WHY? SUMMITS

2nd Annual

FUTURE OF HEALTH SUMMIT

"Where Great Minds Meet Today
to Improve the Health of the Society Tomorrow"

April 27 – 29, 2020, Bratislava

www.whysummits.com

Speakers and Panelists:

Bernard Munos

Consultant
InnoThink, FasterCures, National Academy of Medicine, Scientist.com
United States

Michel Goldman

Director
INSTITUTE FOR INTERDICSIPLINARY INNOVATION IN HEALTHCARE
Professor
UNIVERSITE LIBRE DE BRUXELLES
Belgium

Andres Metspalu

Professor of Biotechnology
Head of the Estonian biobank
Institute of Genomics
UNIVERSITY OF TARTU
Estonia

Hans Lehrach

Emeritus Scientific Member
MAX PLANCK INSTITUTE FOR MOLECULAR GENETICS
Germany

Vanessa Michelini

Distinguished Engineer, Master Inventor
IBM Academy of Technology
Watson for Genomics Executive
WATSON HEALTH
United States

Julia Wilson

Associate Director
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Christine Durinx

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Vipul Modi

Transformation Lead for Innovation and Life Sciences
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United Kingdom

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Chair and CEO
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Micael Gustafsson

CEO
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Mark Duman

Managing Director
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United Kingdom

Irene Fialka

CEO
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Austria

Hannes Rothe

Assistant professor on IT-Entrepreneurship
FREIE UNIVERSITÄT BERLIN
Germany

Gabor Toth

CEO and Co-Founder
InSimu
Hungary

Darren Atkins

Chief Technology Officer (Automation & AI)
EAST SUFFOLK AND NORTH ESSEX NHS FOUNDATION TRUST
United Kingdom

Jonathan Lofthouse

Director of Improvement, Trust Corporate Executive
AINTREE UNIVERSITY HOSPITAL NHS FOUNDATION TRUST
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Sean Hickey

Interim CIO
ELYSIUM HEALTHCARE
Ireland

John Lambert Smith

Executive Director, Health Facilities Planning and Design
HAMAD MEDICALCORPORATION
Qatar

Shafique Ur Rehman

CEO
REHMAN MEDICAL INSTITUTE
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Head of Data Management
UNIVERSITY HOSPITAL ZURICH
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Manish Kohli

Independent Consultant
United States & United Arab emirates

Giovanni Di Sarro

Global Digital Solutions Business Partner
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Global Strategy and Digital Innovation Leader
Johnson & Johnson
United States

Stefan Korec

Oncologist
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Slovakia

Salah Al-Hidiq

Co-Founder
HeyDoc!
United Arab Emirates

Yara Abo El waffa

Founding Member
HEALTH 2.0 EGYPT
Egypt

David Smith

Professor of Laboratory Medicine and Pathology
MAYO CLINIC
United States

Paul Agapow

Health Informatics Director
ASTRAZENECA
United Kingdom

Philip Beer

Head of Translational Medicine
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Christine McNamee

Network Manager
Wolfson Centre for Personalised Medicine
UNIVERSITY OF LIVERPOOL
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Kathy Farndon

Independent healthcare management consultant, Mentor
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DEPARTMENT OF PSYCHIATRY
UNIVERSITY MEDICAL
UNIVERSITY MAASTRICH
Psychiatrist and Clinical pharmacologist
PARNASSIA PSYCHIATRIC INSTITUTE AMSTERDAM
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Senior Manager Analytics Integration
UCB PHARMA
Belgium

Sandra Smieszek

Head of Genetics
VANDA PHARMACEUTICALS
United States

Antonio La Regina

Head of Southern Europe, Middle East & Africa
GENOMIC HEALTH
Switzerland

Vibhor Gupta

Director and Founder
PangaeaData.AI
United Kingdom

Tomas Szemes

Chief Scientific Officer
GENETON
Slovakia

Mansoor Baig
Technical specialist / Solution Architect
KING FAISAL SPECIALIST HOSPITAL & RESEARCH CENTER
Saudi Arabia

Maya Ghoussaini
Team Leader, Genetics Core Team
OPEN TARGETS
United Kingdom

Krzysztof Potempa
Founder and CEO
BRAINCURES
United Kingdom

Eduard Maron
Professor of Psychopharmacology
UNIVERSITY OF TARTU
Founder and CEO
DocuMental
Estonia

Jari Forsstrom
Chief Medical Officer,
ABOMICS Oy
Finland

Carylanna Taylor
Anthropologist & Filmmaker
ANYA (2019, the movie)
United States

Adama Ibrahim
Associate Director, POC, Global Clinical Operations
BIOGEN
United Kingdom

Mats Sundgren
Director Health Informatics
AstraZeneca
Sweden

Valdo Arnera
General Manager & Scientific Advisor
ERT
Switzerland

Gareth Powell
Business Development Officer and Patient Engagement Project Lead
NIHR Clinical Research Network
United Kingdom

Diego Herrera
Head of Global Data Management and Project Information
ALMIRALL
Spain

Wojciech Smoron
Asociate Global Trial Director
NOVARTIS
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Eddie Guzdar
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AXCELLA HEALTH
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Global Trial Program Head
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Switzerland

Katri Langel
Director of Customer Centricity
snaploT
Spain

Rabia Khan
VP of Systems Medicine
SENSYNNE HEALTH
United Kingdom

Jens Ulrich Stegmann
Head of Safety and Pharmacovigilance, QPPV
GSK VACCINES
Belgium

James Whitehead
Principal
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Switzerland

Kaisla Lahdensuo
Chief medical officer
MEHILÄINEN OY
Finland

Pedro Lima
Regions Medical Safety Head
SANOFI GLOBAL
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Matthias Bödding
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MERCK GROUP
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NORGINE
United Kingdom

Philip Eichorn
Senior Director
PFIZER
United Kingdom

Mircea Ciuca
Global Therapeutic Area Head - Global Clinical Safety and Pharmacovigilance
CSL BEHRING
Switzerland

Agnes Schubert -Tennigkeit
Global Patient Safety
NOVARTIS
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Salvatore Giorgio Cicirello
Senior Director Safety Science & PASS, Global Drug Safety & Risk Management
CELGENE
Switzerland

Sally Lee
Senior Director Epidemiology
CELGENE
United Kingdom

Mate A. Balazs
Country Head Patient Safety
NOVARTIS
Hungary

Francoise Sillan
VP Head of Global QPPV Office
PFIZER
Italy

Raphael Pareschi
Pharmacovigilance Associate Director
MSD
Brazil

Mateja Raguz
DMD Pharmacovigilance Manager
TEVA
Croatia

Jackie Roberts
Executive Director Regulatory, Pharmacovigilance and Medical U/IE/Malta and MENA
ACCORD HEALTHCARE
United Kingdom

Lambert Creuwels
Senior Medical Safety Adviser
LUNDBECK
Netherlands

Adem Koyuncu
Lawyer and Medical Doctor
Partner
COVINGTON & BURLING
Belgium

Roi Shternin
Health entrepreneur
Co-founder of VALERO CLINICAL, DOQME, INTERMISSION and LaBRIUT!
Chief Patient and Head of Innovation
LUDWIG BOLTZMANN INSTITUE OF HEALTH
Austria

Digital health companies and startups:

DocuMental

Estonia

Pangaea
Making Data Findable and Useable

United Kingdom

ABOMICS

Finland

geneton

Slovakia

Doqme
Cutting lines to save lives.

Israel

Sensyne Health

United Kingdom

BRAINCURES

United Kingdom

Genomic Health™

United States

S-Case
WE WANT TO MAKE THE WORLD HEALTHIER

Slovakia

LEARNING TO SLEEP

Sweden

Ediens

Ukraine

planeat

Slovakia

Media & Partners

snapIoT

United States

HeyDoc!

