

Digital Pharma Innovation Week

Agenda at a Glance - Tuesday, October 27 EDT

PLENARY SESSIONS	
27-Oct	
9:30AM - 10:00AM	Networking in Lounge and Partner Hall
10:00AM - 10:05AM	Chairperson Opening Remarks
10:05AM - 10:30AM	Keynote Vlad Coric, <i>CEO, Biohaven Pharmaceuticals</i>
10:35AM - 11:00AM	Keynote - Where Are We Now? Amit Phull, <i>Medical Director, VP of Strategy & Insights, Doximity</i>
11:00AM - 11:20AM	Networking in Lounge and Partner Hall
11:20AM - 12:05PM	Panel: Truths and Trends in Modern Disease Awareness Campaigns Beth Bulik, <i>Senior Editor, Fierce Pharma Marketing</i> Karan Arora, <i>Chief Commercial Digital Officer, Global Vice President, AstraZeneca</i> Anand Reddi, <i>Director, Digital Innovation, Gilead</i> Robert Schildt, <i>Director, Cardiovascular Marketing, Boehringer Ingelheim</i>
12:05PM - 12:20PM	Meet the Fierce Pharma Marketing Winners
12:20PM - 1:00PM	Networking in Lounge and Partner Hall
DEEP DIVE SESSIONS	
27-Oct	
PATIENT SOLUTIONS	
1:00PM - 1:10PM	Patient Solutions Chairperson Opening Remarks Serge Loncar, <i>Head of Patient Engagement, OptimizeRx</i>
1:10PM - 1:55PM	How COVID-19 Has Reshaped the Patient Experience—Now and in the Future David Linetsky, <i>Senior Vice President, Life Sciences, Phreesia</i> Brendan Gallagher, <i>Chief Connected Health Officer, Publicis Health</i> Kate Greengrove, <i>Sr. Director of Content Strategy & Operations, GlaxoSmithKline</i>
2:00PM - 2:25PM	How “AND” is Redefining the Point of Care Matt McNally, <i>Chief Executive Officer, Outcome Health</i>
2:25PM - 2:45PM	Networking in Lounge and Partner Hall Zoom Rooms - Patient Solutions Focus  Pandora Leaning on Sound: AudiOM for Focus
2:45PM - 3:10PM	Reimagined Patient Access Nanette Oddo, <i>Chief Strategy Officer, Truveris</i> Jonathan Lanznar, <i>Vice President, Strategy and Innovation, Truveris</i>
3:15PM - 4:00PM	Transforming Patient Services: Virtual High-Touch Support to Engage, Motivate and Drive Patient Adherence Douglas Stover, <i>Vice President, Global Head of Innovation, Alexion Pharmaceuticals</i> James Doucette, <i>Director Customer Programs and Collaborations, AstraZeneca</i> David Weingard, <i>Founder & CEO, Cecelia Health</i> Lyndi Hirsch, <i>Chief Marketing Officer, AdhereTech</i>
4:05PM - 4:55PM	Developing a Privacy Conscience: Avoiding a Cambridge Analytica-Type Privacy Crisis (Or at Least Being Prepared for One) Ron Elwell, <i>Founder and CEO, Swoop</i> Lauren Dubick, <i>Director, Senior Group Privacy Policies Counsel, Novartis</i> Ronnie Sharpe, <i>Co-Founder and COO Savvy Cooperative, Founder, CysticLife, Savvy Cooperative</i> Gerard Stegmaier, <i>Partner, Reed Smith</i>
4:55PM - 5:00PM	Chairperson Closing Remarks Serge Loncar, <i>Head of Patient Engagement, OptimizeRx</i>
5:00PM - 5:30PM	Networking in Lounge and Partner Hall