

## **The 4<sup>th</sup> Annual Patient Centricity & Engagement Conference**

**24<sup>th</sup> May 2022**

### **PROGRAMME**

08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 **Morning Chair's Opening Remarks**

John Ioannou

Head of Global Medical Affairs Rheumatology

**UCB**

#### **Patients At The Heart Of Decision Making**

09.10 **Walk The Walk Of Patient Centricity With Practical Steps To Place The Patient At The Centre Of All Business Decisions**

- How can pharma companies move past talking about patient centricity, and take direct action to involve patients in every part of the journey and truly centre around the patient?
- But I'm not customer facing! Contextualise patient needs throughout the organisation to ensure all decision making and design has the patient at its heart
- Collaboration is key to patient engagement, so how can pharma work more strategically with patient organisations and develop relationships that boost engagement and outcomes?

Jost Leemhuis

Head of Safety Science

**Roche**

#### **Long-Term Patient Engagement – Panel Discussion**

09.35 **Move Beyond Ad-Hoc Engagement To Develop Long-Lasting Relationships That Strengthen Patient Involvement & Embeds Them Into Business Decision Making**

- Patient panels? Podcasts? What innovative methods can be used to engage patients long-term throughout the patient and pharma lifecycle?
- Improve listening and action feedback to enhance the patient experience
- What support do patients and advocacy groups need to be able to consistently engage with pharma companies, and what role do pharma brands have in facilitating this?
- Phase four isn't the end! Keep engagement strong post phase four to ensure the patients voice is heard continuously beyond the development process

Gunnar Schroefel

Global Director Patient Advocacy Oncology

**Daiichi Sankyo**

Stephen Head  
Senior Director, Patient Partnerships  
**Astellas Pharma Europe Ltd**

Geoff Rollason  
Patient Experience & Service Director  
**Pfizer**

Paul Robinson  
European Lead, Patient Innovation  
**MSD**

Lucie Williams  
Vice President Global Head of Medical Excellence & Patient Affairs  
**Ipsen**

Matthew Hunt  
Founder & Managing Director  
**11-London**

**Value-Based Partnerships With Patient Advocacy: Real World Experiences & Reflections**

10.05 **How Stakeholders Can Work Together Towards The Patient Needs, To Improve Their Quality Of Life & Wellbeing**

Dr Sumira Riaz  
Head of Health Psychology & Research  
**OPEN Health**

10.20 Morning Refreshment Break With Informal Networking

**Levelled-Up Advocacy Collaboration**

10.50 **Strengthen Relationships With Patient Advocacy Groups To Solidify Patient Engagement For The Future**

- How can we best identify the needs of advocacy groups, so that partnership and collaboration can demonstrably improve patient experiences?
- What do advocacy and patient groups need and expect from the pharmaceutical industry in order to effectively advocate for patients?
- Adapt your engagement strategies for both large and small advocacy groups and meet their differing needs to ensure deep-rooted collaboration

Henry Featherstone  
Global Public Affairs, General Medicines  
**Sanofi**

### 11.15 Patient-Centric Sustainability Programs

**Patients' Needs & Wishes Are Central To Being Patient Centric. The UN's Sustainability Goals For Health Are Ambitious, With A Focus On Reducing Premature Death. We Will Explore The Potential Impact Of Reducing Premature Death On Being Patient-Centric**

Dr Grace Lomax  
Co- Founder & Clinical Director  
**Patient Connect Ltd, part of Clarivate**

### Patient Perspectives – Panel Discussion

#### 11.30 Patients' Honest Perspectives On Their Relationship & Experiences With Pharma & How Their Voice Can Boost Patient & Business Outcomes

- What do patients expect and need from the pharmaceutical industry and how can pharma focus on the issues that truly matter to patients?
- How can pharma help patients feel more comfortable to become advocates and evidence their voices are being heard and their efforts are valued?
- What areas of the pharma process do you feel your voice is missing and how can pharma adapt to include patient insights more successfully in these areas?

Olive Fulton  
**Patient Advocate**

Rebecca Langley  
**Patient Advocate**

Dany Bell  
Strategic Advisor Treatment, Medicines & Genomics  
**Macmillan Cancer Support**

### 12.00 Spotlight On Local Pharma Affiliates In Europe

**How Pharma Can Increase Their Patient Centricity For The Better Of All Stakeholders By Pulling Through Global Initiatives Into Local Affiliates In Europe & Beyond**

- Patient centricity has been a hot topic in global and U.S. pharma organizations for a while– but how patient centric is pharma at the European affiliate level?
- Where are we doing well and what is holding us back from where patient centricity matters most (i.e. locally)?
- What do possible solutions and positive experiences look like and what is required to implement them?
- Who will benefit from more patient centricity at the local level?

