

# Digital Pharma Innovation Week

Agenda at a Glance - Monday, October 26 EDT

PLENARY SESSIONS	26-Oct
9:30AM - 10:00AM	Networking in Lounge and Partner Hall
10:00AM - 10:05AM	Chairperson Opening Remarks Rebecca Willumson, <i>Vice President &amp; Publisher</i> , Fierce Pharma
10:05AM - 10:30AM	Keynote Judy Stewart, <i>Senior Vice President, US Vaccines</i> , GSK
10:35AM - 11:00AM	Supporting A Positive Treatment Experience - Sponsored By: OptimizeRx Ritesh Patel, <i>Chief Digital Officer - Health</i> , Ogilvy Health
11:00AM - 11:20AM	Networking in Lounge and Partner Hall
11:20AM - 12:05PM	Panel: Adapt or Fail: Launching a New Drug During a Pandemic Kyle Blankenship, <i>Associate Editor</i> , Fierce Pharma Alisa Lask, <i>Vice President and General Manager, Aesthetic Business Unit</i> , Galderma Renee Marotta, <i>Executive Director of Marketing</i> , Esperion Robert Dudley, Ph.D. <i>Chairman, CEO and President</i> , Clarus Therapeutics, Inc.
12:05PM - 12:20PM	Meet the Fierce Pharma Marketing Winners
12:20PM - 1:00PM	Networking in Lounge and Partner Hall  Pandora Leaning on Sound: Yoga Stretch with Tibetan Crystal Bowls
DEEP DIVE SESSIONS	26-Oct
	<b>HCP ENGAGEMENT</b>
1:00PM - 1:10PM	HCP Chairperson Opening Remarks Amit Phull, <i>Medical Director, VP of Strategy &amp; Insights</i> , Doximity
1:10PM - 1:55PM	The Future of the Sales Rep - Ensure Meaningful Engagement with HCPs During a Pandemic Sirsij Peshin, <i>Vice President - Global Commercial Operations</i> , Pfizer Santos Torres, Jr., MBA, <i>Senior Director of Marketing, Allergy/Anti-Infectives/Anti-Virals</i> , Bausch + Lomb Tina Goyal, <i>Global Head Marketing Innovation and Execution</i> , Novartis Martin Jernigan, RPh, PhD, <i>Vice President, Marketing</i> , Akebia Therapeutics
2:00PM - 2:25PM	Inside Sanofi's Strategy to Help Providers Continue Needed Vaccinations During the Pandemic Chris Whitman, <i>Vice President, US Flu Franchise</i> , Sanofi Pasteur
2:25PM - 2:45PM	Networking in Lounge and Partner Hall Zoom Rooms - HCP Focus  Pandora Leaning on Sound: AudiOM for Energy
2:45PM - 3:10PM	Physician Perspectives: Pharma Engagement In a Pandemic Era Michael Joachim, <i>SVP Commercial Development- Americas</i> , Sermo
3:10PM - 3:15PM	Chairperson Closing Remarks Amit Phull, <i>Medical Director, VP of Strategy &amp; Insights</i> , Doximity
3:15PM - 3:45PM	Networking in Lounge and Partner Hall