

4th Annual Pharma AI, IoT & Blockchain 2021

#VIaiiot

Integrating AI, IoT, Blockchain & Big Data in Pharma & Healthcare

11th March 2021, Virtual Conference (TimeZone - GMT)

AGENDA AT A GLANCE

Key Speakers Include



STEVEN ABRAHAMSON
Sr. Director, Region Information Security
Officer, **GE Healthcare (USA)**



IGNACIO QUILES LARA
VP Commercial & BUH | Spain OncoHematology
GSK



DISA LEE CHOUN
Director Head of GCSO Innovation
UCB



VLADIMIR ANISIMOV
Principal Data Scientist | Data Sciences | Center
for Design & Analysis, **Amgen**



EVI MATHIOU
Legal, Compliance & Quality Director
Novo Nordisk



ANDREW BRYANT
Principal Engineer / Principal Fellow
Novartis



MYLES FURNACE
Global Digital Health Lead Partnerships Strategy
Transformation and Digital, **Ipsen**



KEVIN HUA
Senior Manager A.I./Machine Learning
Development, **Bayer LifeScience iHub**



JON LEE-DAVEY
Global IoT Healthcare Lead
Vodafone



EVGENY TILEZHINSKY
Global Expansion Business Partner, Office of
Business Intergity & Ethics, **Vertex
Pharmaceuticals**



MARCELO O GARCIA
Former Medical Systems Head, Global Medical
Affairs, **Novartis**



PETER RUTHERFORD
Global Medical Lead - Orphan Renal Diseases
Vifor Pharma



STEFANIA ALVINO
Digital & MultiChannel Manager
Daichi Sankyo



GABOR PURMAN
Scientific Solutions Director
NexGen Healthcare Communications



BILL ARONSON
COO
Artificial Intelligence Research Group



MARK DUMAN
Director
MD Healthcare



RAMINDERPAL SINGH
CEO
Anduril



INGO BAUMANN
Partner
Thescon

Plus more COMING SOON.....

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CONFERENCE INTRODUCTION

The healthcare (AI) market is to exceed \$10 billion by 2024, according to a new report. There will be significant drivers for growth in healthcare AI in the future – such as precision medicine and the need to reduce healthcare costs overall. AI-based medical imaging and diagnosis will see more than 40% growth to more than \$2.5 billion by 2024, the report predicted. U.S. healthcare artificial intelligence market was valued over USD 320 million in 2016 and is estimated to witness more than 38% CAGR over the coming years. Drug discovery applications account for over 35% of healthcare artificial intelligence market share, which could see the segment exceed \$4 billion in revenue by 2024. Key clinical health AI and machine learning applications can potentially create \$150 billion in annual savings for the U.S. healthcare economy by 2026. Revenue in the AI health market is expected to reach \$6.6 billion by 2021.

The global IoT healthcare market is expected to grow from USD32.4 Bn in 2015 to USD163.2 Bn by 2021, a CAGR of 38.1%. One of the world's biggest markets for healthcare services, the United States spends approximately 18% of its GDP on healthcare every year. By improving adherence to prescribed therapies alone, the US could significantly reduce their healthcare spends. The effective deployment of IoT-based healthcare delivery technologies could help the US save well over USD 300 billion. Blockchain technology would save the United States pharmaceutical industry over \$180 million each year.

This conference will provide insight into the current state of play in the EU & US and stimulate debate, in a multi-stakeholder setting, on the vital role of technology impact in the sustainability of pharma and healthcare systems. Beyond a comprehensive outlook of key European market access policies, our speakers will outline the key recent developments in technology impact in pharma and healthcare in the EU and other international jurisdictions. By attending this conference, you will gain a comprehensive outlook on the key issues surrounding latest technologies that are being analysed towards the pharma and healthcare. This event will provide an important platform for stakeholders to discuss and share best practices in furthering technology development in pharma and healthcare.

It gives me great pleasure in welcoming all of you to the Virtue Insight's 4th Annual Pharma AI, IoT Blockchain 2021.

