

FUTURE FORGE OPENSOURCE PHARMA

STRATEGY · INNOVATION · TECH

20TH AND 21ST JUNE 2024
THE DE VERE COTSWOLD WATER PARK HOTEL,
GLOUCESTERSHIRE

INTRODUCING OUR CHAIR



Barbara Dawson
VP Global Head of PV
Operations, Global Safety
GSK



SPEAKERS AND OPENSOURCE FACILITATORS



Andrew Binns
Head of Digital and
Innovation
AstraZeneca



Ed Cahill
Chief Scientific Officer
**Rosemont
Pharmaceuticals**



Paula Gildert
VP Head R&D Business
Productivity and Efficiency
Program
Takeda



Stefan Turnwald
Director, Operations, Field
Engagement Innovative
Medicines Region (Europe)
Novartis



Mary Owen-Woodward
Scientific Director – Drug
Substance and Product
Analysis
GSK



Lenka Vychytova
Global PRO Marketing
Head, Centers of Excellence
Bayer



Nasir Hussain
Associate Director,
Regulatory Policy and
Intelligence
Gilead



Davide Levi
Head of Insights and
Analytics
Kyowa Kirin



Enric Munne Hernandez
Global Commercial
Reporting and Analytics
Lead
Novartis



KEY CONTRIBUTORS



Marta Bialkowska
Associate Director,
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Vice President, Commercial
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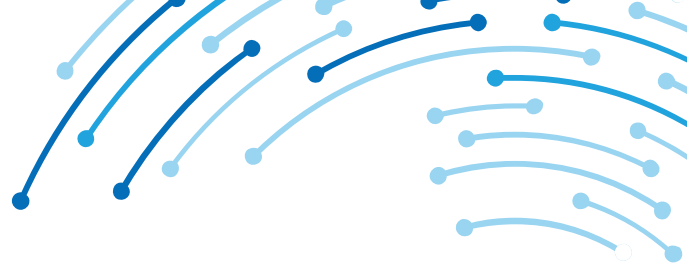


For more information

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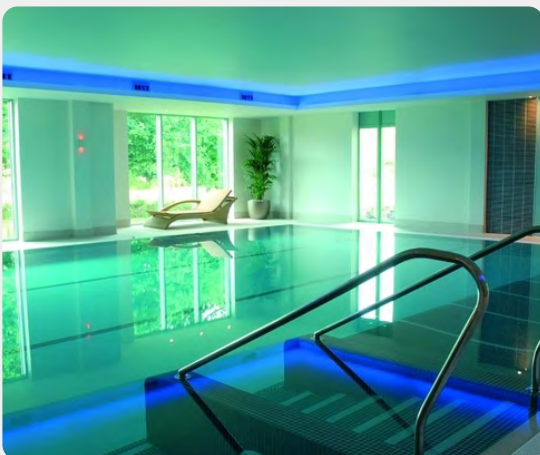
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THE DE VERE COTSWOLD WATER PARK HOTEL,
GLOUCESTERSHIRE

VENUE



DE VERE COTSWOLD WATER PARK HOTEL

Set among the honey-coloured villages and gently rolling hills of The Cotswolds, De Vere Water Park is a hotel as spectacular as its surroundings. In the heart of the 152 lakes that spread across the unique Cotswolds Water Park, this is a place where modern design effortlessly combines with its natural surroundings.



DAY ONE - 20th JUNE

08:00 - 08:30 **Registration and Networking Reception**

08:30 - 08:40 **Chair's Opening Remarks**

08:40 - 09:20 **PANEL SESSION**

09:20 - 09:40 **Shifting Paradigms - Prioritising Prevention over Reaction**



Davide Levi
Head of Insights
and Analytics
Kyowa Kirin

How can we transition from the conventional reactive approach of primarily treating manifested diseases to a proactive stance, focused on pre-emptive treatments aimed at disease prevention? By strategically allocating resources, embracing innovation, and fostering collaboration, we can work towards a future where healthcare is not just about curing illnesses but also preventing them before they manifest.

