST)

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

- What best practice advice and top tips can help deliver patient strategies with real-world impact?
- With HCPs being the main face-to-face contact for patients during the pandemic, how do we ensure strong collaboration between HCP's and patients to improve outcomes?

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

Afternoon Break With Informal Networking

15:50 – 16.20 (BST)

Engaging Children & Young Adults: The Right To Science – Presentation

16:20 - 16:45 (BST)

All Patients Deserve The Right To Have An Active Role In Research & To Contribute To Any Decision That Matters Their Health. Engaging Children & Young People In Clinical Research Requires Specific Considerations To Facilitate The Best And Meaningful Contribution Of The Paediatric Patients, & 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 & How To Ensure Their Meaningful Involvement.

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

Overcoming Barriers To Patient Centricity – Presentation

16:45 - 17:10 (BST)

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

Afternoon Chair's Closing Remarks & Official Close Of Conference

17.10 - 17:20 (BST)