Day 1 Stream 1 – Getting the Most Out of Big Data in R&D IT
- Harnessing Big Data and Big Data analytics in pharmaceutical R&D
- Scientific computing updates
- Big Data in practice: case studies in implementation and use
- Maximising the benefits of machine learning in Big Data
- Implementing IT infrastructures for Big Data
- From Big Data towards Smart Data
- Secondary use of medical data
- Master data management: challenges and opportunities

Day 1 Stream 2 – Translational Science and Medicine
- Use of translational science to improve drug development
- Improving data access
- Utilising informatics platforms for translational research
- The importance of collaborations
- System updates for managing biological networks: data integrity and governance
- Updates in translational bioinformatics usability
- Utilising data across research/discovery and clinical development
- Digital health and digital technologies

Day 2 Stream 1 – Data Management, Real-World Evidence & Real-World Data
- Leveraging Real-World Data & analytics
- Real-World Evidence: driving a smarter use of data
- Driving knowledge in data governance and privacy
- Novel approaches in RWE
- External Health Data: overcoming privacy issues

Day 2 Stream 2 – IT Solutions
- Laboratory automation: usability and systems
- Novel architecture designs in lab informatics systems
- Driving efficiency in R&D workflows
- Advances in knowledge management and strategy
- The application of Blockchain to pharma

Benefits to Attending
- Hear from and meet with the key innovators in pharmaceutical IT. Attendees include: Vice President Business Technology, Pfizer; Vice President, Translational Informatics, Sanofi; Scientific Director, Janssen R&D; Big Data and Analytics Director, Ipsen; Director Information Practice, AstraZeneca
- Discover collaborative solutions to pharmaceutical IT challenges. This well-established congress brings together key opinion leaders to discuss topic areas ranging from Big Data capabilities, Real-World-Evidence, and digital health to challenges in data privacy and novel technologies
- Discuss the latest innovations in data management and analysis. Case studies include: overcoming challenges in Big Data and data integrity, driving knowledge in data governance and privacy and the transformative change from ‘silo’ thinking to data integration
- Unparalleled networking opportunities. The two-day congress offers dedicated networking breaks creating an interactive platform for scientific discussions, 1-1 meetings and our popular drinks reception. The exhibition hall and poster presentation spaces offer a relaxed and professional environment for discussion
- A high-quality programme devised with the help of our esteemed advisory board. Presentations will cover areas including information systems and tools towards data management, Big Data case studies, digital health updates and innovations in R&D IT systems

New for 2017: Co-located with our Artificial Intelligence in Drug Development Congress

2017 Speakers Include:
- Nigel Hughes
- Margaret McDonald
- Jan Hauß

Meet Senior Decision Makers
200 VPs, Directors & Senior Managers from leading pharmaceutical organisations, biotech companies and academic institutions will attend the event from a range of backgrounds:

Day 2 – IT Solutions
- Laboratory automation: usability and systems
- Novel architecture designs in lab informatics systems
- Driving efficiency in R&D workflows
- Advances in knowledge management and strategy
- The application of Blockchain to pharma

Discover New Solutions
Formal and informal meeting opportunities offer delegates the chance to discuss key solutions with leading service providers. Services to be discussed include:

- Big Data Analytics
  - Clinical Data Services
  - Data Integration
- Data Management
- Enterprise Platforms
- Lab automation
- Workflow Management
- Wearable Devices
- R&D IT Platforms
- Laboratory Management
- IT Security Services

For booking details & registration fees please refer to the last page or visit: [http://www.pharmatechnology-summit.com/marketing](http://www.pharmatechnology-summit.com/marketing)
2017 Pharmaceutical IT Congress Confirmed Speakers Include:

