

The 12<sup>th</sup> Annual Digital Pharma Advances Conference  
31st January 2024  
Royal Horseguards Hotel, 2 Whitehall Ct, London, SW1A 2EJ



Digital Strategies Delivering Real Results  
[www.digitalpharmaconference.com](http://www.digitalpharmaconference.com)

# Welcome to The Digital Pharma Advances Conference!

## Official 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.

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

08.30

## **Morning Chair's Opening Remarks**

09.00

## Advanced Omnichannel Activities To Deliver High Impact

09.10

### **Cut Through The Noise & Deliver Personalised, Revenue-Generating Digital Pharma Engagement With Refreshed, Revitalised & Compelling Digital Strategies**

- Drive greater personalisation through micro-segmentation, dynamic campaigns and Next- Best Action recommendations
- How can the right balance between digital and traditional engagement be met to ensure the right message is being delivered at the right time to the right stakeholder?
- Benchmarking success: what's next, what's new, and what's the impact? Examine the new and evolving opportunities to thrive in an ever-increasing digital-first world



Margarida Batista  
Omnichannel Operations Lead (UKINOR)  
**Grünenthal Group**

## Practical & Tangible AI, New Tech & Digital Innovation – Panel Discussion & Q&A

09.30

### Transform Pharma Customer Experiences, Drive Market Share & Add Strategic Value With Real-Life, Practical & Tangible Applications Of AI, Automation, New Tech & Digital

- AI promises to revolutionise working styles and marketing practices, but how can teams move away from pure speculation to build tangible foundations for AI to truly be effective and value-adding?
- It's more than just ChatGPT writing emails! Where does the demonstrable value of AI truly lie in the pharma marketing lifecycle? How can AI be used to solve more complex problems?
- AI and ChatGPT may be stealing the headlines, but what other critical tech innovations are emerging and set to disrupt and transform digital engagement?
- With AI raising more concerns inside and out of the industry around its potential uses (or misuses!) how can trust be built with customers, stakeholders, and colleagues around practical, safe and trusted AI implementation?



Florent Bühler  
Digital Marketing Innovation Director  
**MSD France**



Samuel Driessen  
Head of Global Commercial Platforms & Operations  
**Teva Pharmaceuticals**



Sridevi Nagarajan  
Head Digital Regulatory Strategy  
**AstraZeneca**

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Lenka Vychytova  
Global PRO Marketing Head, Centres of Excellence  
**Bayer**



Marisa Muninger  
BU Head (Cardiovascular & VTE) Belux - General  
Medicines  
**Sanofi**



Eddy Bachir  
Global Marketing Director  
**GSK**

**Bonus Session; Reserved For Exclusive Conference Partner - Digitas**

10.00

## Engage HCP's For Commercial Results

10.15

### Deliver Data-Driven & Reactive Experiences For HCPs Which Match Their Evolving Engagement Preferences To Advance Digital Strategies & Achieve Enhanced Engagement

- Build HCP platforms and engagement strategies with data at the heart to match the changing needs of HCPs and deliver exceptional experiences and journeys
- Drive personalised and engaging content which cuts through the noise and captures the attention of HCPs for real tangible outcomes
- How can AI assist in understanding where HCPs are on the adoption curve in order to deliver more targeted content to them?



Corina Cora  
Brand Manager GD  
**Takeda**

## Navigating the Omnichannel Launch Environment: Unlocking HCP Preferences For Success

10.35

- Snapshot of HCP's launch preferences in the pre, peri and post launch period
- Insight-driven cross-functional orchestrated omnichannel launch case



Ben Harbour  
VP, Global Accounts  
**Across Health**

## Morning Refreshment Break With Informal Networking

10.50

## Bonus Session; Reserved For Exclusive Conference Partner – A Life In A Day

11.20

## Engaging Patients: Practical Insights & Improved Outcomes

11.25

### Accelerate Digital Support For Patients To Achieve Improved End-To-End Experiences, Patient Outcomes & Business Advocacy

- With patient centricity firmly embedded across pharma, how can marketers continue to drive and focus efforts on patient needs to ensure they are continually placed at the heart of their organisation?
- What role does AI and tech have in transforming patient experiences and delivering innovations that truly impact patients' lives today?
- How can pharma build and cement trust with patients to overcome unreliable social media advice and wider disinformation around certain drugs or therapies?