United Arab Emirates

AGING ANALYTICS AGENCY

United Kingdom

insimu PATIENT

Hungary

Monday
April 27

8:50 - 16:30

Track 1 Future of Health - Academia day

Track 2 Future of Health - Prevention before care

17:00 - 20:00

Joint program: Great opening ceremony

20:15

Networking reception

Tuesday
April 28

8:50 - 17:30

Track 1 Digital healthcare – transformation

Track 2 Genomics research and personalized medicine

Track 3 Clinical trials digital toolbox

Track 4 Patient safety - Pharmacovigilance forum

18:00 - 20:00

Healthcare site visits

Anya – the movie

20:00

Networking evening program

Wednesday
April 29

8:50 - 17:30

Track 1 Digital healthcare – innovation

Track 2 Genomics research and personalized medicine

Track 3 Clinical trials digital toolbox

Track 4 Patient safety - Pharmacovigilance forum

18:00

Lab visit

20:00

Networking evening program

Thursday
April 30

Optional networking trips

10:000 - 1:00

Option 1 Vienna trip with cultural program

Option 2 Medieval castles trip with cultural program

Monday

April 27, 2020

Track 1
FUTURE OF HEALTH – ACADEMIA DAY

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **HEALTHY RELATIONSHIPS BETWEEN ACADEMIA, THE HEALTHCARE SYSTEM AND INDUSTRY FOR INNOVATION TO THRIVE**

Vipul Modi, *Transformation Lead for Innovation and Life Sciences,* **OXFORD ACADEMIC HEALTH SCIENCE NETWORK, United Kingdom**

9:30 **THE ROLE OF UNIVERSITIES IN START-UP ECOSYSTEMS**

Case study of forming a new entrepreneurship alliance between three of the top 5 most entrepreneurial universities in Berlin

Hannes Rothe, *Assistant professor on IT-Entrepreneurship*
FREIE UNIVERSITÄT BERLIN, Germany

10:00 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

10:30 **PANEL DISCUSSION: ACADEMIA COOPERATION WITH DIFFERENT HEALTHCARESTAKEHOLDERS**

- Academia and FUNDS/ Investors/Startup Hubs
- Academia and Hospitals
- Academia and Pharma
- Academia and Tech companies

Vipul Modi, *Transformation Lead for Innovation and Life Sciences,* **OXFORD ACADEMIC HEALTH SCIENCE NETWORK, United Kingdom**

Christine Durinx, *Executive Director*
SWISS INSTITUTE OF BIOINFORMATICS, Switzerland

Irene Fialka, *CEO,* **INiTS, Austria**

11:00 **UNIVERSITY HOSPITAL RESEARCH PRESENTATIONS**

6 PRESENTATIONS OF UNIVERSITIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES IN CLINICAL RESEARCH AND UTILIZING AI DATA ANALYSIS

12:00 LUNCH

13:00 **STARTUP PITCH: 6 Startups connected to universities**

Track 2
FUTURE OF HEALTH – PREVENTION BEFORE CARE

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: EXPANDING THE LIMITS OF HEALTHY LONGEVITY**

This session will focus on innovations on the individual and population level in aging, including using AI, lifestyle and public health measures. Would we live to 150? Is it even possible in this daily hectic life? How to take control of your health and aging rate? We asked well know expert.

Dmitry Kaminskiy, *Managing Partner,* **DEEP KNOWLEDGE VENTURES, United Kingdom**

9:30 **PANEL DISCUSSION: Securing the future: disrupting the pharma business model**

From hospital collaboration in generics and gene testing companies conducting clinical trials, to a new wave of digital disruptors chipping away at pharma value chain, pharmaceutical companies face competition in every part of their business. Meanwhile, the industry is being pulled in two seemingly countervailing directions - through a one-to-few business model increasingly focused on specialization and targeted drugs on the one hand, and the commercial necessity of building one-to-many business models focused on patient outcomes, disease management and prevention on the other.

- Is population health management (PHM) a threat or an opportunity for pharma, and how can pharma play in this space? Can pharma make a business out of prevention?
- Will we see players in the currently fragmented PHM ('emerging platform of care') space coalesce into major health brands?
- With the growing firepower of big tech invested in health, will we see tech-pharma mergers in the future?
- As incursions of new players shatter the pharma status quo, what are the growth strategies pharma companies can employ to preserve to protect market profitability and maintain industry competitiveness?
- What does the disintermediation of the physician mean for pharma?
- What is the next big area of pharma business ripe for disruption?

10:00 **WILL ARTIFICIAL INTELLIGENCE TRANSFORM THE PREVENTIVE MEDICINE?**

- We will address the interactions between wellness and technology and where AI and machine learning might take us on the prevention journey IF we understand how to change people's behaviours.
- Derry and Catherine would add a prologue to Colin's talk highlighting the current shortcomings of preventative programmes against the backdrop of managed care and cost control mechanisms used by funders.

Derry Heron, *Director,* **BENGUELA HEALTH, South Africa**

Catherine Brown, *Managing Director,* **BENGUELA HEALTH South Africa**

Colin Bullen, *Consulting Lead,* **HABITS AT WORK United Kingdom**

10:30 NETWORKING BREAK

Monday

April 27, 2020

14:00 **THE MOLECULAR BIG DATA REVOLUTION – RESHAPING THE LANDSCAPE OF ESSENTIAL RESEARCH INFRASTRUCTURES**

Be it genomic, proteomic, genetic or clinical, with the advent of new technologies ever-larger amounts of biological data are continuously generated and collected. Interpreting such a wealth of information is becoming increasingly difficult, and very little research can be performed today without the help of bioinformatics tools, infrastructure and specialized expertise.

An academic, non-profit organization, the SIB Swiss Institute for Bioinformatics guides researchers in the life sciences through a growing mass of information. More than 7 million scientists and clinicians around the world use its resources. Its network includes more than 800 researchers, biologists, biocurators, statisticians, developers and bioinformaticians: those of the SIB itself and those of some 20 partners including the main research institutes and universities in Switzerland.

Through the example of SIB, you will learn how the molecular big data revolution is reshaping the landscape of essential research infrastructures and how to benefit from this expertise to empower your advances in life sciences and health.

Christine Durinx, *Executive Director,* **SWISS INSTITUTE OF BIOINFORMATICS, Switzerland**

14:30 **SPONSORED PRESENTATION: SUPPORTING STARTUP ECOSYSTEM THROUGH CORPORATE PARTNERSHIP**

15:00 **KEYNOTE: ROLE OF ACADEMIA IN THE HEALTHCARE TRANSFORMATION**

- Impact of education on the economy of the country
- Importance of education of healthcare professionals – enabling transformation of healthcare, mastering digital skills, pursuing patient centricity and quality of care
- Importance of research coming out of universities – university hospitals connected to real words problems opposed to many startups coming out of "garage"
- University research as driver of innovation, foundation of startups that will not only help to improve healthcare outcomes but also fuel the economy of the country in the future as successful competitors in the Global economy.

Michel Goldman, *Director,* **INSTITUTE FOR INTERDICSIPLINARY INNOVATION IN HEALTHCARE**
Professor, **UNIVERSITE LIBRE DE BRUXELLES, Belgium**

15:30 **MEDICAL EDUCATION INNOVATION CASE STUDY**

Gabor Toth, *CEO and Co-Founder,* **InSimu, Hungary**

16:00 **Q&A ROUNDTABLE SESSIONS WITH SELECTED SPEAKERS FROM THE DAY**

16:30 CLOSING REMARKS OF CHAIRMAN

11:00 **KEYNOTE: HOW BETTER SLEEP CAN GIVE PEOPLE A BETTER LIFE AND SAVE BILLIONS OF EUROS FOR SOCIETY**

Bad sleep is on the WHO list of the top 10 health issues in the world, but most people suffering from sleeping disorder can be cured efficiently and drug free though online CBT in combination with live sleep coaching. Learn more about how bad sleep affects us in our daily life, the best 5 ways to sleep well and how better sleep will save costs for the traditional health care system. Micael will also talk about how they have managed to get 94 percent success rate with their patients and what to think about when you implement new digital solutions.

Micael Gustafsson, *CEO,* **LEARNING TO SLEEP Sweden**

11:30 **PANEL DISCUSSION: Why TRUE Stories/Why Interview / WHY talks PREVENTIVE MEDICINE – IN THE WORLD OF TOP ATHLETE**

- Does the sport's world using technology that we should know about?
- Is there a nutrition you have to follow to stay on the top for a long time?

12:00 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

13:00 LUNCH

14:00 **PANEL DISCUSSION: PREVENTIVE MEDICINE IN SPORT AND NUTRITION – OBESITY – NOVEL APPROACHES TO A PUBLIC HEALTH FAILURE**

- Why the sport and nutrition are playing the important role in our health? We asked the experts in this area for culinary and lifestyle medicine.

14:30 **SPONSORED CASE STUDY: MENTAL HEALTH – FROM STRESS TO BURNOUT TO MENTAL DISORDERS TO WELLBEING**

- The global burden of mental illness, both in terms of human suffering and economic loss, is catastrophic and rapidly growing. Worldwide, mental health conditions affect more than a third of the world's population. How to prevent and what we can do?