Eva Struckmeyer  
Patient Centricity, Associate Principal  
**ZS**

Jillian Gedeon

### **Patient-Centric Clinical Trial Design**

#### **12.15 Listen To & Action The Patient Voice Throughout Clinical Trials & Design Trials That Authentically & Meaningfully Engage Patients & Produce Win-Win Results**

- How can we really understand patients' needs and voices early in the clinical trial process, and harness their insights to improve patient experiences and reduce drop-off rates?
- Engage across national boundaries with differing regulations to drive patient recruitment and trial success
- Successfully co-create clinical trial design with patients and harness early patient involvement secure stronger patient outcomes and improve speed-to-market

Annie Gilbert

Patient & Site Engagement Lead, Global Clinical Development & Operations

**Boehringer Ingelheim**

12.40 Lunch For Delegates, Speakers & Partners

#### **13.10 Informal Peer-To-Peer Discussions**

a) Medical Devices, Apps & Digital Health

Tracey Robertson

Patient & Site Engagement Process Lead - Global Clinical Development & Operations

**Boehringer Ingelheim**

b) Patient Centricity In Diagnostics

Ashton Harper

Head of Medical Affairs (UK & Ireland)

**Roche Diagnostics Ltd**

#### **13.40 Afternoon Co-Chairs' Opening Remarks**

Paul Robinson

European Lead, Patient Innovation

**MSD**

### **Overcoming Barriers To Patient Centricity – Panel Discussion**

#### **13.50 Effective Tactics To Overcome Both Internal & External Obstacles & Ensure Organisations Authentically Embrace Patient Centricity & Commit To Action**

- The message of patient centricity is getting through, but how can we inspire action internally to truly develop processes and organisations that place the patient at the centre?

- With smaller networks of patients and advocacy groups for rare diseases, what steps can be taken to strengthen these groups and support them as valued collaborators which keep pace with other more developed therapy areas?
- How can internal silos be broken through to ensure patient centricity is a key focus company-wide?
- With ROI on patient centricity projects difficult to measure, how can the benefits be communicated clearly to ensure everyone is on the same page?

Marco Koch  
Director Early Patient Voice Lead  
**UCB**

James Fitzpatrick  
Senior Director & Head of Public Affairs UK & Ireland  
**Former Sanofi**

Helen Stoop  
Head of Patient Advocacy, Europe & Canada  
**Takeda**

Garry Brough  
Lead for Peer Learning, Partnerships & Policy  
**Positively UK**

Mark Doyle  
Director  
**A Life in A Day**

#### 14.20 **Improving Adherence - How Can Behavioral Science & Technology Help Patients Develop Positive Habits?**

- Low adherence rates to medication have a detrimental effect on patient outcomes and there still are few successful and all-encompassing solutions to help patients form positive habits
- Behavioral science allows us to map and understand patient behavior, and gives us the opportunity to shed light on the underlying complexities of non-adherence
- Through use of novel approaches and technologies, we can help patients and HCPs better address adherence difficulties and enable more holistic patient care

Johannes Boshkow  
Key Account Director Switzerland  
**Observia**

#### **Patient Journeys**

#### 14.35 **Collaborate Effectively & Engage Patients Throughout Their Journey To Demonstrably Improve Experiences & Outcomes**

- In which areas of patient journeys can pharma generate the deepest impact and bring tangible benefits to the patient experience?
- How can patients and advocates guide pharma on weaker aspects of the patient journey where they aren't being heard, and bring their insights into these spaces?
- Harness key digital tools to remove pain points from patient journeys and create seamless experiences

Geoff Rollason  
Patient Experience & Service Director  
**Pfizer**

### **Heartcare At Home- A Primary Care Led Remote Monitoring Programme For Patients With Heart Failure**

#### **15.00 Remote Monitoring As A Tool For Providing Patients The Support To Manage & Optimise Their Heart Failure Care In Their Own Home**

- How a primary care network, Centric Health, in collaboration with Roche Diagnostics, is transforming delivery of equitable heart failure care to their patients by extending care from the hospital and GP practice to the patient's own home.
- We will explore how Centric Health has focused on understanding and listening to what value and outcomes in healthcare mean to patients with heart failure; as well as the importance of clinician feedback to ensure communication and integration of remote monitoring programmes with primary and acute care.
- We will examine the clinical impact primary care-based remote monitoring has had for patients participating in this programme and hear directly from some of those involved. We will share some of the positive outcomes and challenges to date.

Aoife Coughlan, PhD  
Programme Manager  
**Centric Health**

#### **15.15 Afternoon Refreshment Break With Informal Networking**

### **Stakeholder Collaboration**

#### **15.45 Develop Meaningful Collaboration Across Healthcare Stakeholders To Focus Values & Actions On Patient Centricity & Outcomes**

- Align values across multiple stakeholders to ensure all parties are moving in the direction that truly matters to patients
- What are best practice examples of partnering and co-creation between patient advocacy groups and pharma?
- How can we work together to build capacity in advocacy and elevate the patient voice in healthcare and broader society?
- With the variety of different maturities and resources spread across patient groups, how can we collaborate with equal effectiveness across differing groups, ensuring all patients are represented?

Suzanne Bruins  
Associate Director Public Affairs & Patient Advocacy  
**Gilead Sciences**

Susanna Glover  
Patient Experience Lead  
**Breast Cancer Now**

Alison Dunlop  
Senior Director, Patient Advocacy  
**MHP Mischief Health**

### **Education, Co-Creation, Collaboration**

#### **16.15 Collaborate With Patients & Advocates To Co-Create Materials That Reach, Engage & Educate Different Patient Groups**

- What steps can be taken to combat misinformation online and ensure accurate, trustworthy information rises to the top to keep patients informed and prevent alarm or distrust?
- Advanced therapeutics bring new challenges in patient education, how can we ensure patients have the right information to make an informed choice when advanced therapeutics are on the table?
- Amplify your message and positively engage with different communities and patient cohorts through co-creation of educational materials

Dr Lesley Booth MBE  
Director of Research & PPIE  
**Bowel Research UK**

16.40 Afternoon Chair's Closing Remarks & Official Close Of Conference