Pius S Hornstein, PhD  
Global Head Digital Global Business Units  
**Sanofi**

## Engaging HCPs in the Digital Age: Mastering Mobile Messaging & Communication Channels

11.45

### This Session Will Offer An In-Depth Exploration Into The New Era Of HCP Engagement, Particularly Through Mobile Messaging & Digital Communication Channels

#### Key Takeaways and Benefits:

- Digital Shift in Pharma: Explore the transformation in HCP engagement through mobile and digital channels
- Case Studies: Gain insight from two HCP Case Studies emphasizing compliance in mobile messaging. Learn from successful digital strategies implemented by pharma companies
- Strategic Messaging: Master compliant mobile messaging techniques for effective HCP engagement
- Innovative Compliance: Navigate regulatory challenges and turn them into engagement opportunities



Lisa Hayashi  
Chief Marketing Officer  
**SafeGuard Cyber**



Steven Spadaccini  
Chief Technology Officer  
**SafeGuard Cyber**



## Omnichannel Success – Panel Discussion & Q&A

12.00

### Deliver Optimised & Personalised Customer Experiences Through Data-Driven Omnichannel Strategies That Meet & Exceed Customer Expectations & Drive Visibility To Digital Pharma Innovations

- With HCPs bombarded with information and outreach, how can omnichannel harness a “quality over quantity” approach to ensure that you deliver valuable content and increase impact from content?
- How can data-driven personalisation be embedded in omnichannel strategies to deliver the right content to the right customer at the right time?
- Build long-lasting relationships with HCPs and customers through targeted omnichannel strategies and move past blanket customer outreach
- How can the true value of omnichannel strategies be assessed and the impact of programmes be showcased on the bottom line?



Rodolphe Janssens  
Director Commercial Operations BeLux  
**Gilead Sciences**



Shivani Parikh  
Senior Director, Omnichannel Strategy & Excellence  
**Astellas Pharma**



Jamie McNally  
Executive Director, Head of Omnichannel Activation  
**Astellas Pharma**

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Sarah Irbah Hussli  
Brand Manager Neuroscience  
**Ipsen**



Preetha VasANJI  
President - Emerging Markets  
**Doceree**

## What's Your Brand Story? And Why Should Your Audiences Care?

Session presented by BBC Studios

12.30

- What makes a compelling brand story? How to find your brand story, make your audiences care and grow your business.
- BBC StoryWorks is the branded content studio within BBC Studios. How does BBC StoryWorks approach storytelling with brands? Why does this approach work? The proof is in the data.
- A good story is a good story, whether it's editorial or commercial, or B2B vs. B2C. What's the secret sauce that BBC StoryWorks uses to turn complex, info heavy B2B narratives into compelling and universal stories that reach the right audience?
- What's emotion got to do with it? Why putting your heart on your sleeve is a good idea with branded storytelling.
- Once you find the right story — how do you go about telling it in the right way and on the right platforms?



**BBC**  
**STUDIOS**

Laura Morris  
Partnership Director  
**BBC Studios**



**BBC**  
**STUDIOS**

Naomi Taylor  
Managing Editor  
**BBC StoryWorks**

**Regulation, Legal & Compliance: First-Hand, Critical Insights  
– Panel Discussion & Q&A**

12.55

**Develop Digital Pharma Strategies Confidently Within The Code Of  
Compliance By Building Robust & Collaborative Relationships With Legal,  
Regulatory & Compliance Teams**

- Speed up content creation with speedy compliance sign off! How can digital pharma marketing teams ensure they stay compliant and grow content output without cutting corners?
- With the many complexities and differences in regulations across Europe and beyond ever-increasing, how can you ensure you keep up-to-speed with changes and embed compliance firmly in the heart of marketing strategies?
- How can collaboration between marketing and compliance teams be further improved to ensure right-first-time campaigns with watertight compliance which mitigates risk to reputation?