- Philip Hajduk, Vice President, R&D Information Research, AbbVie
- M. Hall Gregg, Vice President, Business Technology, Pfizer
- Emmanuel Pham, Vice President Biometry, Ipsen
- Sandy Farmer, Executive Director, Department of Genome Sciences & Technologies, Pfizer Worldwide R&D
- Chad Dau, Senior Director, Real World Informatics & Analytics Services, Astellas
- Margaret McDonald, Senior Director, Real World Data and Analytics, Global Health and Value, Pfizer
- Claus Bendtsen, Director and Head of Quantitative Biology, AstraZeneca
- Christine Buesnel, Director, Product Development, Biometrics, Roche/Genentech
- Jay Bergeron, Director, Translational and Bioinformatics, Pfizer
- Lars Greiffenberg, Director, R&D IT and Translational Informatics, AbbVie
- Oliver Hesse, Director, Lab Automation & Data Management, Bayer
- Nigel Hughes, Scientific Director, Janssen R&D
- Pantaleo Nacci, Director, Statistical Programming, AstraZeneca
- Raphaël Pousset-Bougère, Big Data and Analytics Director, Ipsen
- Simon Thornber, Director of Analytics, GlaxoSmithKline
- Matthew Bonam, Pharmaceutical Project Director, Intelligent Pharmaceuticals, AstraZeneca
- Christian Gossens, Global Head, pRED Development Team, Roche
- Juergen Hammer, Global Head Data Science, Roche Innovation Center
- Peter Speyer, Global Head of Real World Evidence Solutions, Novartis
- Etzard Stolte, Global Head, Knowledge Management, Roche
- Andrew Garrod, Global Lead, New Technologies Client Devices, Novartis
- Roman Affentranger, Head, Small Molecule Discovery Workflows, F. Hoffmann-La Roche
- Hugo Ceulemans, Head Discovery Data Sciences, Janssen
- Akanksha Gupta, Head of Translational Science, GlaxoSmithKline
- Alaa Hamed, Head, Global Evidence and Value Development, Genzyme Sanofi
- Jan Hauß, Head of R&D LIMS, IT-Manager, Merck KGaA
- Alexander Krupp, Head of Computational Life Science IT Pharmaceuticals, Bayer
- Vinay Kuntamukkala, Head of BI & Analytics, EU+, Biogen
- Thorsten Naumann, Head, Hub Management Office R&D Hub Germany, Sanofi-Aventis
- Richardus Vonk, Head of Research & Clinical Sciences Statistics, Bayer Pharma AG
- Christine Veyrat-Follet, Deputy Head Translational Informatics, Sanofi
- Diedrik Schweitzer, IT-Business Partner, MSD
- Angeli Möller, IT Business Partner for Clinical Sciences, Bayer
- Francis Kendall, Digital Strategy Leader, Roche
- Henning Kayser, R&D IT - Global Lab Solutions, Bayer
- Michael R Barnes, Reader and Director of Bioinformatics, Centre for Translational Bioinformatics, Queen Mary University of London
- Emanuele de Rinaldis, Head of Translational Bioinformatics, NIHR Biomedical Research Centre
- Timo Minssen, Professor of Biotechnology Law, University of Copenhagen
- Vivian Vimarlund, Professor in Informatics, Linköping University

Co-located Artificial Intelligence in Drug Development Confirmed & Reserved Speakers Include:

- James Weatherall, Executive Director and Head of Advanced Analytics Centre, AstraZeneca
- Leonardo Rodrigues, Associate Director – Advanced Analytics, BERG
- David Ruau, Head of Scientific Computing Solutions, AstraZeneca
- Martin Strahm, Head of Data Science, F. Hoffman-La Roche
- Hugo Ceulemans, Head of Discovery Data Sciences Unit, Janssen
- Raj Bandaru, Senior Director, Integrated Pharmacology, Sanofi
- Ian Smith, Director – Scientific Modelling Platforms, MSD
- David Ohlssen, Biometrical Fellow and Advanced Analytics Lead, Novartis
- Jackie Hunter, CEO, Benevolent Bio
- Ed Addison, Chairman and CEO, Cloud Pharmaceuticals
- Blake Borgeson, Co-founder and CTO, Recursion Pharmaceuticals
- Thomas Herz, Senior Manager Bioinformatics, 4SC AG
- Kevin Hua, Sr. Manager A.I./Machine Learning Development, Bayer LifeScience iHub
- Eliud Oloo, Manager, Innovation Programs in Structural Biology, Sanofi-Pasteur
- Andrea Sprediani, Sr. Knowledge Engineering Consultant, Novartis
- Marian Klug, Project Lead, Bayer
- Rafael Depetris, Principal Scientist I, Kadmon Corporation
- Alex Gammerman, Professor of Computer Science, Computer Learning Research Centre, Royal Holloway University of London
- Lars Carlsson, Team Leader, Quantitative Biology, AstraZeneca
- Enrico Ferrero, Associate GSK Fellow and Scientific Leader, GlaxoSmithKline
- Alvaro Cortes, Computational Chemist, GlaxoSmithKline

If you’re on Twitter, make sure to follow us [@PharmaITConf](https://twitter.com/PharmaITConf) and join the Congress conversation on [#PharmaIT17](https://twitter.com/hashtag/PharmaIT17)