15:00 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

16:00 CLOSING REMARKS OF CHAIRMAN

JOINT PROGRAM

17:00 GREAT OPENING CEREMONY

17:10 WELCOME ADDRESS

17:20 CULTURAL PERFORMANCE

18:00 CONFERENCE IN A GLANCE, CHAIRMEN INTRODUCTIONS

18:30 **KEYNOTE 1: PRESCRIPTION TO A REVOLUTION OR HOW TO CREATE A PATIENT-LED HEALTHCARE**
Roi Shternin, *Health entrepreneur, Co-founder of VALERO CLINICAL, DOQME, INTERMISSION and LaBRIUT!, Chief Patient and Head of Innovation,* **LUDWIG BOLTZMANN INSTITUE OF HEALTH, Austria**

19:00 **KEYNOTE 2**

19:30 **KEYNOTE 3**

20:00 CLOSING REMARKS

20:15 NETWORKING RECEPTION

Tuesday

April 28, 2020

Track 1
DIGITAL HEALTHCARE – TRANSFORMATION

8:50 OPENING REMARKS OF CHAIRMAN

9:00 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

9:30 **KEYNOTE: UNDERSTANDING OBJECTIVES OF DIFFERENT PLAYERS IN THE HEALTHCARE ECOSYSTEM AND WHAT STRATEGIES THEY HAVE**

In their mission to address unmet medical need and deliver differentiated products, pharma companies and other players in the sector are adapting their business models to deliver increased value. Three forces are converging to drive this change:

- **Personalised Healthcare** - the personalisation of healthcare either to a specific individual or a group of patients
- **Precision medicine** - a medicine designed to be of optimised efficiency or therapeutic benefit for a specific individual or a group of patients
- **Smart Healthcare** - use of technology to improve healthcare delivery or quality of life

This session will answer what health system innovation will be needed, and how can clinical adoption by physicians and healthcare systems be encouraged?

- What are the challenges in bringing precision medicine to patients?
- What patient engagement strategies will be needed?
- What are the innovative payment models to enable more Personalised Healthcare?
- How will pharma adjust its commercial and operating model to account for the expected growth of these personal treatments in the years ahead, and is the level of personalization they entail a sustainable business model for pharma?
- How pharma and other players will address pricing challenges of precision medicine?

Bernard Munos, *Consultant,* **InnoThink, FasterCures, National Academy of Medicine, Scientist.com United States**

10:00 **PANEL DISCUSSION: UNDERSTANDING OBJECTIVES OF DIFFERENT PLAYERS IN THE HEALTHCARE ECOSYSTEM AND WHAT STRATEGIES THEY HAVE**

Bernard Munos, *Consultant,* **InnoThink, FasterCures, National Academy of Medicine, Scientist.com United States**

Martin Smatana, *Director,* **Institute of Health Policies MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC Slovakia**

10:30 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

Track 2
GENOMICS RESEARCH AND PERSONALIZED MEDICINE

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: MAINSTREAMING OF COMPLEX GENOMIC PROFILING INTO ROUTINE CANCER CARE**

- Bridging the gap between research and clinical practice is critical to unlock the full potential of genomics
- Cancer genomics holds the key to accelerating drug discovery and development
- Transitioning of current state-of-the-art knowledge and technologies in routine clinical practice facilitates genomic profiling of all cancer patients at a price that is within reach of public healthcare systems

Philip Beer, *Head of Translational Medicine* **CAMBRIDGE CANCER GENOMICS, United Kingdom**

9:30 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

10:30 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:00 **PANEL DISCUSSION: IMPACT OF GENOMICS RESEARCH ON HEALTHCARE**

- Understanding the role of genomics research in Pharma, Clinical Research, Drugs and Therapies Development, Healthcare and how it impacts it
- Evolution of Genomics research, fall of genome sequencing price, opportunities for genomic ventures
- Overview of BIG PHARMA activities in Genomics
- Overview of Genomics research utilizations and ventures:
  - Personal Genomics (23andme, Futura Genetics, Veritas Genertcis, Counsyl)
  - Pharmacogenomics (MyDNA, Verge Genomics)
  - Genomics combines with Artificial Intelligence (Deep Genomics, IBM Watson for Genomics, Verily Life Sciences, DeCODE)
  - Precision Oncology (Foundation Medicine, Rosetta Genomics, Color Genomics, Quest Diagnostics)
  - Genetic ancestry (National Geographic's ancestry test, Ancestry)
  - Bioinformatics and technology enabling genome sequencing (Illumina, Nanopore Technologies, Edico Genome, BGI)
  - CRISPR (Intellia Therapeutics, Editas Medicine, CRISPR Therapeutics)

Antonio La Regina, *Head of Southern Europe, Middle East & Africa,* **GENOMIC HEALTH, Switzerland**

Vibhor Gupta, *Director and Founder,* **PangaeaData.AI United Kingdom**

Vanessa Michelini, *Distinguished Engineer, Master Inventor IBM Academy of Technology, Watson for Genomics Executive,* **WATSON HEALTH, United States**

Tuesday

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11:30 LUNCH

12:30 **HEALTHCARE LEADERS PANEL DISCUSSION: HEALTHCARE CHALLENGES AND STEPS TO ADDRESS THEM**

Tackling the fundamental problems of healthcare – Shortage of skilled workforce and quality of care. The needed transformation in the structure of healthcare fails to catch up with the rapid progress of the medical technology.

- What infrastructure is necessary to transform healthcare?
- How can technology help to tackle those challenges?
- How can authorities and healthcare providers better understand Tech and how it should be used and deployed, and How Tech can understand better needs of Healthcare providers and Authorities?

Martin Smatana, *Director*
Institute of Health Policies, MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC, Slovakia

Vipul Modi, *Transformation Lead for Innovation and Life Sciences,* **OXFORD ACADEMIC HEALTH SCIENCE NETWORK, United Kingdom**

Priit Tohver, *Advisor for digital services innovation*
MINISTRY OF SOCIAL AFFAIRS, Estonia

Manish Kohli, *Independent Consultant*
United States & United Arab emirates

13:00 **STARTUP PITCH**

PRESENTATIONS OF **6 STARTUP COMPANIES** WITH SOLUTIONS FOR HEALTHCARE OUTCOMES

14:00 **BEST PRACTISE INTERVIEWS: HEALTHCARE SYSTEM DIGITALIZATION SUCCESS STORY**

UNITED KINGDOM

Kathy Farndon, *Independent healthcare management consultant, Mentor,* **NHS DIGITAL ACADEMY United Kingdom**

ESTONIA

Priit Tohver, *Advisor for digital services innovation*
MINISTRY OF SOCIAL AFFAIRS, Estonia

14:30 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

15:00 **PATIENT CENTRICITY PANEL DISCUSSION: CONCEPT OF PATIENT CENTRICITY ACROSS HEALTHCARE ECOSYSTEM**

- In this panel session we discuss how the old paradigm of the paternalistic model of medicine is transforming into an equal level partnership between patients and professionals and how it is aided and augmented by disruptive technologies.
- Medical professionals and policy makers have a huge responsibility in involving patients as partners in designing care and decision making and guiding them in using the myriad of digital health technologies.
- We will show different examples of successful projects through Pharma, Healthcare providers and Tech companies that involved empowered patients and we will give advice to healthcare stakeholders how to successfully involve patients as partners.

11:30 **PANEL DISCUSSION: GENOMICS RESEARCH ADVANCEMENTS IN UK**

- Overview of market, major players, opportunities and challenges
- Current State of technology used
- Who does what, where, what kind of therapeutical research, what are the outcomes
- (Academia research, Labs, Research Institutions, Pharma)
- Role of governments
- Financing of research
- What are the main challenges for Genomics research utilization in the National HealthService?
- What strategy is the Governments using to overcome these challenges?
- Breakthrough Project in Genomics (100.000 Genomes project, Highlights of ongoing human immune cell atlas effort, etc)

Kathy Farndon, *Independent healthcare management consultant, Mentor*
NHS DIGITAL ACADEMY, United Kingdom

Julia Wilson, *Associate Director*
WELLCOME SANGER INSTITUTE, United Kingdom

Philip Beer, *Head of Translational Medicine*
CAMBRIDGE CANCER GENOMICS, United Kingdom

12:00 LUNCH

GENOMICS RESEARCH IN CENTRAL AND EASTERN EUROPE CASE STUDIES: ESTONIA & SLOVAKIA

13:00 **SLOVAKIAN POPULATION CANCER SCREENING - HOW BIOMEDICAL STARTUP CAN ACCELERATE ADOPTION OF GENOMICS RESEARCH IN HEALTHCARE**

Tomas Szemes, *Chief Scientific Officer*
GENETON, Slovakia

13:30 **ESTONIAN GENOME PROJECT: FROM BIOBANKING TO PERSONALISED MEDICINE**

Andres Metspalu, *Professor of Biotechnology*
Head of the Estonian biobank, **Institute of Genomics, UNIVERSITY OF TARTU, Estonia**