**SANDOZ**

Emilio Rubio  
Head Internal Audit & Control  
**Sandoz**



Evi Mathiou  
Legal, Compliance & Quality Director  
**Novo Nordisk**

## Topic Forms Feedback

13.25

## Morning Chair's Closing Remarks & Lunch For Delegates, Speakers & Partners

13.30

## Peer Experience Sharing & Intimate Networking

14.00

- a) Digital Health
- b) Gold-Standard Content
- c) Marketing Automation
- d) Consent Capture
- e) Data Analytics

## Afternoon Chair's Opening Remarks

14.30



**CSL Vifor**

Inês Oliveira  
Head of Marketing - Spain & Portugal  
**CSL Vifor**

## Cut-Through Content & Channel Strategies

14.40

### **Power Agile, Engaging & Informative Content Which Adapts To HCP & Patient Behaviours: Fully Optimise Your Channel Mixes & Drive Engagement Skywards With Cutting-Edge Insights**

- Produce content which cuts through on the right channels for your key customers with fresh strategies and ideas for a more centralised approach resulting in higher customer retention and increased sales
- What are the latest trends around social channels and content, and how can pharma marketers effectively mix the right platforms to engage customers today?
- How can pharma adapt to the constant behavioural and platform shifts to ensure you're prioritising an optimised channel mix which best matches the needs and habits of HCPs and patients alike?
- Collaborate better with clearance officers and compliance teams in regard to both content and channel optimisation in order to fast-track approval and speed up the content creation process



Sarah Christensen  
Nordic Digital Director  
**Novartis**

## Bonus Session; Reserved For Exclusive Conference Partner

15.00

## Gold-Standard Digital Customer Experiences – Panel Discussion & Q&A

15.15

### Develop Streamlined, Personalised & Meaningful CX Journeys, Engagement & Experiences By Reviewing Customer Trends, Actioning Critical Insights & Maximising New Technologies

- Go beyond basic personalisation! How can existing personalisation strategies be built upon further to move the dial to the next level and deliver customers the content they want, when they want it?
- Utilise new and existing technologies with proven impact to connect multiple customer touchpoints and deliver seamless digital experiences
- How can cross-functional collaboration between commercial and medical teams drive improved and joined-up experiences for customers?



Shoaib Aslam  
Customer Experience Director  
**GSK**



Phoebos Stergiou  
Head of Omnichannel Customer Engagement  
**Gilead Sciences**



Claire Brown  
Digital Designer  
**MSD**



Michael Hope  
CEO  
**MultiM3d**

## Bonus Session; Reserved For Exclusive Conference Partner

15.45

## Measurement & ROI

16.00

### **Driving Customer Experience Success: Effective Metrics, Measurement & Actionable Insights**

- The importance of customer experience and its measurement - Benefits of measuring customer experience for healthcare professionals, customer-facing teams, and the company
- Overview of the metrics and surveys used to measure customer experience - Explanation of transactional and relational surveys - Discussion on Net Promoter Score and Customer Satisfaction Score as key metrics
- Analysis and reporting of customer experience results - Case study: The power of personalization in driving customer engagement



Ufuk Balci  
Omnichannel Excellence Team Leader HP MIDI  
**Boehringer Ingelheim**



## Evaluation Forms Feedback

16.20

## Afternoon Refreshment Break With Informal Networking

16.25

## Internal Change: Cultures & Digital Transformation

16.55

### **Dramatically Improve Adoption of Digital Transformation Strategies By Empowering Teams & Set Yourself Up For Long-Term Success With A Malleable, Scalable, and Value-Driven Model**

- How can the right culture of change be built internally to solidify digital transformation and embed digital programmes for the long-term?
- How can we help to empower teams to adopt digital transformation strategies and shift from pilot schemes to company-wide change?
- The importance of accountability, transparency, and effectively tracking and measuring the metrics that prove the success of transformation and the long-term business value



Tom Botting  
Director EUCAN Digital Customer Engagement  
**AstraZeneca**

**Measuring End-To-End From Customer To Business Value – Closing Keynote**

17.15



Helge Tennø  
Director Customer Experience & Delivery, Global  
Digital, Data & Analytics  
**MSD**

**Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**

17.35