Davide's perspective will challenge us to rethink our healthcare paradigms and embrace proactive strategies that prioritise wellness and prevention, and his presentation will continue on in an Openspace format to encourage discussion and thought leadership around this topic.

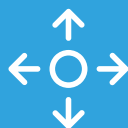


09:40 - 09:55 **Openspace Explainers**

This session will outline the areas for discussion in our Openspaces and will enable you to choose which discussion you would like to contribute to.

09:55 - 10:00

JUMP



10:00 - 10:35



Lenka Vychytova
Global PRO
Marketing Head,
Centers of
Excellence
Bayer

Openspace 1

Unleashing Creativity - Exploring Content Generation in the AI and Digital Realm

- The use of AI in every aspect of your work
- Creating tailor made consumer communication for precision marketing
- The speed of development vs the quality of AI



10:00 - 10:35



Stefan Turnwald
Director,
Operations, Field
Engagement
Innovative
Medicines Region
(Europe)
Novartis

Openspace 2

Customer Engagement Excellence - The Role of the Field from 2024 and Beyond

- Understanding the role of a field force in Pharma
- Repositioning the field in today's environment and understanding what the field officers can do for ROI
- How to shape the interface for your stakeholders in the market - human to human interaction
- Utilising digital innovation and technologies to better educate and position your force



10:00 - 10:35



Davide Levi
Head of Insights
and Analytics
Kyowa Kirin

Openspace 3

Shifting Paradigms - Collaboration for a Preventative Approach

How do we strategically manage our resources to transition from the current mindset of primarily treating manifested diseases, and towards a proactive approach focused on pre-emptive treatments aimed at disease prevention?



10:35 - 10:50

Business Meetings and Coffee Break



10:50 - 11:15

Solution Provider Case Study Full Audience

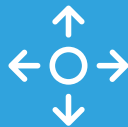
11:15 - 11:30

Openspace Explainers

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11:30 - 11:35

JUMP



11:35 - 12:10

Openspace 1



Barbara Dawson
VP Global Head
of PV Operations,
Global Safety
GSK

Strategic Alignment - Enhancing Patient/Product Welfare

How do we internally align our GMP, GCP, GVP and GLP groups to work optimally and allow for faster decisions to ensure the welfare of our patients/product users?

Join Barbara as she explores how this alignment aims to optimise collaboration, enhance communication channels, and streamline processes, fostering a more effective flow of information.

GSK

11:35 - 12:10



Andrew Binns
Head of Digital and
Innovation
AstraZeneca

Openspace 2

Redefining Engagement Through a Conversion-Based Approach

Redefining our engagement with Healthcare Professionals (HCPs) is not merely a shift in strategy, it is a fundamental reimagining of how we interact and collaborate with those at the forefront of healthcare. By challenging conventional methods of engagement, we pave the way for a more personalised approach that aligns with the diverse needs and preferences of HCPs.

Join Andrew as he explores the following key points:

- Why we should be following a conversion-based approach rather than an education-based approach
- How can we transform our digital platforms from content dumping grounds to personalised algorithms, enhancing relevance and engagement?
- How can we overcome the fear of upsetting HCPs by empathising with them and tailoring content to their preferences and needs?
- How can we effectively address the hurdles of compliance reviews?



11:35 - 12:10



Nasir Hussain
Associate Director,
Regulatory Policy
and Intelligence
Gilead

Openspace 3

Governing AI and ML in Pharma - Policies, Structure, and Risk Mitigation

- Policy Framework: Establishing comprehensive policies for AI and ML usage in pharmaceutical operations
- Structural Setup: Designing organisational structures to oversee implementation, including dedicated teams and committees
- Company Policies: Developing specific guidelines outlining the ethical and responsible use
- Risk Assessment Process: Implementing robust risk assessment methodologies to identify and mitigate potential risks
- Bias Cancellation Strategies: Employing diverse data sourcing, algorithmic transparency, and continuous monitoring to mitigate biases



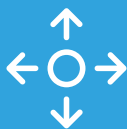
12:10 - 12:25

Hackathons Explainers

This session will outline the focus of our Hackathons and will enable you to choose which discussion you would like to contribute to.