14:00 **PANEL DISCUSSION: GENOMICS RESEARCH IN CENTRAL AND EASTERN EUROPE**

- (EU based - population 100m+ /Poland 38m, Hungary 10m, Czech Republic 10m, Slovakia 5m, Romania 19m, Bulgaria 7m, Croatia 4m, Slovenia 2m, Lithuania 3m, Latvia 2m, Estonia 1m/
- Non EU based - population 200m+ /Russia 147m, Ukraine 42m, Belarus 10m, Serbia 7m/)
- Overview of market, major players, opportunities and challenges
- Current State of technology used
- Who does what, where, what kind of therapeutical research, what are the outcomes
- (Academia research, Labs, Research Institutions, Pharma)
- Role of EU, Role of governments
- Financing of research
- Current state of international collaboration

Andres Metspalu, *Professor of Biotechnology*
Head of the Estonian biobank
Institute of Genomics, UNIVERSITY OF TARTU, Estonia

Tomas Szemes, *Chief Scientific Officer*
GENETON, Slovakia

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15:30 **SPONSORED PRESENTATION: PATIENT ENGAGEMENT**

In this session we will illustrate case studies how different Healthcare Ecosystem players are partnering with empowered patients to build strategies that are compelling to regulators and payers. We will address how to lead patient engagements from the perspective of different Healthcare Ecosystem players from patient data analytics to mHealth interventions. We address how could patients and different Healthcare Ecosystem players work together.

16:00 **PANEL DISCUSSION: KEY INITIATIVES WORLDWIDE TO ADOPT PATIENT - FOCUSED MEDICINES DEVELOPMENT - AN INTERACTIVE UPDATE AND DISCUSSION WITH DIFFERENT STAKEHOLDERS**

Health stakeholders agree on the importance of improving patient engagement across all phases of medicines development to treatment. What can we learn from the experience and perspectives of different stakeholders? How can we use these insights to address challenges and barriers and forge a more collaborative, connected Healthcare ecosystem engaging patients? What tools are available or in co-creation and how can we measure the impact of our Patient engagement efforts?

Stefan Korec, *Oncologist,* **Founder Onkoinfo.sk, Slovakia**

16:30 **SPONSORED PRESENTATION: DIGITAL HEALTHCARE**

17:00 **PANEL DISCUSSION: INVESTING IN THE FUTURE OF HEALTH**

- As the pharma and healthcare landscape evolves, investors face both risk and opportunity.
- How do investors pick winners in today's uncertain environment?
- Where do they see risks and opportunities emerging?
- Will investors support the industry's gradual orientation towards prevention and health management?
- To what extent are investment decisions being driven by considerations of reimbursement models?
- Is digital health in a bubble?
- Which health-tech and digital products are showing the best ROI?
- What is the Future outlook for Investments in Digital Health?

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 HOSPITAL VISIT

20:00 NETWORKING EVENING PROGRAM

14:30 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

15:30 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

GENOMICS RESEARCH IN MIDDLE EAST

16:00 **BUILDING BIOBANK IN SAUDI ARABIA**

Mansoor Baig, *Technical specialist / Solution Architect* **KING FAISAL SPECIALIST HOSPITAL & RESEARCH CENTER, Saudi Arabia**

16:30 **A PERSONAL 'DIGITAL TWIN' FOR EVERY EUROPEAN CITIZEN**

DigiTwins is a large research initiative that aims at establishing a personal Digital Twin for every European citizen. The community consists of more than 200 partners from industry, academic and clinical research institutions in 32 different countries.

DigiTwins combines a transdisciplinary team of visionary scientists, clinicians, public health experts, policy makers, medical informatics experts, experts in Artificial Intelligence, experienced science management professionals, serial entrepreneurs, industry researchers and patient group representatives as well as experts from cross-cutting fields, such as economics, regulation, ethics, health insurance, data security and privacy.

Hans Lehrach, *Emeritus Scientific Member* **MAX PLANCK INSTITUTE FOR MOLECULAR GENETICS Germany**

17:00 **KEYNOTE: COMBINING AI & GENOMICS TO ADVANCE TREATMENT AND DIAGNOSIS**

Vanessa Michelini, *Distinguished Engineer, Master Inventor IBM Academy of Technology, Watson for Genomics Executive,* **WATSON HEALTH, United States**

17:30 **PANEL DISCUSSION: DATA IN GENOMICS**

- Access to data, privacy, governance, storage, integration
- data democratisation,
  - How technology for genome data and associated data analysis is transforming to meet the changing needs of healthcare.
  - Processing and analysing raw genomics data to support the clinical environment.
  - The importance of building a collaborative community of common interests.
  - Genomic Big Data Analytics - how to navigate siloed genomic data on multiple platforms and apply the data in a clinical context

Vanessa Michelini, *Distinguished Engineer, Master Inventor IBM Academy of Technology, Watson for Genomics Executive* **WATSON HEALTH, United States**

Leonids Aleksandrovs, *Senior Manager Analytics Integration,* **UCB PHARMA, Belgium**

Julia Wilson, *Associate Director,* **WELLCOME SANGER INSTITUTE, United Kingdom**

18:00 NETWORKING BREAK

Tuesday

April 28, 2020

ANYA – THE MOVIE

18:15 **ETHICS OF GENETIC TESTING: PANEL DISCUSSION**
Carylanna Taylor, *Anthropologist & Filmmaker*
ANYA (2019, the movie), United States

18:35 CLOSING REMARKS OF CHAIRMAN

18:40 **ANYA – THE MOVIE**
ANYA is a contemporary sci-fi love story about a newlywed couple who turn to a scientist for help having a baby and find themselves at the center of a genetic puzzle with far reaching implications and an ethically ambiguous solution

20:00 NETWORKING EVENING PROGRAM

Tuesday

April 28, 2020

Track 3
CLINICAL TRIALS DIGITAL TOOLBOX

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: CLINICAL TRIALS DATA, DIGITAL STRATEGY & TECHNOLOGIES**

- What are the components of a Digital Strategy for Pharmaceutical Companies in Drug Development.
- What technologies can change the face of Clinical Trials?
- How Digital tools play critical role in overcoming challenge to recruit and retain patients to fit the study protocol
- The use of wearable and mobile applications to enhance patient recruitment, retention and adherence.
- What is the outlook for clinical trials, could trials be conducted entirely using measurements taken with remote devices?
- Importance of patient centric design of clinical trials. What are the changes in legislation and how to comply with new regulations?
- Which tools allowed from regulatory are the best to motivate the patients?
- How to provide the right information about the clinical trials to the patients?
- What are the challenges for the patient recruitment and retention in rare diseases?

Valdo Arnera, *General Manager & Scientific Advisor*
ERT, Switzerland

9:30 **PANEL DISCUSSION: PATIENT CENTRIC APPROACH - NEW PARADIGM AND OPPORTUNITIES IN CLINICAL DEVELOPMENT**

Clinical Development has become highly innovative, more complex and high costly. Personal Treatment Approach as well as patient Welfare and Health Care is more adopt and implement in clinical trials. From Regulatory point of view Patients Report Outcomes, Quality of life, Patients Satisfaction have become important endpoints to determine the success of treatment Patients nowadays are more Aware, Technology Driven, exposed to influx of information as well as more active in their roles and agreement to participate in clinical trials. The paradigm must be changed by the Industry: Patients do not only generate clinical data, but also play important and critical role in the Success of clinical development of any given product under development.

- Patients Role in Clinical Trials must be changed to be more active.
- Design of any clinical trial must be shared with group of patients and or patients support group.
- Clinical Trials are to be Tailored to Patients' Needs.
- Informed Consent Forms which are scientific by nature to written in a Laymen Language are better Reviewed and receive input from Patients suffering the investigated disease.
- Study endpoints which are to meet regulatory requirement need to also incorporate Endpoints Related to patients benefit ad welfare.
- The change in patients Centric Paradigm in Clinical trials will be further presented and discussed

Valdo Arnera, *General Manager & Scientific Advisor*
ERT, Switzerland

Track 4
PATIENT SAFETY - PHARMACOVIGILANCE FORUM

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **PANEL DISCUSSION: COOPERATION FOR PATIENTS SAFETY**

In this session we discuss how to cooperate for better Patients Safety outcomes with other stakeholders including Pharma, regulators, healthcare providers, patient groups and technology providers

- How to cooperate to facilitative legislation, how to cooperate for better reporting
- Roles of the stakeholders, how to use technology and what it can do, measuring impact of Pharmacovigilance.

