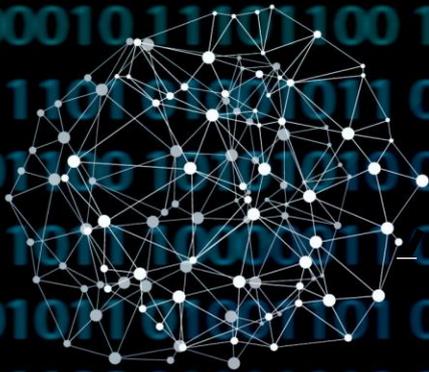


GIRP
EDUCATIONAL
ACADEMY

BIG DATA

CONNECTED SOLUTIONS
FOR BETTER HEALTHCARE



BRUSSELS, 25 - 26 JANUARY 2018



GIRP
the vital link in healthcare

CONFERENCE PROGRAMME

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BIG DATA: CONNECTED SOLUTIONS FOR BETTER HEALTHCARE

25 – 26 JANUARY 2018 THE HOTEL, BRUSSELS

Conference objectives

- Provide background information and concrete use cases into the rise and use of big data to trigger interest and ideas;
- Demonstrate the great overall potential of big data and convey the urgency to embrace the revolutionizing movement for all stakeholders (manufacturers, wholesalers, healthcare professionals, patients and payers);
- Facilitate encounters of stakeholders to encourage partnerships on the subject;
- Generate discussion with national and European authorities on the need to adapt legislation to the innovative practice to ensure a safe and efficient development;
- Explore new options for value creation within the healthcare ecosystem;
- Equip GIRP members, as the vital link in healthcare, with the rights tools to assume a leading role in creating a cooperation platform for all supply chain stakeholders in the area of big data analytics.

Topics to be addressed:

- Personalised healthcare;
- Pharmacovigilance;
- Therapy adherence;
- Pricing of medicine and value-based treatments;
- Accessing the existing stock of data and generating further, notably through connected wearables;
- Regulation and Data protection;
- Sustainability of healthcare systems;
- Logistics, stock management and predictive maintenance;
- Sales and marketing.

6 Key Take-Aways:

1. Deep and concrete insight into making the most of your ready-available data;
2. How to ask the right questions to get optimized results from your data;
3. Clear understanding of how to enhance services and logistic capacities adopting a predictive approach;
4. How to keep your data safe;
5. How will healthcare environment evolve with the development of big data;
6. How to further collaboration with non-traditional healthcare partners.

➤ **CONFERENCE DAY 1 - THURSDAY 25 JANUARY 2018**

14:00

Welcome Address

- **Mr René Jenny**, President, European Healthcare Distribution Association (GIRP)

14:15

Opening address

- **Mr Jyrki Katainen**, Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission - Video message

14:30

Empowering people through big data – An introduction

90% of the data in the world today has been created in the last two years alone, at 2.5 quintillion bytes of data a day. When integrated, the data offers understanding and knowledge. It has the power to improve quality of daily life or help tackle major issues: Climate change, unemployment rise, economic struggles...

- **Mr Wolfgang Mähr**, Head of Supervisory Board, Alliance Healthcare Deutschland

15:00

How artificial intelligence and digital disrupt retail and wholesale

Big data offers new and comprehensive insight into behavioural patterns and living habits. How are companies across sectors resorting to big data as a strategic asset to better adapt their offer? How is big data compelling us to rethink practices and approaches for better service?

- **Mr Daniel Rexhausen**, Partner, McKinsey & Company

15:30

Coffee Break

16:00

Big data in healthcare: how to harness value for the pharmaceutical industry

Big data offers promising perspectives in preventative care, medicines development, medicines administration, medicines distribution, personalised medicine, patient outcome, clinical trials, stock management, logistics performance, etc. How can we best embrace the fast-paced evolution for a smarter healthcare ecosystem?

