

Digital Pharma Innovation Week

Agenda at a Glance - Wednesday, October 28 EDT

PLENARY SESSIONS		28-Oct
9:30AM - 10:00AM	Networking in Lounge and Partner Hall	
10:00AM - 10:05AM	Chairperson Opening Remarks Rob Jekielek, <i>Managing Director</i> , Harris Poll	
10:05AM - 10:30AM	Keynote: From Developing Cancer Therapies to Fueling Ideas Beyond Medicine: How an Innovation Challenge Helps Lead to More Comprehensive Care Mark Reisenauer, <i>Senior Vice President, Oncology Business Unit</i> , Astellas	
10:35AM - 11:00AM	Sales Detailing 2021: Diagnose and Treat Virtual Patients with Your Doctors Using Multiplayer Cloud Gaming Tech...Over Zoom! Sam Glassenberg, <i>Founder and CEO</i> , Level Ex	
11:00AM - 11:20AM	Networking in Lounge and Partner Hall	
11:20AM - 12:05PM	Afterward: Using Non-Obvious Thinking To Prepare For What Comes Next Rohit Bhargava, <i>Founder of Ideapress Publishing and Author of Non-Obvious Megatrends</i>	
12:05PM - 12:20PM	Meet the Fierce Pharma Marketing Winners	
12:20PM - 1:00PM	Networking in Lounge and Partner Hall  Pandora Leaning on Sound: Sound Meditation with Binaural 3D Audio	
DEEP DIVE SESSIONS		28-Oct
DATA/ANALYTICS		
1:00PM - 1:10PM	Data/Analytics Chairperson Opening Remarks Steve Silvestro, <i>Chief Commercial Officer</i> , OptimizeRx	
1:10PM - 1:55PM	Data Management Models - Explore Various Models for Gathering and Operationalizing Data Zoe Dunn, <i>President & CEO</i> , Hale Advisors Jeordan Legon, <i>Senior Director, Digital Center of Excellence</i> , Alnylam Pharmaceuticals Michael Jafar, <i>Chief Marketing Officer</i> , Evolus	
2:00PM - 2:25PM	Amneal: Data Governance Strategy & Enablement Kashif Zafar, <i>Head - Data Strategy, Enterprise Data Architecture, and Data Governance Council</i> , Amneal	
2:25PM - 2:45PM	Networking in Lounge and Partner Hall Zoom Rooms - Data/Analytics Focus  Pandora Leaning on Sound: AudiOM for Recovery	
2:45PM - 3:30PM	How Advances in Data Science, AI and Analytics is Transforming How Pharma Performs Marketing and Sales Imran Haque, <i>Founding Partner</i> , Mentors Fund Saad B Saeed, <i>Senior Director, Global Digital/Technology Lead, Pfizer Vaccines & Medical Affairs</i> , Pfizer Mayank Misra, <i>Head of Business Insights & Analytics, U.S. Oncology</i> , Takeda Pharmaceuticals Adam Almozlino, <i>Vice President of Data and Product Strategy</i> , OptimizeRx	
3:30PM - 3:35PM	Chairperson Closing Remarks Steve Silvestro, <i>Chief Commercial Officer</i> , OptimizeRx	
3:35PM - 4:05PM	Networking in Lounge and Partner Hall	