Christine McNamee, *Network Manager*
Wolfson Centre for Personalised Medicine
UNIVERSITY OF LIVERPOOL, PHARMACOGENETICS & STRATIFIED MEDICINE NETWORK, United Kingdom

Kaisla Lahdensuo, *Chief medical officer*
MEHILÄINEN OY, Finland

James Whitehead, *Principal*
ASTRAZENECA, Switzerland

Matthias Bödding, *Head Global Drug Safety Medicine*
MERCK GROUP, Germany

Mateja Raguz, *DMD Pharmacovigilance Manager*
TEVA, Croatia

9:30 **DIGITAL TOOLS FOR LEADING PATIENT SAFETY AND EFFECTIVENESS OF CARE IN HOSPITALS AND MEDICAL CLINICS**

- Patient experience, patient reported outcomes and adverse effects measured with mobile tools
- Nurses are alerted and contact patients who report suboptimal outcomes
- Full visibility of data to chief physicians
- Full visibility of own data for clinicians with benchmark data on colleagues

Kaisla Lahdensuo, *Chief medical officer*
MEHILÄINEN OY, Finland

10:00 **HOW ASTRAZENECA HAVE USED MEDICAL DEVISE FOR PATIENT SAFETY AND OUR APPROACH TO MONITORING THEIR SAFETY & PERFORMANCE.**

James Whitehead, *Principal*
ASTRAZENECA, Switzerland

10:30 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:00 **KEYNOTE: STATE OF PHARMACOVIGILANCE WORLDWIDE**

- What is the current state of Pharmacovigilance in EU and non-EU countries, USA, Latin America and Asia?
- How legislation helped for better health and impact on the industry?
- What are the challenges with legislation changes implementation?
- What is the outlook for reaching Patient Safety goals and what measures are key for positive outcomes?

Pedro Lima, *Regions Medical Safety Head*
SANOFI GLOBAL, Brazil

Tuesday

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10:00 **PANEL DISCUSSION: DIGITAL PHARMA: HOW PHARMACEUTICAL COMPANIES ARE SHIFTING THE FOCUS OF CARE TO PATIENT EXPERIENCE**

In this session we will present best practice case study experience on development and use of mobile health (mHealth) technologies to be used in clinical trials and to empower patients to self manage their diseases, with continuous, realtime feedback to Patients.

Eddie Guzdar, *Medical Head - Neuroscience*
Sanofi, United Kingdom

Svetlana Pidasheva, *Senior Director, Scientific Affairs*
AXCELLA HEALTH, United States

Lucien Gazi, *Global Trial Program Head*
NOVARTIS, Switzerland

10:30 **CASE STUDY: TRENDS IN ONCOLOGY PATIENT RECRUITMENT SERVICES**

Delays to oncology clinical studies are often a direct result of patient recruitment challenges. Prospective selection of patients whose tumours harbour specific molecular alterations provides patients with the opportunity to be enrolled in studies of investigational agents where there is theoretically the greatest likelihood of clinical benefit. Whilst targeted treatments for cancer may be an incentive to patient participation, these tailored studies require innovative solutions to enable recruitment of eligible patients within planned time frames.

Potential solutions will be exemplified based on experience in an ongoing early clinical study.

- Utility of patient matching services in oncology clinical studies
- Implementation and adoption of molecular profiling approaches for patient selection
- Site activation strategies for prospective recruitment of patients with uncommon markers

11:00 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:30 **PATIENT VOICES**

Nick Sireau, *Chair and CEO*
AKU SOCIETY, United Kingdom

12:00 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES THAT PROVIDE HEALTHCARE IT INNOVATIONS FOR CLINICAL TRIALS**

13:00 LUNCH

14:00 **INNOVATION IN CLINICAL TRIALS: CELL AND GENE THERAPIES AS TARGETED MEDICINES. HOW TO MAKE THEM ACCESSIBLE TO ALL?**

Lucien Gazi, *Global Trial Program Head*
NOVARTIS, Switzerland

11:30 **BREXIT AND THE IMPACT ON PHARMACOVIGILANCE**

While Brexit's full effect will take time to emerge, there was a consensus in the room that the healthcare industry is braced for a period of uncertainty. Two key areas of concerns came out throughout the discussion: The healthcare sector is expecting a significant impact on market access and potential disruption in the availability of life-saving products to UK and European patients. Delays are also due to the need for companies to transfer say, UK-located licenses to a EU market, move Pharmacovigilance functions, etc. which may be particularly challenging for small and mid-sized pharmaceutical companies.

Jackie Roberts, *Executive Director Regulatory, Pharmacovigilance and Medical U/IE/Malta and MENA*
ACCORD HEALTHCARE, United Kingdom

12:00 **BREXIT AND THE IMPACT ON PHARMACOVIGILANCE PANEL DISCUSSION**

Role of the UK QPPV (access to relevant information, link to EU QPPV, UK-relevant periodic reports)

- Positioning of the UK PV system post Brexit incl. will there be a UK PSMF, ICSR reporting logistics, (future) CT directive, PV and GCP inspections
- SmPCs in Europe versus UK
- Interactions btw MHRA and EU HAs

12:30 LUNCH

13:30 **PANEL DISCUSSION: CONSEQUENCES OF REGULATORY DEVELOPMENTS FOR THE PHARMACEUTICAL INDUSTRY ON THE PHARMACOGIVILANCE**

- The EU life sciences regulatory landscape is evolving quickly and irrevocably. It is important, therefore, that companies track and monitor legislative and industry developments, as the changing environment holds significant license to operate implications for pharmaceutical and medical device companies that supply products to the EU. Although timelines continue to fluctuate, manufacturers, distributors, providers, and other stakeholders should evaluate the individual and collective impacts of new regulations and take a proactive approach to managing regulatory change.
- Overview of EU regulatory changes and what is their impact on Pharmacogivilance.
- Identification of Medicinal Products (IDMP) Data Standards, Enhanced EudraVigilance System, Falsified Medicines Directive and other key and up to date regulations. What are the next steps in Pharmacovigilance legislation?

Jackie Roberts, *Executive Director Regulatory, Pharmacovigilance and Medical U/IE/Malta and MENA*
ACCORD HEALTHCARE, United Kingdom

Tuesday

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14:30 **CASE STUDY: UTILISING BIG DATA TO ENHANCE PATIENT RECRUITMENT: ANALYSING PUBLIC INFORMATION FOR FEASIBILITY AND SITE SELECTION**

The path to clinical trial success is burdened with underperforming site selection, poor patient recruitment and frequent delays. Such barriers result in failures to meet targets and dwindling statistical significance. Comprehensive planning via a feasibility survey can alleviate these issues however, it has been suggested that the accuracy of a survey may be below 10%. As big data becomes more applicable in the clinical trial setting, capitalizing on the wealth of publicly available clinical data is essential.

- How clinical business intelligence platforms links trial, investigator and site information to provide a robust feasibility analysis to help address the following questions:
  - Estimation of appropriate patient cohorts
  - Key Opinion Leaders in the field
  - Competing and historic trials across the therapeutic area
  - Suitable geographic setting for a trial
  - IRB and timing issues that may affect trial start-up

15:00 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

15:30 **PATIENT ENGAGEMENT IN CLINICAL DEVELOPMENT: YOUNG PEOPLE ARE THE FUTURE**

Engaging young people in the design of clinical trials: The insight that this group can bring and how their involvement can ultimately lead to better study design, recruitment and retention.

Gareth Powell, *Business Development Officer and Patient Engagement Project Lead*
NIHR Clinical Research Network, United Kingdom

16:00 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR CLINICAL TRIALS**

17:00 **Q&A ROUNDTABLE SESSIONS WITH SELECTED SPEAKERS FROM THE DAY**

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 SITE VISIT

20:00 NETWORKING EVENING PROGRAM

14:00 **LIABILITY ISSUES IN PHARMACOVIGILANCE**

- There is always a risk that any Pharmacovigilance activity, even executed with the highest business and ethical standards, and with the highest compliance results, could be challenged, sometimes many years later. As a member of a Pharmcovigilance team, you may have to one day justify your actions in front of a group of plaintiff's lawyers, because of a claim that the company you worked for did not fulfill its mandate on patient safety.
- This presentation will explain most common Offenses that might be subject to trial and civil liability, Safety Referral procedures and liability implications, Relevance of Pharmacovigilance inspections and Pharmacovigilance audits.
- We will explain who can be personally liable and how: National Pharmacovigilance Officer, QPPV, Managing Director and Pharmacovigilance employees and what is the protection against liability cases and insurance questions.

Adem Koyuncu, *Lawyer and Medical Doctor, Partner*
COVINGTON & BURLING, Belgium

14:30 **PANEL DISCUSSION: EUDRAVIGILANCE PANEL - THE NEW EUDRAVIGILANCE (EV) SYSTEM - WHERE WE ARE NOW?**

Lambert Creuwels, *Senior Medical Safety Adviser*
LUNDBECK, Netherlands

15:00 **PANEL DISCUSSION: SIGNAL DETECTION & MANAGEMENT**

- We will be looking at the latest technology being used to pick up adverse events in an increasingly globalised market.