For more information please contact [marketing@oxfordglobal.co.uk](mailto:marketing@oxfordglobal.co.uk)
## 15th Annual Pharmaceutical IT Congress
### Day One – 27th September 2017

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<tr>
<td>07.30 – 08.20</td>
<td>Registration</td>
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<tr>
<td>08.20 – 08.25</td>
<td>Oxford Global’s Welcome Address</td>
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<td>08.25 – 08.30</td>
<td>Chairperson’s Opening Address</td>
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| 08.30 – 09.00   | **Keynote Address:**  
|                 | **Big Data Or Smart Data? Advancing A Data First Strategy**  
|                 | • Lifblood of R&D is data and using data to create insights that advance medicines  
|                 | • In all areas of R&D:  
|                 |   o new data types continue to emerge (e.g. digitization of clinical data, cost-effective genetic sequencing, continuous manufacturing) and demand is increasing to be able to quickly aggregate diverse data type for analytics and predictive modelling  
|                 |   o data reuse is increasing and requires strong stewardship capabilities  
|                 | • We must enable data platforms that can quickly ingest new data types, enable aggregation of data at scale and make it easy to find data for appropriate reuse  
|                 | • A data first strategy has enabled us to focus the organization, align on common goals and deliver  
|                 | **M. Hall Gregg, Vice President, Business Technology, Research and Development, Pfizer** |
| 09.00 – 09.30   | **Getting The Most Out Of Big Data In R&D**  
|                 | **Stream Keynote Address:**  
|                 | **“The Eutrophication Of The Data Lake” – How To Get The Best Out Of Scientific Literature?**  
|                 | This talk will elaborate on principle difficulties to extract deep disease understanding out of scientific literature. It is broadly accepted that the majority of findings published in scientific literature are not reproducible. From what is left, a huge amount is not compliant with minimal quality standards or is not relevant for a specific disease context. With all that “noise”, detecting new disease mechanisms becomes a challenge. We would like to show how advanced text analytics and machine learning in combination with data driven approaches can feed the generation of competitive hypotheses.  
|                 | **Lars Greiffenberg, Director, R&D IT and Translational Informatics, AbbVie** |
|                 | **Translational Science And Medicine**  
|                 | **Stream Keynote Address:**  
|                 | **IMI-eTRIKS, Five Years Of Enabling And Supporting Scientific Informatics For Translational Research Collaborations And The Vision For A Sustainable Future**  
|                 | **Jay Bergeron, Director, Translational and Bioinformatics, Pfizer** |
| 09.30 – 10.00   | **Advanced Analytics And Visual Decision Support For Better Medical Outcomes**  
|                 | The current trend towards precision medicine and value-based treatment schemes has triggered a fundamental shift in the broader healthcare ecosystem. A new model of close cooperation between stakeholders is arising, leveraging clinical- as well as real-world data (RWD) to improve patient outcomes and safety. Evidence around outcomes, in particular beyond randomized clinical trials, is becoming the new currency in healthcare – driving decisions and adding substantial value to a broad range of key steps along the Pharma & Medtech value chain, such as translational medicine, trial design & recruitment, market access, pricing & reimbursement. PerkinElmer is currently collaborating with various partners on applying the flexibility of the TIBCO Spotfire analytics platform to build evidence around real-world outcomes as well as safety, allowing collaboration within and across the corporate firewalls to integrate data from disparate sources.  
|                 | **Mark Demesmaeker, Global Vice President, Scientific Analytics, PerkinElmer Informatics** |
| 10.00 – 11.20   | **Morning Coffee & Refreshments, One to One Meetings x3, Poster Presentation Sessions** |