12:25 - 12:30

JUMP



12:30 - 13:05

Hacks 1

12:30 - 13:05

Hacks 2

12:30 - 13:05

Hacks 3

13:05 - 14:05

Networking Lunch



14:05 - 14:30

Solution Provider Case Study Full Audience

14:30 - 15:30

Business Meetings and Coffee Break



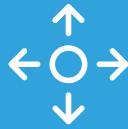
15:35 - 15:50

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15:50 - 15:55

JUMP



15:55 - 16:30

Openspace 1



Ed Cahill
Chief Scientific
Officer
**Rosemont
Pharmaceuticals**

AI in Formulation - Navigating Regulatory Pathways

How AI can be used in formulation development and what are the regulatory considerations that need to be made surrounding this emerging technology?



15:55 - 16:30

Openspace 2



Paula Gildert
VP Head R&D
Business
Productivity and
Efficiency Program
Takeda

Driving Operational Excellence to Secure Speed and Quality in Delivering the Pipeline

- What are the critical areas that deliver the most value?
- What are the challenges and opportunities of accelerating adoption of Gen AI in business operations?



15:55 - 16:30

Interested in facilitating an Openspace session?

Please get in touch via: info@ahmediauk.com or call us on 01293 850 300

16:35 - 17:00 **Solution Provider Case Study Streams 1/2/3**

17:00 - 18:00 **Business Meetings and Coffee Break**



18:00 - 18:20 **Day 1 Closing Keynote**

18:20 - 18:35 **Business Meetings and Coffee Break**



20:00 - 20:30 **Cocktail Reception**



20:30 - 22:00 **Networking Dinner**



DAY TWO - 21st JUNE

08:15 - 08:25 **Coffee and Networking Break**



08:25 - 08:45 **Industry Presentation**

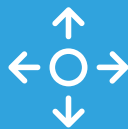
08:45 - 09:05 **Solution Provider Case Study Full Audience**

09:05 - 09:20 **Openspace Explainers**

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09:20 - 09:25

JUMP



09:25 - 10:00

Openspace 1



Mary Owen-Woodward

Scientific Director
– Drug Substance
and Product
Analysis
GSK

Maximising Analytical Potential in Multinational Organisations

How can multinational organisations maximise the potential of large quantities of data and new technologies for analytical development and the challenges associated?

- How can we utilise machine learning/AI for experiment design?
- How much data is too much for analytical processes?
- Handling large volumes of analytical data securely.
- Meeting diverse global regulatory requirements.
- Investing in in-silico predictions in a regulated industry.
- Identifying and mitigating data risks associated when working across organisations and data structures.

The GSK logo, consisting of the letters 'GSK' in a bold, orange, sans-serif font.

09:25 - 10:00

Openspace 2



Eric Munne Hernandez
Global Commercial Reporting and Analytics Lead
Novartis

Implementing Standardised Data Models for Operational Excellence

How can we implement a consistent and standard data model for operational excellence within our organisations across geographies, business units and functions to drive innovation?

- What are the benefits of standardisation?
- What are the challenges involved?
- What are the best strategies for successful implementation whilst considering the specifics of the sector?



09:25 - 10:00

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10:00 - 10:45

Business Meetings and Coffee Break



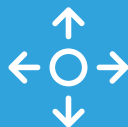
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Hackathons Explainers

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11:00 - 11:05

JUMP



11:05 - 11:40

Hacks 1

11:05 - 11:40

Hacks 2

11:05 - 11:40

Hacks 3

11:45 - 12:30 Thoughts and Deliberations

Join this panel of experts in a thought-provoking discussion as they highlight the key takeaways from across the two days.

Discussion points include:

- How can we collaborate moving forward?
- What are the main trends that have emerged?
- What are the key challenges identified and potential solutions proposed?
- What insights have been gained through our dynamic Openspace approach and case studies presented?



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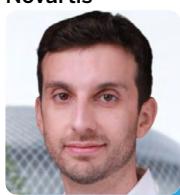
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12:30 - 12:40 Chair's Closing Remarks

12:40 - 12:55 Coffee and Networking Break - Event Close



12:40 - 13:40 Networking Lunch