Alina Tudor, *Associate Director, Senior PV Physician/Deputy EU QPPV,* **NORGINE, United Kingdom**

Mircea Ciuca, *Global Therapeutic Area Head - Global Clinical Safety and Pharmacovigilance*
CSL BEHRING, Switzerland

15:30 **PANEL DISCUSSION: RISK MANAGEMENT**

- Exploring case studies across different companies to mitigate risk within PV.

Jens Ulrich Stegmann, *Head of Safety and Pharmacovigilance, QPPV,* **GSK VACCINES, Belgium**

Philip Eichorn, *Senior Director,* **PFIZER, United Kingdom**

Mircea Ciuca, *Global Therapeutic Area Head - Global Clinical Safety and Pharmacovigilance*
CSL BEHRING, Switzerland

Agnes Schubert -Tennigkeit, *Global Patient Safety*
NOVARTIS, Switzerland

Deepa Arora, *Founder - Director*
CLINEXEL LIFE SCIENCES, India

16:00 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

16:30 **PANEL DISCUSSION: GOOD PHARMACOVIGILANCE PRACTICES (GVP)**

- Good pharmacovigilance practices (GVP) implementation

Ricarda Tiemeyer, *Head Drug Safety,* **BIOGEN, Germany**

17:00 **CASE STUDY: PSURS: BENEFIT-RISK EVALUATIONS – THE PATIENT PERSPECTIVE**

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 SITE VISIT

20:00 NETWORKING EVENING PROGRAM

Wednesday

April 29, 2020

Track 1
DIGITAL HEALTHCARE – INNOVATION

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **PANEL DISCUSSION: INNOVATION**
- Overview of Technology Advancements transforming Healthcare
  - What digitalization means
  - mHealth, AI, Blockchain, IoT…
- Concept of Open Innovation

Irene Fialka, *CEO,* **INiTS, Austria**
Giovanni Di Sarro, *Global Digital Solutions Business Partner* **Lundbeck, Denmark**
Yara Abo El waffa, *Founding Member,* **HEALTH 2.0 EGYPT Egypt**

9:30 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

10:00 **DIGITAL HEALTH: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

11:00 **AINTREE UNIVERSITY HOSPITAL CASE STUDY: DIGITAL TOOLS DEPLOYMENT IN HEALTHCARE**
Jonathan Lofthouse, *Director of Improvement, Trust Corporate Executive,* **AINTREE UNIVERSITY HOSPITAL NHS FOUNDATION TRUST, United Kingdom**

11:30 LUNCH

12:30 **MOBILE APPs REVOLUTIONIZING HEALTHCARE - CASE STUDY**
Salah Al-Hidiq, *Co-Founder,* **HeyDoc!, United Arab Emirates**

13:00 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

14:00 **MAKING TIME MATTER WITH INTELLIGENT AUTOMATION IN HEALTHCARE**
In this session, Darren Atkins, Chief Technology Officer for Automation and AI at East Suffolk and North Essex NHS Foundation Trust (ESNEFT) will demonstrate how Intelligent Automation is saving thousands of hours and improving patient outcomes within the UK's National Health Service. He will share his learning, offer helpful advice and inspire his audience to do the same.

Darren Atkins, *Chief Technology Officer (Automation & AI)* **EAST SUFFOLK AND NORTH ESSEX NHS FOUNDATION TRUST, United Kingdom**

14:30 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

Track 2
GENOMICS RESEARCH AND PERSONALIZED MEDICINE

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: SEQUENCING OVERVIEW**
- opportunities, impact of human genome sequencing on the industry,
- impact on the healthcare system
- challenges
- steps to take to sequence whole nation
- Overview of sequencing market - who are the main organizations doing human genome sequencing – for what kind of research– what are the outcomes
- Technology – what it can do
- Who sponsors the research – big pharma, government, clinics..

David Smith, *Professor of Laboratory Medicine and Pathology,* **MAYO CLINIC, United States**

9:30 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

10:30 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:00 **PANEL DISCUSSION: EXPLORING EMERGING TRENDS IN NGS DATA ANALYSIS AND NGS APPLICATION STRATEGIES**
Paul Agapow, *Health Informatics Director* **ASTRAZENECA, United Kingdom**

11:30 **ROUNDABLE DISCUSSION:**
Audience will be divided to different groups each to focus on one disease area. Each roundtable will be lead by topic expert.
- Sequencing data for rare diseases: how to apply sequencing data to rare disease research and assess shareability

GENOMICS in Advancing Cancer Prevention and Early Detection

GENOMICS in Rare Disease Treatment

GENOMICS In Brain Diseases Treatment:
Krzysztof Potempa, *Founder and CEO* **BRAINCURES, United Kingdom**
Eduard Maron, *Professor of Psychopharmacology* **UNIVERSITY OF TARTU,** *Founder and CEO* **DocuMental, Estonia**

12:00 LUNCH

Wednesday

April 29, 2020

15:00 **BUILDING AND DESIGNING A PATIENT CENTRIC HOSPITAL FOR THE FUTURE**

John Lambert Smith, *Executive Director, Health Facilities Planning and Design,* **HAMAD MEDICALCORPORATION Qatar**

15:30 **PANEL DISCUSSION:HOSPITAL OF THE FUTURE**

- Key aspect from designing to operations
- (patient centricity, tech deployment ..)

Shafique Ur Rehman, *CEO,* **REHMAN MEDICAL INSTITUTE Pakistan**

Sebastian Ebert, *Head of Data Management*
UNIVERSITY HOSPITAL ZURICH, Switzerland

16:00 **BUILDING ROBUST IT STRATEGY TO FULLY AND EFFECTIVELY UTILIZE DIGITAL INNOVATION: CASE STUDY**

Sean Hickey, *Interim CIO,* **ELYSIUM HEALTHCARE Ireland**

16:30 **PANEL DISCUSSION: CURRENT STATE OF DIGITAL HEALTH TECHNOLOGIES DEPLOYMENT IN HOSPITALS THROUGH DIFFERENT REGIONS, CHALLENGES AND SOLUTIONS**

Emmanuel Fombu, *Global Strategy and Digital Innovation Leader,* **Johnson & Johnson, United States**

17:00 **PANEL DISCUSSION: FUTURE OF HEALTHCARE DATA**

Martin Smatana, *Director,* **Institute of Health Policies MINISTRY OF HEALTH OF THE SLOVAK REPUBLIC Slovakia**

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 SITE VISIT

20:00 NETWORKING PROGRAM

13:00 **NGS' IMPACT ON DRUG DEVELOPMENT: CASE STUDY**

The majority of drugs that enter clinical trials fail due to the lack of efficacy. This highlights the need to explore additional sources of evidence to inform drug discovery. The completion of the human genome sequencing project, in addition to high through-put technologies, have both led to a rise in genome-wide association studies (GWAS) and whole-genome/exome sequencing experiments. This resulted in an unprecedented explosion of knowledge on the number of genes and genetic variants that influence common complex diseases and rare mendelian diseases. In this talk, I will focus on how human genetics can be used to guide therapeutic target identification with a particular focus on translational data from GWAS. I will also discuss Open Targets Consortium, a partnership between academia and industry, that integrates large-scale genetics and genomics data together with drug information to create new biological evidence and influence the way drug targets are identified, prioritised and validated.