- **Mr Duane Schulthess**, Managing Director, Vital Transformation

16:30

Adopting big data analytics in health

Big data is revolutionizing the way we look at healthcare and the way we operate. How can we best capitalise on its potential in a safe and efficient manner? How do we make for precise data and outcome among all the noisy giant data pool?

- **Mr Kevin Hallinan**, Managing Director, Data Services & Strategy, Strategic Global Sourcing, AmerisourceBergen
- **Mr Alberto Borrego**, Partner, Head of health department, Everis
- **Mr Jean-Luc Verhelst**, strategy and blockchain consultant, Monitor Deloitte

17:30

Closing remarks

- **Ms Monika Derecque-Pois**, Director General, European Healthcare Distribution Association (GIRP)

19:00

Reception and dinner

➤ **CONFERENCE DAY 2 – FRIDAY 26 JANUARY 2018**

09:00

Opening Remarks

- **Mr Wolfgang Mähr**, Head of Supervisory Board, Alliance Healthcare Deutschland

09:15

Keynote Address

- **Mr Vytenis Andriukaitis**, Commissioner for Health and Food Safety, European Commission

09:45

Big data: a compelling asset in the fight against cancer

How big data, artificial intelligence, pharmaceutical and medical research combine to tackle one of the most ravaging disease of our times?

- **Ms Tina Lupberger**, VP Strategy & Innovation Oncology - International Developed Markets, Pfizer AG
- **Mr Rob Merkel**, General Manager, Oncology and Genomics, IBM Watson Health

10:45

Coffee break

11:15

Big Data in action – what is in it for the patient?

From generating new personalized data empowering patients to monitor their own health, to the collection, storing and treatment of the data to better understand disease patterns, how is big data contributing to better treatment outcomes and a better quality of life for our patients?

Moderator: **Mr Leon Jankelevitsh**, Managing Director, Tamro Baltics

- **Mr David Guez**, Managing Director, WeHealth by Servier
- **Mr Eric Schultz**, President, COTA Healthcare
- **Mr Aleksandr Kraysner**, VP Global Head Life Cycle & Established Medicines, Novartis Oncology
- **Ms Nicola Bedlington**, Secretary General, European Patients Forum

12:45

Lunch

13:45

Keynote address

- **Mr Ain Aaviksoo**, Deputy Secretary General for E-services and Innovation, Ministry of Social Affairs of Estonia

14:15

Big data in Health - predicting, preventing, protecting

How are policy makers embracing big data to improve decision-making and health system performance? What types of decisions are being improved and what benefits can be expected by patients and payers? What are the major limitations to big data's effective use in health? How well are issues related to privacy, ownership, security, transparency and governance being managed? How can Europe provide leadership in supporting big data developments?

Moderator: **Mr Murray Aitken**, Executive Director, IQVIA Institute for Human Data Science

- **Dr. Clemens Martin Auer**, Director General, Austrian Ministry of Health; Coordinator, eHealth Governance Initiative (eHGI)
- **Ms Elena Bonfiglioli**, Senior Director Health Industry EMEA, Microsoft
- **Mr Luca Pani**, Former Director General, Italian Medicines Agency – AIFA

15:30

Coffee Break

16:00

Big data as the vital link for tangible outcomes

Beyond improved healthcare solutions for our patients, big data has the power to revise our practices to a lean logistics approach. What are the opportunities arising from the development of big data analytics to reinforce the supply chain management?

Moderator: **Mr Torsten Roos**, Managing Director, InsightHealth GmbH & Co. KG

- **Dr Muhammed Ali**, Executive Director, Healthcare Solutions Strategy, MSD
- **Ms Nina Felton**, Independent Consultant, Healthcare Facilitators
- **Dr. Jürg Gasser**, CEO, MediService

17:00

Closing remarks

- **Ms Monika Derecque-Pois**, Director General, European Healthcare Distribution Association (GIRP)

17:15

End of conference day 2