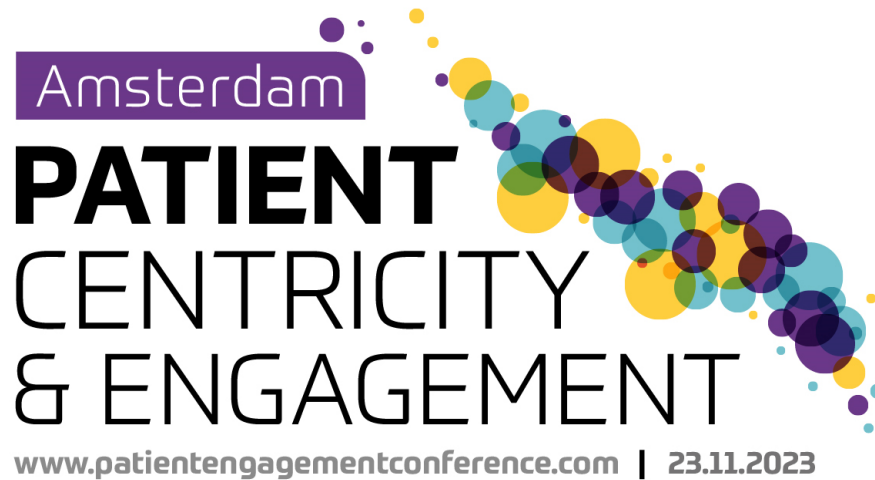


The Patient Centricity & Engagement Conference, Amsterdam
23rd November 2023
Melbournestraat 1, Lijnden, Amsterdam Airport Schiphol, 1175 RM, Netherlands



Welcome To The Patient Centricity & Engagement Conference, Amsterdam

Official Event Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



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Registration & Informal Networking

08.30 – 09.00

GIC Welcome

09.00 – 09.10

Morning Co-Chairs' Opening Remarks

09.10 – 09.20



John Ioannou

VP, Head of Global Medical Affairs, Rheumatology

UCB UK



Dr. Med Jost Leemhuis, M.D.

Safety Science Partner

Hoffman La Roche

Patient-Centric Decision Making

09.20 – 09.40 **Amplify The Patient Voice To Drive The Direction Of Change: Ensure Patients Are At The Core Of All Key Processes & Decision Making To Demonstrate Your Commitment To Better Healthcare & Services**

- Embed patient needs into your vision and values throughout all levels of the organisation to strategically shape future care and services
- What can pharma do to promote the inclusion of patient, patient advocate and carer input into delivering improvements and innovating ways for the patient voice to be heard by key decision makers?
- Highlight the value of patient centricity and strengthen board engagement with targeted internal communications to truly power patient voices and transform buy-in for service improvement within pharma and healthcare



Anders Blaedel Lassen
Senior Director
Lundbeck

Long-Term End-To-End Engagement

09.40 – 10.00 **How Can We Harness The Patient Experience At All Stages Along Value Chain For Better Patient Outcomes?**

- How can industry improve how it shares information with the patient community?
- The importance of asking patients what they want from their future care to enable us to focus and deliver solutions that bring meaningful value to them
- Engaging patients to identify gaps and develop treatment and care that support their needs throughout their entire care experience
- Concrete case studies will be shared to demonstrate the themes discussed



Pascale Cavillon
Global Patient Affairs Director
Ipsen

Stakeholder Collaboration – Panel Discussion & Q&A

**10.00 – 10.30 Promote Engagement Between Patients & All Key Stakeholders
By Aligning Visions & Values To Strengthen Patient Outcomes & Power
Commercial Success**

- Highlight the value of patient perspectives to all existing internal and external stakeholders to drive patient engagement and desirable outcomes
- How can you collaborate with external stakeholders to develop patient initiatives and disease education that result in the best care and experience for patients?
- What is the two-way benefit of stakeholder relationships and how do you achieve shared vision and values whilst remaining commercially successful?
- Rethink therapeutic delivery with stakeholders and partners who will support patient understanding and incorporate preferences into emerging drug development and commercialisation strategies



