



# VitalTransformation

The impact of health technology made simple

## BETTER SCIENCE, BETTER HEALTH

New Trial Pathways and  
Better Patient Data

Conference organised in collaboration with:



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## Better Science, Better Health: New Trial Pathways and Better Patient Data

### AGENDA

October 20 <sup>th</sup> , 2014	
14:00	IMI Think Tank Round Table, Wellcome Collection (by invitation only)
19:00	VIP Dinner, Royal College of Physicians (by invitation only)

October 21 <sup>st</sup> , 2014, London – Royal College of Physicians	
8:30	Registration
9:00	Introduction, Sir Richard Thompson, Immediate Past President, Royal College of Physicians
9:05	<b>New Pathways for Development and Better Patient Outcomes</b> <ul style="list-style-type: none"> <li>• George Freeman, Parliamentary Under Secretary of State for Life Sciences, UK Government</li> <li>• Hans-Georg Eichler, Senior Medical Officer, European Medicines Agency</li> <li>• Paolo Daniele Siviero, Head of Pharmaceutical Policy, Italian Medicines Agency</li> <li>• Stephen Whitehead, Chief Executive, ABPI</li> <li>• Michel Goldman, Executive Director, IMI</li> <li>• Andrew Ward, Pharmaceutical correspondent, Financial Times (Moderator)</li> </ul>
10:30	Coffee
10:50	<b>New Pathways &amp; New Sources of Evidence. What do we need?</b> <ul style="list-style-type: none"> <li>• Marc Trusheim, MIT Sloan School of Management</li> <li>• Finn Børllum Kristensen, Executive Director, Eunetha</li> <li>• Mark Pearson, Deputy-Director for Employment, Labour and Social Affairs, OECD</li> <li>• Olga Solomon, Deputy Head of Unit, European Commission</li> <li>• Richard Torbett, Chief Economist, EFPIA</li> <li>• Helmut Brand, Jean Monnet Professor of European Public Health, Maastricht University (Moderator)</li> </ul>

<b>12:10</b>	<b>Lunch &amp; networking</b>	
<b>13:00</b>	<b>High Quality Patient Data and MAPPs; Better Patient Outcomes, Faster and Cheaper</b> <ul style="list-style-type: none"> <li>• Duane Schulthess, Managing Director, Vital Transformation</li> <li>• Joel Haspel, Director Strategy &amp; Business Development EMEA, Oracle Health Sciences</li> <li>• Mohammad Al-Ubaydli, CEO, Patients Know Best</li> <li>• Tim Williams Head of Research, Clinical Practice Research Datalink (CPRD)</li> <li>• Ifty Ahmed, CEO, Pow Health</li> <li>• Wendy Currie, Editor, Health Policy and Technology (Moderator)</li> </ul>	<b>Blazing Trails - New Development Pathways in Action</b> <ul style="list-style-type: none"> <li>• Sandrine Marreaud, Head of Medical and Pharmacovigilance Department, EORTC</li> <li>• Ryan Hohman, Managing Director, Friends of Cancer Research</li> <li>• Laura Esserman, Breast Cancer Center Director (I-Spy), University of California San Francisco</li> <li>• James Anderson, Director of EU Industry &amp; External Partnerships</li> <li>• Edward Abrahams, President, Personalized Medicine Coalition (Moderator)</li> </ul>
<b>14:20</b>	<b>Coffee</b>	
<b>14:40</b>	<b>Real World Evidence – What works?</b> <ul style="list-style-type: none"> <li>• Pete Down, Life Sciences European Industry Leader, IBM Global Business Services</li> <li>• Adam Heathfield, Director of Science Policy for Europe, Pfizer</li> <li>• Bart Vannieuwenhuyse, Senior Director Health Information Sciences, Janssen Pharmaceutical Companies of Johnson and Johnson</li> <li>• Jack Bowman, CEO, Handle My Health</li> <li>• Nicole Denjoy, Secretary General, COCIR</li> <li>• Gary Finnegan (Moderator)</li> </ul>	<b>The Patient's Understanding of Benefit Risk</b> <ul style="list-style-type: none"> <li>• Pat Furlong, CEO, Parent Project Muscular Dystrophy</li> <li>• Yann Le Cam, CEO, Eurordis</li> <li>• Sarah Garner, National Institutes of Clinical Excellence</li> <li>• Andrea Beyer, Expert Benefit Risk Assessment</li> <li>• Bettina Ryll, founder, Melanoma Patient Network Europe</li> <li>• Alastair Kent, Director, Genetic Alliance UK (Moderator)</li> </ul>

16.50	Break
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<b>16:00</b>	Wrap-up from workshop sessions & IMI2
<b>16:10</b>	<p>Putting MAPPs Into Practice in Europe</p> <ul style="list-style-type: none"> <li>• Nathalie Seigneuret, Senior Scientific Project Manager, IMI</li> <li>• Dr Cornelius Schmaltz, Deputy Head of Unit of the Fighting Infectious Diseases and Global Epidemics unit, European Commission</li> <li>• Richard Barker, Director, CASMI</li> <li>• Jeremy Haigh, Chief Operating Officer, R&amp;D Operations, Amgen Ltd</li> <li>• Faraz Kermani, Senior Editor Europe, The Pink Sheet (Moderator)</li> </ul>
<b>17:15</b>	Cocktail Reception