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<tr>
<td>11.20 – 11.50</td>
<td><strong>Industrializing Secondary Use Of Medical Data</strong></td>
<td>Sandy Farmer, Executive Director, Pfizer Worldwide R&amp;D</td>
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<td></td>
<td>• What are the most important organizational characteristics, e.g., culture and talent, that are needed to recognize the potential herein and then to translate that potential to new therapies?</td>
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<td>• How do we handle the privacy, ethical, legal and compliance aspects that are often seen as incongruous with industrialization?</td>
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<td>• Where do we see the greatest need for process and workflow efficiency? What will it take to achieve that efficiency? Do we need to bring in new technologies, or to make better use of existing technologies?</td>
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<td>• What are the demands on the Data itself to ensure that industrializing its secondary use can deliver more than just incremental value?</td>
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<td><strong>Digitizing Early Clinical Development At Roche pRED: From Patient And Investigator Engagement To Digital Biomarkers</strong></td>
<td>Christian Gossens, Global Head, pRED Development Team, Roche</td>
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<td>11.50 – 12.20</td>
<td><strong>Move, Store, Analyse, Reuse: Winning The New Data Game</strong></td>
<td>Simon Thornber, Director of Analytics, GlaxoSmithKline</td>
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<td>A look at some of the data challenges, and ways to deal with them.</td>
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<td>• We are generating more data, in more ways, in more places than ever before.</td>
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<td>• What IT strategies are being deployed to maximise the value of this data?</td>
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<td>12.20 – 12.50</td>
<td><strong>Title To Be Confirmed</strong></td>
<td>Kees van Bochove, CEO, The Hyve</td>
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<td>12.50 – 13.50</td>
<td><strong>Lunch</strong></td>
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<td>13.50 – 14.20</td>
<td><strong>Smart Data Linking</strong></td>
<td>Etzard Stolte, Global Head Knowledge Management, Roche</td>
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<td>Independent of trends like Cloud or Meshed Apps, the system landscape within any large R&amp;D organisations remains complex. In this talk I present a document centric approach to quickly and interactively integrate documents with their underlying data stores. This enables users to directly jump e.g. from a Development Report to the underlying raw data files in an ELN, or from an internal report to the corresponding biomarker database. Our named entity recogniser leverages the semantic context to identify the correct data type, find the actual system that this data is managed in, and links to e.g. the actual LIMS record. These links are then presented to the user inside the document text, so that referenced data is just a click away. This approach eliminates most of the time scientists used to spend looking for data referenced in documents.</td>
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<td><strong>Digital Health: An Overview</strong></td>
<td>Matthew Bonam, Pharmaceutical Project Director, Intelligent Pharmaceuticals, AstraZeneca</td>
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<td><strong>How To Eat The Elephant</strong>: A Review Of Information Architecture**</td>
<td>Alexander Krupp, Head of Computational Life Science IT Pharmaceuticals, Bayer</td>
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<td>• How do you make information architecture a priority in corporate environments and deliver immediate impact?</td>
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<td>• Insights into a structured approach to overcome the core challenges of large enterprises to build key data assets</td>
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<td>• Best practices in applying this to a pharmaceutical R&amp;D business</td>
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### 15th Annual Pharmaceutical IT Congress
**Day One – 27th September 2017**