Stefaan Fiers
Head of Corporate Communication, Public
Affairs & Patient Advocacy
Takeda Belgium



Marie-Sharmila Blandino
Integrated Access Strategy Lead – Global
Director
Amgen



Jenny Ousbey
CEO & Founder
OVID Health



Amanda Stuart
Head of Communications & Engagement
Novartis

Bonus Session; Reserved For Open Health

10.30 – 10.45 Navigating The Nocebo Effect, Best Practice Consideration

- An implementation guide for professionals
- Strategic recommendations and method of engagement
- Partnership, shared decision-making approaches and patient advocacy collaborations
- Behaviour change techniques



Dr Sumira Riaz
Patient Engagement Lead
Open Health



Steve Clark
Patient Advocate & Founder of Strive for Five
Strive For Five

Morning Refreshment Break With Informal Networking

10.45 – 11.15

Bonus Session; Reserved for Origins

11.15 – 11.30 A Sustainable Approach To Patient Intelligence – Maximising The Value Of Patient Engagement

- What are the key pieces of patient intelligence that may have already been captured by your organisation and how can you use them?
- How can data immersion and gap analysis drive effective patient engagement activities?
- How can we ensure patient engagement is not viewed as a 'tick box' exercise?



Sheetal Padania
Head Of Patient Services
Origins

Patient-Driven Clinical Trials

11.30 – 11.50 Strengthen Patient-Centricity In Clinical Research, Trial Design, And Product Development By Addressing What Matters Most To Patients

- Key barriers to clinical trial participation as identified by patients, and the additional burdens for diverse patients.
- How can researchers improve diversity?
- Channels to reach under-represented groups of patients.



Pauline Frank
Patient Engagement & Insights Director, Oncology Medical Affairs
Novartis Pharma AG

AI, ML & Automation

11.50 – 12.10 A Future to Discover: Unlocking The Value Of Generative AI, Machine Learning For Healthcare And Unleashing Empowered Patients Collecting Their Health Outcomes

- Learn the opportunities of AI within patient insight and engagement and how they can be synthesised into best practices
- Highlight the risks of AI, including misinformation, data privacy and accuracy in qualitative data to optimise AI for patient engagement
- Enhance customer experience and patient engagement through AI for more personalised products and services to provide patients with the best possible care



Jolanda Koenders

Head of New Product Planning & Lead Health Outcomes Observatory (H20)

Takeda



Jasenka Tiefenbach

Value Based Partnership & Patient Outcomes Excellence Lead Eastern Europe

Takeda

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Bonus Session; Reserved for ZS Associates

12.10 – 12.25 Realizing the Power and Impact of Patient Organizations

- We will take a look at the value of POs/PAGs across the globe with examples of how collaborations with pharma and other ecosystem stakeholders have helped patients navigate diseases and treatments. We will focus on untapped opportunities for pharma to learn from POs, the role of tech in increasing PO reach, and new methodologies and solutions to help us achieve these goals



Surbhi Puri
Manager
ZS Associates

Lunch & Informal Networking For Speakers, Delegates & Partners

12.25 – 13.25

Afternoon Chair's Opening Remarks

13.25 – 13.35



Dr. Med Jost Leemhuis, M.D.
Safety Science Partner
Hoffman La Roche

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Bonus Session; Reserved For WebMD

13.35 – 13.50

- Why the time is now to integrate patient-centricity into medical education for HCPs
- Where we are today with HCP-patient/caregiver communications and why change is needed
- How medical education for HCPs can evolve, including patient integration, to provide a holistic approach that supports advancing patient outcomes



Medscape
EDUCATION GLOBAL

Victoria Harvey-Jones
Associate Director, Clinical Strategy
Medscape Oncology Global



SHORE-C

Lesley Fallowfield
Director Of Psychosocial Oncology At University
Of Sussex
Shore-C

Patient Advocacy – Double Perspective

13.50 – 14.30 Establish Sustainable & Mutually Beneficial Relationships With European Patient Advocacy Groups To Drive Positive Patient Outcomes In Healthcare

- Develop authentic relationships with patient groups that benefit both pharma commercially and patient outcomes, without feeling transactional
- Uncover new best practices in pharma-patient communications to seamlessly align visions and values, resulting in mutually desirable results
- How can you leverage PAG data to create tailored journeys with specific disease advocacy groups for greater impact?
- How far are patient advocacy groups truly partnering with pharma to better engage communities and design inclusive trials?