KEY THEMES DISCUSSED IN THIS CONFERENCE

- Market overview and analysis - Shaping the future of AI in Pharma
- ML in Pharma and Medicine - A potential future in which synchronicity of data, analysis, and innovation are an everyday reality
- Applications of Machine Learning in Pharma and Medicine
- AI - Challenges and opportunities – Moving forward with a successful strategy
- Impact of Digital Transformation in healthcare & pharma industry
- Big data to big impact: AI-driven patient health optimisation
- Big data to big impact: Big data transforming the pharma industry
- Why Big Pharma Is Betting on Blockchain
- How AI technology can accelerate, cheapen and De-Risk R&D
- How IoT is transforming the Pharmaceutical Industry?
- IoT in Pharmaceutical manufacturing and supply chains
- Big Data Analytics – A Revolution in Drug Discovery and Pharma R&D
- Differences that Internet of Things (IoT) Can Make to Healthcare
- How IoT is poised to transform the world of pharma
- Developing regulatory framework in advanced and developing markets – for Today Tomorrow
- Moving beyond 5 years – What will the technology landscape look like?
- Be part of a major virtual networking opportunity

WHO SHOULD ATTEND

CIOs, CEOs, CDOs, Vice Presidents, Presidents, Heads, Directors, Team Leaders, Evangelists and Senior Scientists from the following areas:

Pharmaceuticals, Biotech, Artificial Intelligence, Data Science, Machine Learning, IoT, Cloud, Advanced Analytics, Innovation, Big Data, Deep Learning, Bioinformatics, Regulatory Compliance, New Product Development, Process Science, Portfolio Management, Research & Development, Business Development, Business Operations, Scientific Affairs, Commercial Affairs, Marketing

WHY SHOULD YOU ATTEND?

Expand your knowledge of the latest business models and strategies in the high-level conference. Whether you are on the branded or generic side, you cannot afford to miss this opportunity to benchmark your tactics and strategies against the industry leaders who will be the first to traverse the pathway.

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AGENDA AT A GLANCE

DAY ONE - 11th March 2021

09:30 - Welcome Address & Virtual Conference Platform Instructions

MARKET ANALYSIS & OVERVIEW

09:40 - Shaping the future of AI in Pharma

- What's holding back the application of AI in Pharma?
- AI in Pharma and Biomedicine
- Looking beyond the hype and find the underlying trends that matter in business
- How AI technology can accelerate, cheapen and De-Risk R&D
- AI initiative towards drug discovery

10:20 - ML in Pharma and Medicine - A potential future in which synchronicity of data, analysis, and innovation are an everyday reality

- What types of machine learning applications are currently in use and in development at the top pharmaceutical and biotechnology companies
- Are there any common trends among their innovation efforts - and how could these trends affect the future of the pharmaceutical drug industry?
- How much has been invested in machine learning and emerging tech innovation across leading pharmaceutical companies?
- Machine learning in patient stratification, genomic analysis, population investigation and real world data

10:50 - Morning Coffee/Tea & Discussion

AI

11:10 - Keynote Panel Discussion: AI - Challenges and opportunities - Moving forward with a successful strategy

- The Why, How And When of AI in the pharmaceutical industry
- Implementation to Realization - How do we accelerate AI through its lifecycle in Pharma?

- How quickly will regulatory bodies and payers approve and adopt these approaches?
- How and where should we invest our efforts moving forward?
- Developing regulatory framework in advanced and developing markets - for Today & Tomorrow
- Future of next generation AI

Moderator:

Panellists:

STEVEN ABRAHAMSON
Sr. Director, Region Information Security Officer
GE Healthcare (USA)

KEVIN HUA
Senior Manager A.I./Machine Learning Development
Bayer LifeScience iHub

STEFANIA ALVINO
Digital & MultiChannel Manager
Daiichi Sankyo

MARCELO O GARCIA
Former Medical Systems Head, Global Medical Affairs
Novartis

INGO BAUMANN
Partner
Thescon

DIGITAL TRANSFORMATION

12:00 - Panel Discussion - Impact of Digital Transformation in healthcare & pharma industry

- How is digital changing the pharma & healthcare industry
- What's holding pharma back?
- Transforming pharma commercial models in the age of the digital citizen
- Payors, Stake holders, Pharmacists and patients - Their roles and the implications
- Challenges and Opportunities
- Closing the digital gap in pharma
- The road to digital success in pharma

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Director
MD Healthcare

Panellists:

DISA LEE CHOUN
Director Head of GCSO Innovation
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GABOR PURMAN
Scientific Solutions Director
NexGen Healthcare Communications