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<td>14.20 – 14.50</td>
<td>Getting The Most Out Of Big Data</td>
<td>Vinay Kuntamukkala, Head of BI &amp; Analytics, EU+, Biogen</td>
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<td>14.50 – 15.20</td>
<td>Roche Data Commons - A Conceptual Framework Guiding Our Translational Application &amp; Analytics Landscape</td>
<td>Juergen Hammer, Global Head Data Science, Roche Innovation Center</td>
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<td>Boosting Real World Data Integration By Organizing Data In Conceptual Contexts And Using New Graph Data Base Technologies For Self-Service Search, Visualization And Analysis</td>
<td>Staffan Gestrelius, Founder and Chairman of the Board, Capish</td>
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<tr>
<td>15.20 – 16.20</td>
<td>Solution Provider Presentation</td>
<td>For sponsorship opportunities please contact <a href="mailto:sponsorship@oxfordglobal.co.uk">sponsorship@oxfordglobal.co.uk</a></td>
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<td>16.20 – 16.50</td>
<td>Machine Learning For Smarter Drug Discovery</td>
<td>Claus Bendtsen, Director and Head of Quantitative Biology, AstraZeneca</td>
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<td>Decision Making In Early Clinical Development – Changing The Paradigm</td>
<td>Richardus Vonk, Head of Research &amp; Clinical Sciences Statistics, Bayer Pharma AG</td>
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<tr>
<td>16.50 – 17.20</td>
<td>Visualization Of Electronic Medical Record Data For Decision Making In Diabetes Drug Development  &lt;ul&gt;&lt;li&gt;Big data from Electronic medical Record hold promise to provide clues to streamlining our drug development in diabetes &lt;/li&gt;&lt;li&gt;In this talk we’ll identify some of the challenges of big data and point out some of the ways to leverage them using data visualization to help gain insights for our diabetes drug development program&lt;/li&gt;&lt;/ul&gt;</td>
<td>Christine Veyrat-Follet, Deputy Head Translational Informatics, Sanofi</td>
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<td>16.50 – 17.20</td>
<td>Use of Biomarkers And Translational Science To Accelerate Drug Development</td>
<td>Akanksha Gupta, Head of Translational Science, GlaxoSmithKline</td>
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<td>17.20 – 17.50</td>
<td>Applications Of A Rapid Search Technology For Very Large Chemical Datasets</td>
<td>Roman Affentranger, Head, Small Molecule Discovery Workflows, F. Hoffmann-La Roche</td>
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<td>17.50 – 18.20</td>
<td>Massive Scale Machine Learning To Integrate Untapped High-Throughput Data And Multi-Partner Data For The Activity Prediction Of Compounds  &lt;ul&gt;&lt;li&gt;The leap from single-assay QSAR models for lead optimization to more broadly applicable multi-task models that span thousands of assays at once &lt;/li&gt;&lt;li&gt;Untapped high throughput microscopy-based, cytometry and transcriptomic screens complement chemical structures to inform machine learning &lt;/li&gt;&lt;li&gt;The move from data federation to analysis federation: massive-scale learning across industrial partners without disclosure of the underlying data&lt;/li&gt;&lt;/ul&gt;</td>
<td>Hugo Ceulemans, Head Discovery Data Sciences, Janssen</td>
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<td>17.50 – 18.20</td>
<td>Case Study: Translational Bioinformatics At NIHR Biomedical Research Centre</td>
<td>Emanuele de Rinaldis, Head of Translational Bioinformatics, NIHR Biomedical Research Centre</td>
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<td>18.20 – 18.50</td>
<td>Modelling And Simulation In The Cloud  &lt;ul&gt;&lt;li&gt;A new pay-per-use internal pricing scheme for modelling &amp; simulation of clinical trials &lt;/li&gt;&lt;li&gt;Elimination of a single-point-of-failure in the previous IT infrastructure &lt;/li&gt;&lt;li&gt;Provision of a secure, scalable, on-demand solution for our business&lt;/li&gt;&lt;/ul&gt;</td>
<td>Angeli Möller, IT Business Partner for Clinical Sciences, Bayer</td>
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<td>18.20 – 18.50</td>
<td>Working Towards Patient Centricity</td>
<td>Diederik Schweitzer, IT-Business Partner, MSD</td>
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<td>18.50 – 19.20</td>
<td>Emerging Tensions At The Interface Of Big Data, IPRS &amp; Competition Law In The Health &amp; Life Sciences  &lt;ul&gt;&lt;li&gt;Describes the interface between Big Data, IPRs &amp; competition law in the life sciences. &lt;/li&gt;&lt;li&gt;Highlights selected life-science areas, where tensions and potential clashes are crystallizing. &lt;/li&gt;&lt;li&gt;Discusses how these tensions could be addressed&lt;/li&gt;&lt;/ul&gt;</td>
<td>Timo Minssen, Professor of Biotechnology Law, University of Copenhagen</td>
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<td>19.20</td>
<td>Networking Drinks &amp; End of Day One</td>
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<td>Time</td>
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<td>08.30 – 09.00</td>
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<td>External Health Data: Overcoming Data Integrity And Privacy Challenges</td>
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<td>Digital Transformation In Pharma - The Good, The Bad, And The Ugly</td>
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<td><strong>How Big Data Delivers Value All Along Pharmaceutical Development Process For Better Patient Care</strong>&lt;br&gt;• Vision strategy on data and digital in the transformation of the pharma development process&lt;br&gt;• Deep dive on use cases and real-world evidence</td>
<td>Raphaël Pousset-Bougère, Big Data and Analytics Director, Ipsen</td>