13.50 – 14.10 Perspective One



SANDOZ

Izlen Toker
Global Director, Patient Communications & Engagement
Sandoz



David Engelhard
Board Member
MS Vereniging Nederland

14.10 – 14.30 Perspective Two



Stefaan Fiers
Head of Corporate Communications, Public Affairs & Patient Advocacy
Takeda Belgium

Patient Stories Panel Discussion & Q&A

14.30 – 15.00 Hear The Most Important Voice In The Room; Patients. Listen & Engage With Raw Insights Into Personal Patient Experience To Strengthen Relationships & Align Values

- Highlight your own responsibility in driving the patient voice and partnerships with patient advocacy groups
- How can you best support patients in every aspect of healthcare? What do they truly need?
- How can you sustain long-lasting relationships with patients and where do they benefit from collaborating?



Lex Van Der Heijden
President
CMTC-OVM



Amber Davis
Patient Representative
Lymevereniging



Ganescu Costin Radu
President
Coalition of Patients Organizations with Chronic Diseases in Romania

Treasurer
European Patient's Forum

HCP Support & Communications – Delegate Discussion

15.00 – 15.20 Invite Healthcare Practitioners Into The Conversation! Collaborate With HCPs To Obtain Daily Insight Into Meaningful Patient Experiences & Desired Outcomes

- Understand the value of all healthcare practitioners in providing raw data and insight into the patient journey to ensure best care practices
- What would a mutually beneficial relationship look like? Establish shared vision and values with HCPs where the patient remains at the heart of practices
- Develop better targeted communication approaches that educates, informs, and breaks down the walls of a hard-to-navigate healthcare system to reduce HCPs time and increase HCP availability with their patients

Afternoon Refreshment Break With Informal Networking

15.20 – 15.50

Informal Peer-To-Peer Breakout Discussions:

1. Interpreting Data
2. Generative AI, ML & Automation

Digital Engagement

15.50 – 16.10 How Co-Creation And Data-Driven Design Result In Patient-Centric Digital Solutions

- In a digital era, what are the most effective platforms to reach and engage with patients and what are the best practices to resonate with different patient audiences?
- Establish practical strategies that measure the value of digital engagement to sustain commercially beneficial priorities
- Ensure that you are considering all audiences and acknowledging that digital engagement does not reach all patients. How can these groups be reached?



Irene Kanter-Schlifke
Head of Customer Insights & Strategy, Digital
Biogen

A Patient's Story: Chronic Lyme Disease

16.10 – 16.30

- Chronic Lyme disease: a severe chronic multisystem disease with a very low quality of life
- Patient experiences and needs (including my own experience)
- Possible causes of the disease and patient perspective
- Lack of biomedical treatments and investment in research
- Call for pharma to address this: we need your help



Amber Davis
Patient Representative
Lymevereniging

Overcoming Barriers – Delegate Discussion

16.30 – 16.50 Evaluate The Barriers That Are Preventing Growth In Patient Centricity & Engagement, To Accelerate Customer Transformation & Achieve Industry Wide Goals

- Drive change by strategising short-term and long-term solutions to overcome patient engagement barriers
- If barriers are unchangeable, such as European regulatory limits, how can you work with other stakeholders, including fellow pharma, to create solutions whilst remaining commercially competitive?
- Be prepared and get ahead! Keep on top of emerging challenges within patient centricity to prevent delaying solutions and outcomes
- With pharma banking on digital therapeutics as staff shortages worsen how can pharma work together to develop long-term sustainable patient care?

Afternoon Chair's Closing Remarks

16.50 – 17.00

Official Close Of Conference

17.00