Maya Ghoussaini, *Team Leader, Genetics Core Team*
OPEN TARGETS, United Kingdom

13:30 **PANEL DISCUSSION: NGS' IMPACT ON DRUG DEVELOPMENT**

- how NGS technologies facilitate drug development, and will present several cases where NGS workflows have had a meaningful impact.
  - Understanding the application of NGS to clinical studies
  - Discover the impact an NGS analytics platform can have on drug development
  - Discussion of the role of whole genome sequencing in clinical practice and how that could be accomplished

Leonids Aleksandrovs, *Senior Manager Analytics Integration,* **UCB PHARMA, Belgium**

Sandra Smieszek, *Head of Genetics*
VANDA PHARMACEUTICALS, United States

Philip Beer, *Head of Translational Medicine*
CAMBRIDGE CANCER GENOMICS, United Kingdom

14:00 **CASE STUDY: PRACTICAL ADVISE ON USING SEQUENCING (JOINT PRESENTTION WITH TECH PROVIDER - SPONSOR)**

- Setting up a sequencing lab or outsourcing?
- When to set up a lab, different tech options, and different research scenarios, what resources to have
- Outsourcing options – pros and cons
- Who are the main third party sequencing providers - (there will be startups or institutions, that cannot fund investment in in house sequencing – option third part sequencing – success stories of organizations doing outsourced sequencing

14:30 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR HEALTHCARE OUTCOMES**

15:30 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

Wednesday

April 29, 2020

PHARMACOGENOMICS (IMPLEMENTATION OF PHARMACOGENOMICS TO THE HEALTHCARE SYSTEM)

16:00 **UK CASE STUDY: BUILDING MULTISTAKEHOLDERS NETWORKS FOR ADOPTION OF PHARMACOGENOMICS IN THE HEALTHCARE**

Christine McNamee, *Network Manager*
Wolfson Centre for Personalised Medicine UNIVERSITY OF LIVERPOOL, PHARMACOGENETICS & STRATIFIED MEDICINE NETWORK, United Kingdom

16:30 **NETHERLANDS CASE STUDY: PHARMACOGENOMICS (PGX-PSY) IN PSYCHIATRY: THE DUTCH PERSPECTIVE**

In 2017 van Westrhenen started an outpatient clinic were she started to implement pharmacogenetics in psychiatric clinical practice in The Netherlands. Also, she instigated the development of a Dutch Guideline on implementation of pharmacogenomics in daily psychiatric practice. She works at Parnassia Psychiatric Institute Amsterdam where she sees new patients for pharmacogenomics n every week and delivers a personalized medication advise based on DNA and other personal characteristics. In this lecture the Dutch Guideline, experiences from the outpatient clinic, also with regard to reimbursement from insurance companies, digitization of outpatient care and international initiatives on pharmacogenomics will be discussed.

Roos van Westrhenen, *Assistant Professor*
DEPARTMENT OF PSYCHIATRY UNIVERSITY MEDICAL UNIVERSITY MAASTRICH, Psychiatrist and Clinical pharmacologist, PARNASSIA PSYCHIATRIC INSTITUTE AMSTERDAM, Netherlands

17:00 **HOW TO ANALYZE AND INTERPRET GENETIC DATA TO PREDICT A PATIENT'S RESPONSE TO DRUGS**

Jari Forsstrom, *Chief Medical Officer*
ABOMICS Oy, Finland

17:30 **PANEL DISCUSSION: PHARMACOGENOMICS**

Christine McNamee, *Network Manager*
Wolfson Centre for Personalised Medicine UNIVERSITY OF LIVERPOOL, PHARMACOGENETICS & STRATIFIED MEDICINE NETWORK, United Kingdom

Roos van Westrhenen, *Assistant Professor*
DEPARTMENT OF PSYCHIATRY UNIVERSITY MEDICAL UNIVERSITY MAASTRICH, Psychiatrist and Clinical pharmacologist, PARNASSIA PSYCHIATRIC INSTITUTE AMSTERDAM, Netherlands

Jari Forsstrom, *Chief Medical Officer,* **ABOMICS Oy, Finland**

18:00 CLOSING REMARKS OF CHAIRMAN

18:10 LAB VISIT

20:00 NETWORKING EVENING PROGRAM

Wednesday

April 29, 2020

Track 3
CLINICAL TRIALS DIGITAL TOOLBOX

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: DATA MANAGEMENT IN CLINICAL TRIALS**

Clinical trials can often be long, overpopulated and expensive. Data scientists can help to reduce these costs by enabling drug companies to implement:

Data-Based Patient Selection: Pharmas use multiple data sources – including social media and public health databases – and more targeted criteria (e.g., genetic information) to identify which populations would work best in trials.

Real-Time Monitoring: Companies now monitor real-time data from trials to identify safety or operational risks and nip problems in the bud.

Drug Safety Assurance: Data scientists can even tap into side-effect data to predict whether a compound will provoke an adverse reaction before it even reaches trial.

Examples of healthcare data sources that will benefit from big data and analytics:

- Claims: are the documents providers submit to insurance companies to get paid. A key is the establishment of national standards for electronic healthcare transactions in order to improve efficiency by encouraging the widespread use of Electronic Document Interchange (EDI) between healthcare providers and insurance companies. Claim transactions include International Classification of Diseases (ICD) diagnostic codes, medications, dates, provider IDs, the cost.
- Electronic Health/Medical Record data (EHR or EMR): EHR incentive programs were established to encourage professionals and hospitals to adopt and demonstrate meaningful use of certified EHR technology. EHRs facilitate a comprehensive sharing of data with other providers and medical applications. EHRs contain the data from the delivery of healthcare which includes diagnosis, treatment, prescriptions, lab tests, and radiology. Health Level Seven International (HL7) provides standards for the exchange, integration, sharing, and retrieval of electronic health record data.
- Pharmaceutical R&D: Clinical Trials Data, Genomic Data.
- Patient behavior and sentiment data.
- Medical Device Data: Patient sensor data from the home or hospital.

Diego Herrera, *Head of Global Data Management and Project Information,* **ALMIRALL, Spain**

9:30 **PANEL DISCUSSION: REAL TIME DATA UTILIZATION IN CLINICAL TRIALS**

With the development of miniature biosensors, sophisticated at-home devices, smart pills and bottles, smartphones and health apps, monitoring a patient's health has never been easier. Pharmaceutical companies are increasingly interested in how the real-time data from these tools can be used to support R&D, analyze efficacy and increase drug sales.

In addition to knowing how their drugs are being used, companies also want to hear how customers view their products. Opinions about new drugs are often generated through patient/physician and patient/patient experiences in a way that creates messy, unstructured data sets.

However, if properly organized and analyzed, this data can be a rich trove of information on:

- Patterns in drug-drug interactions
- What drives patients to stop taking medications
- Which patients will not stick to their prescriptions

Pharma companies that succeed in patient engagement efforts increase their chances of regulatory and commercial success

Track 4
PATIENT SAFETY - PHARMACOVIGILANCE FORUM

8:50 OPENING REMARKS OF CHAIRMAN

9:00 **KEYNOTE: TRENDS IN PHARMACOVIGILNACE**

- Innovations in technology, access to more sources of data and increased global regulatory requirements are driving a number of new trends in the Pharmacovigilance space. Safety professionals have been under pressure to continually deliver more and increase their overall response time while utilizing either the same or declining resources. "Doing more with less" is a key tenant fueling these noted trends.
- This presentation will address the trending topics in the industry and how they are changing the industry, including Harmonization, Automation and Outsourcing. These trends will have a significant impact on Pharmacovigilance in the coming years.

Salvatore Giorgio Cicirello, *Senior Director Safety Science & PASS, Global Drug Safety & Risk Management*
CELGENE, Switzerland

9:30 **DIGITAL TOOLS IN PHARMACOVIGILLANCE – 3 PRESENTATIONS**

10:00 **PHARMACOVIGILANCE OUTSOURCING**

Learning to work alongside vendors to be able to successfully outsource; lightening the load and increasing efficiency.

- Now 70 percent of global biopharma companies outsource at least part of their Pharmacovigilance work and its not uncommon for some emerging biotech companies to have entirely virtual Pharmacovigilance programs.
- Companies interested in pursuing outsourcing models for Pharmacovigilance must be certain that they have the right processes and training in place to effectively monitor outsourced programs, as oversight is critical to their success.
- This session will discuss Pharmacovigilance outsourcing strategies and best practices, what are the trends in outsourcing, Market segments and Outsourcing models. Learn how to better anticipate, and mitigate, the risks that may come with outsourcing.

Alina Tudor, *Associate Director, Senior PV Physician/Deputy EU QPPV,* **NORGINE, United Kingdom**

10:30 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:00 **CASE STUDY: REAL WORLD DATA, MEASURES, IMPLICATIONS AND IMPACT ON DECISION MAKING**

- WHY real world data is considered as cornerstone of Pharmacovigilance? WHY is real world data and real world evidence Important in Pharmacovigilance? What are some of the key challenges of working with Real World Evidence?
- This case study will give deep insights into building decision-relevant evidence from big, real-world data.
- What are the major types of RWD? Are they "big data" and what is the role of RWD/RWE in a drug lifecycle?
- How can real-world data become real-world evidence?
- Detailed examples of how to asses four key characteristics of successful RWD analyses (Meaningful, Valid, Expedited, Transparent)

Sally Lee, *Senior Director Epidemiology*
CELGENE, United Kingdom

Wednesday

April 29, 2020

10:00 **PANEL DISCUSSION: CONNECTED HEALTH – DEVELOPMENT OF REFERRAL PLATFROMS THAT CONNECT PATIENT, HEALTHCARE PROVIDERS AND PHARMA.**

DIGITALIZATION AND E-RECRUITMENT

- Digital platforms in clinical trials and patient recruitment
- Opportunities and limitations in online patient recruitment for clinical trials
- Developing apps and novel technology for the clinical trial industry – how will this change the way CRO's and Pharma companies interact with the patients and each other?
- How to make digital platforms accessible, compelling and with attractive and responsive design for the patients?