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<td><strong>Digital Workplaces For Scientists</strong>&lt;br&gt;• Lessons learned from implementing digital workplace environments for scientists in a large pharma company;&lt;br&gt;From laptops to the Lab of the Future.&lt;br&gt;• Making scientists happy; Approaches for technology experiments, Proof of Concepts and Pilots.&lt;br&gt;• Where next for digital lab environments? To Augmented Reality and beyond.</td>
<td>Andrew Garrood, Global Lead, New Technologies Client Devices, Novartis</td>
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<td>12.30 – 13.30</td>
<td>Lunch</td>
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<td>13.30 – 14.00</td>
<td><strong>Supporting A Regulatory Submission In EntimICE: First Experiences In AstraZeneca</strong>&lt;br&gt;• Challenges in moving from several legacy systems to a new integrated environment (two, actually)&lt;br&gt;• Tracking and indexing existing study data: who decides what is worth migrating, where, and when?&lt;br&gt;• Leveraging modern standards to reorganise and streamline existing submission-related processes (and more!)</td>
<td>Pantaleo Nacci, Director, Statistical Programming, AstraZeneca</td>
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<td><strong>From Automation And Data In The Lab Towards Knowledge For The Scientist</strong>&lt;br&gt;• The real world of data and device integration&lt;br&gt;• The long road towards knowledge&lt;br&gt;• The promise of ontologies</td>
<td>Oliver Hesse, Director Lab Automation &amp; Data Management, Bayer</td>
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<td>14.00 – 14.30</td>
<td><strong>Big Data To Knowledge: Maximizing Opportunities Of RWE</strong>&lt;br&gt;• Leveraging data, analytics capabilities, and technology to answer business questions&lt;br&gt;• Ensuring data governance for increasingly detailed health data&lt;br&gt;• Communicating evidence &amp; insights to the right audiences in the right format</td>
<td>Peter Speyer, Global Head of Real World Evidence Solutions, Novartis</td>
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<td><strong>R&amp;D Labautomation</strong>&lt;br&gt;• Infrastructure: network segregation for legacy systems&lt;br&gt;• Infrastructure: ELN &amp; LIMS in action&lt;br&gt;• Lab. device vendor software - the good, the bad and the ugly&lt;br&gt;• Design considerations</td>
<td>Jan Hauß, Head of R&amp;D LIMS, IT Manager, Merck KGaA</td>
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<td>14.30 – 15.00</td>
<td><strong>eTROs And Wearables: From R&amp;D To RWE</strong>&lt;br&gt;Alaa Hamed, Head, Global Evidence and Value Development, Genzyme Sanofi</td>
<td>IT Solutions Help Solve Complexity In R&amp;D&lt;br&gt;Thorsten Naumann, Head Hub Management Officer R&amp;D Hub Germany, Sanofi Aventis Deutschland GmbH</td>
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<td>15.00 – 15.30</td>
<td>Afternoon Refreshments, Poster Presentation Sessions&lt;br&gt;<strong>Potential Application Of Blockchain In Clinical Development</strong>&lt;br&gt;• The blockchain landscape today&lt;br&gt;• Key challenges and misconceptions</td>
<td>Francis Kendall, Digital Strategy Leader, Roche</td>
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<tr>
<td>15.30 – 16.00</td>
<td><strong>Multi-Omic Analysis As A Tool For Endotype Discovery And Stratification Of Biologic Response In Immune Modulated Inflammatory Diseases</strong>&lt;br&gt;This presentation describes a framework for multi-omic analysis in longitudinal transcriptome samples collected from Psoriasis and RA patients undergoing biologic treatment. Exploratory analysis of RNA-seq data identifies many differentially expressed genes which collectively highlight biological pathways or “endotypes” which offer potential new insights into the stratification of biologic therapies in IMIDs. This presentation will show evidence that the concept of both disease endotype and drug endotype can be used to predict therapeutic response and inform patient stratification.</td>
<td>Michael R Barnes, Reader and Director of Bioinformatics, Centre for Translational Bioinformatics, Queen Mary University of London</td>
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### 16.30 – 17.00  
**The Importance Of Two-Sided E-Health Markets And The Role Of The Pharmaceutical Industries**

During the last years, innovation in health- and social care has focused on digital services that increase wellbeing and meet social needs. Apart from finding new solutions to social challenges, introducing digital solutions and establishing new markets, the focus has been to provide what cannot be provided by the market and to include individuals as co-producers of innovation to a greater extent. Even if the impact of social innovations cannot always be view in revenue, it is of value to identify the effects that the development of a sustainable two-sided market with focus on social innovations could bring to citizens, stakeholders, practitioners and the pharmaceutical industry. In this talk we discuss pros and cons of and e-health two-sided markets and the role of the pharmaceutical industries. We discuss also, the importance of barriers and facilitators for to develop a two-sided market that sustain the development and implementation of e-health innovations that contribute to sustain a collaborative environment between stakeholders as well as to develop individual centered services.

Vivian Vimarlund, Professor in Informatics, Linköping University

### 17.00  
End of Conference
Delegate Details

Please complete fully and clearly. Please photocopy for additional delegates.

Title: __________________________ Forename: __________________________ Surname: __________________________

Job Title: __________________________

Company/Organisation: __________________________

Email: __________________________

Address: __________________________

Postcode: __________________________

Country: __________________________

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Signature: __________________________

Date: __________________________

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- Congress: £499 plus VAT
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