EVI MATHIOU
Legal, Compliance & Quality Director
Novo Nordisk

ANDREW BRYANT
Principal Engineer / Principal Fellow
Novartis

JON LEE-DAVEY
Global IoT Healthcare Lead
Vodafone

12:50 - Networking luncheon

BIG DATA & ADVANCED ANALYTICS

13:40 - Panel Discussion - Big data to big impact: Big data transforming the pharma industry

- How does it help?
- How big data can revolutionise pharmaceutical R&D
- Cross-industry collaboration
- Real-world evidence
- Big Data Analytics for the Pharmaceutical Industry and Clinical Trials
- The challenges of a big-data transformation
- Next frontier
- Making Big Data useful: Practical approaches

Moderator:

Panellists:

MYLES FURNACE
Global Digital Health Lead Partnerships Strategy Transformation and Digital, Ipsen

VLADIMIR ANISIMOV
Principal Data Scientist | Data Sciences | Center for Design & Analysis, Amgen

14:30 - Securing AI and other Advancing Technology in the Internet of Medical Things

- AI is creating many opportunities for improving patient care
- As often happens, this next-generation technology also has inherent security risks
- The medtech manufacturer as well as the healthcare provider must understand the similarities and differences in approaching security for AI applications
- With the appropriate structure for diligence, security risks within AI use cases can be effectively managed

STEVEN ABRAHAMSON
Sr. Director, Region Information Security Officer
GE Healthcare (USA)

15:00 - Afternoon Tea/Coffee

IoT

15:20 - Panel Discussion - How IoT is transforming the Pharmaceutical Industry?

- IoT Bringing in the Paradigm Shift in Pharmaceutical Sector
- How IoT is revolutionizing the pharma industry?
- Transforming to this era - Things to watch out for?
- Utility of IoT Sensors
- IoT Enabling Organizations to Assemble Data
- What are the risk Factors?

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Global Medical Lead - Orphan Renal Diseases
Vifor Pharma

RAMINDERPAL SINGH
CEO
Anduril

BILL ARONSON
COO
Artificial Intelligence Research Group

FOR SPONSORSHIP OPPORTUNITIES:-

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - sponsor.uk@virtueinsight.com

BLOCKCHAIN

16:10 - Panel Discussion - Why Big Pharma Is Betting on Blockchain

- The future value of Blockchain
- How blockchain can add value to the pharmaceutical industry
- How The Pharmaceutical Industry Is Using Blockchain
- Blockchain: Solving Almost Every Pharma Industry Challenges and Problems
- The next big thing in pharmacy supply chain: Blockchain
- How Blockchain Will Revolutionize the Healthcare Industry

Moderator:

Panellists:

IGNACIO QUILES LARA
VP Commercial & BUH | Spain OncoHematology
GSK

EVGENY TILEZHINSKY
Global Expansion Business Partner, Office of Business
Integrity & Ethics, Vertex Pharmaceuticals

FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - info.uk@virtueinsight.com

17:00 - 18:00 - Networking Session

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REGISTER ONLINE :

Link : <https://www.virtueinsight.com/pharma/4th-Annual-Phrama-AI-IoT-Blockchain-2021-Virtual-Conference/products/>

For Multiple Bookings - Photocopy this form and send it to info.uk@virtueinsight.com

Delegate Details:

Title Mr Mrs Ms Dr

First Name

Surname

Company

Position

Address

Pincode

Telephone

Fax

Email

★ CERTIFICATION ★

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

FOR BANK TRANSFER:

Account Name - Virtue Insight Events Ltd

Account Number - 53278603

Bank Name - Barclays Bank PLC

Sort Code - 20-84-20

SWIFT Code: BARCGB22 IBAN Code: GB36BARC20842053278603

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TERMS AND CONDITIONS:

Payment terms: Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

Cancellations: Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

Administration Fee: If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £200

Substitutions/Name Change: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

Video : If you cannot attend the conference, you can still purchase the Video of the virtual conferences for £300.

Indemnity: Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

How to Pay (Choose one of the following payment options)

RESERVATION PRICING:

EARLY BIRD PRICE

1 Delegate @ £300 +VAT (Valid Till 5th February 2021)

3 Delegates @ £800 +VAT (Valid Till 5th February 2021)

STANDARD RATE

1 Delegate @ £450 +VAT (Valid From 6th February 2021)

3 Delegates @ £1100 +VAT (Valid From 6th February 2021)

PAYMENT:

Please send me a VAT invoice

I enclose a cheque for £

Please charge my card £

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