10:30 **CASE STUDY: CONNECTED, CONTINUOUS & COORDINATED: HOW mHEALTH IMPROVES STANDARDS OF CARE AND ENABLES CONNECTED THERAPIES IN ORDER TO IMPROVE THERAPIES AND OUTCOMES**

Modern healthcare is undergoing an unprecedented shift from volume-driven to value-driven medicine, characterized by outcome-based payment models and enabled by disruptive technologies that are decentralizing health care and engaging the patient at all stages of pharmaceutical development, sparring denial trials through post market. As more and more medical devices generate a wide variety of data, a growing Internet of Medical Things (IOMT) is enabling new care delivery models that are safe, scare, and Intelligent. We will address factors that are driving the shift toward connected, patient- centered health and how mobile connected solutions are transforming health care.

Svetlana Pidasheva, *Senior Director, Scientific Affairs*
AXCELLA HEALTH, United States

11:00 SPEED NETWORKING BREAK AND EXPO VISIT, MORNING COFFEE

11:30 **PANEL DISCUSSION: CLINICAL DATA MANAGEMENT**

Clinical Data Management (CDM) is a critical phase in clinical research, which leads to generation of high-quality, reliable, and statistically sound data from clinical trials. This helps to produce a drastic reduction in time from drug development to marketing. Team members of CDM are actively involved in all stages of clinical trial right from inception to completion. They should have adequate process knowledge that helps maintain the quality standards of CDM processes. Various procedures in CDM including Case Report Form (CRF) designing, CRF annotation, database designing, data-entry, data validation, discrepancy management, medical coding, data extraction, and database locking are assessed for quality at regular intervals during a trial.

Tools for CDM

- Regulations, Guidelines, and Standards in CDM
- Database designing
- Data collection
- CRF tracking
- Data entry
- Data validation
- Roles and Responsibilities in CDM

Diego Herrera, *Head of Global Data Management and Project Information,* **ALMIRALL, Spain**

Wojciech Smoron, *Associate Global Trial Director*
NOVARTIS, Switzerland

11:30 **PANEL DISCUSSION: SOCIAL MEDIA & DIGITAL TECHNOLOGY**

- Latest trends in adverse event reporting from social media

Mate A. Balazs, *Country Head Patient Safety*
NOVARTIS, Hungary

12:00 **SPONSORED PRESENTATION: INSPECTION PROCESS, DIFFERENCES, TRENDS, PREPARATION AND RESPONDING**

12:30 LUNCH

13:30 **PRESENTATION: THE ROLE OF QPPVS**

We will address the challenges QPPVS is tackling and see what is the experience of your QPPVS peers tackling similar issues and how they cope with them. Focus will be on Inspection, Quality oversight and processes, Business partner/PV Agreement management, Outsourcing and PSMF. You will discuss legal considerations for QPPVs and some practical day-to-day issues for QPPVs in different company sizes and types. It will be interest to those who need to understand more about the role, those who support the QPPV and those who may be thinking of taking on a QPPV role. It may also be of interest to any new or existing QPPVs who wish to refresh their knowledge.

Francoise Sillan, *VP Head of Global QPPV Office*
PFIZER, Italy

14:00 **PANEL DISCUSSION: DATA PROTECTION: THE NEW EU REGULATION AND INITIAL EXPERIENCES**

14:30 **SPONSORED CASE STUDY: BIG DATA, AUTOMATION AND AI IN SAFETY**

A key area being explored in the field to enhance work processes through automation, such as interpretation, identification and prediction, for optimum efficiency.

15:00 **PANEL DISCUSSION: TRANSPARENCY AND PATIENT ENGAGEMENT - PROACTIVE PHARMACOVIGILANCE APPROACHES**

Do we correctly communicate the risks of medicines and vaccines to the general public? Focus on making patients' aware of all adverse reactions and on communicating risk minimization measures.

- Pharmacovigilance approaches and patient centric innovations.
- Use of technology for Patient Engagement.
- Active engagement and capacity building with patient communities and healthcare professional bodies to support impact research

Philip Eichorn, *Senior Director,* **PFIZER, United Kingdom**

Agnes Schubert -Tennigkeit, *Global Patient Safety*
NOVARTIS, Switzerland

Mate A. Balazs, *Country Head Patient Safety*
NOVARTIS, Hungary

15:30 **DIGITAL TOOLS IN PHARMACOVIGILLANCE – 3 PRESENTATIONS**

16:00 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

Wednesday

April 29, 2020

12:00 **DIGITAL HEALTH PIONEERS: PRESENTATIONS OF 6 DIGITAL HEALTH COMPANIES THAT PROVIDE HEALTHCARE IT INNOVATIONS FOR CLINICAL TRIALS**

13:00 LUNCH

14:00 **PANEL DISCUSSION: DECENTRALIZED CLINICAL TRIALS**

Adama Ibrahim, *Associate Director, POC, Global Clinical Operations,* **BIOGEN, United Kingdom**

14:30 **CASE STUDY: OPTIMISE YOUR CLINICAL TRIALS USING ELECTRONIC HEALTH RECORDS:**

- We will explore healthcare and pharmaceutical sector collaborations and look at possibilities of taking advantage of EMRs to enhance pharmaceutical innovation for patient benefit
- New business models for using health data in emerging data eco-system
- Key governance drivers that can enhance progress and interoperability of health data points need to be in continuity
- Unlocking synergies between healthcare, payers, pharma and patients regarding the digitalization of health data

Mats Sundgren, *Director Health Informatics*
AstraZeneca, Sweden

15:00 NETWORKING BREAK AND EXPO VISIT, AFTERNOON COFFEE

15:30 **SnapIoT PRESENTATION – CASE STUDY**

Katri Langel, *Director of Customer Centricity*
snapIoT, Spain

16:00 **STARTUP PITCH: PRESENTATIONS OF 6 STARTUP COMPANIES WITH SOLUTIONS FOR CLINICAL TRIALS**

17:00 **MULTISTAKEHOLDERS DISCUSSION PANEL: HOW ARTIFICIAL INTELLIGENCE IS REVOLUTIONIZING CLINICAL TRIALS**

Rabia Khan, *VP of Systems Medicine*
SENSYNNE HEALTH, United Kingdom

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 SITE VISIT

20:00 NETWORKING EVENING PROGRAM

16:30 **ADVERSE EVENT REPORTING - ARE YOU COMPLIANT?**

This is interactive roundtable discussion with a subject matter expert. Raise your concern and issues to be directly addressed and benchmark with the experience of your peers.

- Insights on ways we can ensure AEs are being monitored and captured properly and we use all possible sources of data and we have functioning Pharmacovigilance system to be compliant with regulations.

17:00 **PANEL DISCUSSION: PV IN EMERGING MARKETS**

- Applying what we know about drug safety to the emerging markets and what we can expect for the future.

Raphael Pareschi, *Pharmacovigilance Associate Director*
MSD, Brazil

17:30 CLOSING REMARKS OF CHAIRMAN

18:00 SITE VISIT

20:00 NETWORKING EVENING PROGRAM

Networking and expo program

NETWORKING MORNING COFFEE, EXPO VISIT

MONDAY	**10:00 - 11:00**
TUESDAY – WEDNESDAY	**9:30 - 11:30**

LUNCH

MONDAY	**12:00 - 14:00**
TUESDAY – WEDNESDAY	**11:30 - 14:00**

NETWORKING AFTERNOON, COFFEE, EXPO VISIT

MONDAY	**16:00 - 17:00**
TUESDAY – WEDNESDAY	**15:00 - 17:00**

MONDAY

17:00 - 20:00	**GREAT OPENING CEREMONY**
20:15	**NETWORKING RECEPTION**

TUESDAY

18:00 - 20:00	**SITE VISITS**
20:00	**NETWORKING EVENING PROGRAM**

WEDNESDAY

18:00	**NETWORKING EVENING PROGRAM**

THURSDAY – FULL DAY TRIP - NO SESSIONS, NO EXPO

OPTION 1

10:00 - 1:00	**VIENNA TRIP WITH CULTURAL PROGRAM**

OPTION 2

10:00 - 1:00	**MEDIEVAL CASTLES TRIP WITH CULTURAL PROGRAM**

DIGITAL HEALTH PIONEERS AND STARTUP PRESENTATIONS

MONDAY: 11:00 - 15:30

TUESDAY - WEDNESDAY: 9:30 - 17:00

FUTURE of HEALTH

"Where Great Minds meet Today to improve the Health of the society Tomorrow."

CONTACT US

(feel free, we are humans)

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