

**Registration, Informal Networking & GIC Opening Remarks**  
**08:50 – 09:10**

**Morning Chair's Opening Remarks**  
**09:10 – 09:20**

Laura Requejo  
Senior Global Brand Manager  
**Almirall**

**WINNING MULTI & OMNICHANNEL STRATEGIES - PANEL DISCUSSION & Q&A**  
**09:20 – 10:00**

**Is The Future Of Pharma Marketing Multi Or Omni? Stay Ahead Of The Game With Channel Capabilities Which Adapt To Ever- Evolving Demands Of HCPs, Patients & Customers**

- Review and reflect upon the impact the global pandemic has had on changing customer behaviours for strategic and agile multichannel approaches
- Determine effective methods and channel mixes to bridge the gap between online and offline channels for real and meaningful experiences with customers
- Achieve multichannel excellence through channels that reflect and represent the patient voice whether digital, social, or in-person
- Examine real-world examples around multichannel, omnichannel, and digital automation, where everything works in sync to cater the right message at the right time, through the right channels

Matteo Lacchio  
Senior Manager, Sales Force Excellence - Commercial Strategy & Operations  
**Gilead Sciences**

Olli-Joonas Juuso  
Multichannel Manager  
**Boehringer Ingelheim**

Paulina Orczykowska  
Multichannel & Digital Business Manager  
**Roche**

Dominik Schmitt-Bohn  
Global Customer Engagement Lead  
**Sanofi Pasteur**

## **Multichannel Pharma Excellence Conference**

Cavendish Conference Centre, Cavendish Venues, 22 Duchess Mews, London W1G 9DT



Graham Rapier  
VP, EMEA Markets  
**Aktana**

Isabel Hope-Urwin  
Content & Communications Manager  
**The London Clinic**

### **HOW TO GENERATE REAL VALUE FOR PHYSICIANS - ASK THEM!**

**10:00 – 10:15**

Oncology Compass is an innovative HCP platform that holds an ever-growing library with practice relevant cancer research. The studies are hand-picked by leading physicians and summarised by Capptoo's medical writing team. We so far support 6 cancer types, 3 additional ones are in progress. Oncology Compass not only delivers real value for HCPs and thus for cancer patients globally, but also serves as a valuable new touchpoint for the marketeers of pharmaceutical companies.

There are many advantages for HCPs using Oncology Compass on a daily basis; yet there is this very one key advantage that makes this platform unique, thus differentiating itself from other data sources. Keen to learn what that is?

Dr. Christian Fillinger  
CEO Capptoo / Co-Founder Oncology Compass  
**Capptoo**

### **CUSTOMER-ENGAGING CONTENT - DOUBLE PERSPECTIVE**

**10:15 – 10:55**

#### **Innovate & Refresh Strategies With Tailored & Targeted Content Which Aligns With Brand Values & Customer Needs For Higher Impact & Increased Engagement**

- Content is key, but so is your brand! Curate content across your channel mix which is distinctive to your brand values to stand out authentically amongst competitors for ultimate brand loyalty
- Identify and measure the type of content that works best with your audience from text, podcasts, video, and animation
- Embrace a more holistic vision to capture the attention of the right customer at the right time with the right channel and content to mitigate content overload for higher impact
- For an industry so heavily regulated, uplift your medical content to meet compliance and customer needs in sync to cater the right message at the right time, through the right channels

**10.15**

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Monika Kochanová  
Multichannel Marketing Manager  
**Merck Healthcare Slovakia**

**10.35**

Andrada Tugui  
Senior Omnichannel SPOC Benelux  
**Janssen**

### **Morning Refreshment Break With Informal Networking**

**10:55 – 11:25**

### **INSIGHTFUL HCP JOURNEYS - HOW TO GENERATE SMART & ACTIONABLE INSIGHTS FROM HCPs' BEHAVIOURAL DATA**

**11:25 – 11:40**

#### **Insightful HCP journeys - how to generate smart and actionable insights from HCPs' behavioural data**

There are variety of 3rd party data providers related to HCPs, besides Channel Orchestration and Customer Data Platforms vendors, available on the market. These kind of data providers offer oftentimes generic data, which are in many cases consist of outdated information sources of HCPs records. Besides data quality issues Data Analysts struggle to receive profound behavioural commercial HCP activity data out of 1st, 2nd and 3rd party generated datasets. Furthermore, led by data insufficiency and lack of digital marketing processes and methodologies, in many Pharma companies, the complex working environment is created. So, the tasks for data management and governance, based on Product Vendor driven processes and methodologies, provides no frictionless HCP experience across different channels.

But what if the specific data- and toolsets can simplify the insights generation significantly?

The presentation will show how smart and actionable insights can be effectively generated, based on the HCPs specific datasets and what processes & tools are required to ensure effective cross-channel HCPs engagement.

Vladimir Tsvetkov  
Director, Life Science Industry Lead  
**Brain Station**

### **NEW DIGITAL & TECH**

**11:40 – 12:00**

#### **Leverage The Latest Digital & Tech Innovations & Identify Gaps In Your Digital Strategies To Increase Omnichannel Engagement In A Hybrid World**



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- Leverage tech and automation to improve customer segmentation for targeted multichannel which will improve experiences across all customer touchpoints
- Engaging in the digital-first world! Truly listen to HCPs barriers and roadblocks to digital to effectively encourage interaction across digital channels
- With mobile use rapidly expanding which tech-friendly tools will provide better experiences for your customers?
- Connect multichannel systems together with AI mechanisms for smarter customer interactions which optimise data and customer feedback

Robin Jones  
Digital Brand Manager  
**AstraZeneca**

### **VALUEDO LIFE SCIENCES CONSULTING SESSION**

**12:00 – 12:15**

**Anecdotes From Delivering ‘Holistic Medical-Marketing Omnichannel HCP Engagement’ For Brands Across 5 Therapy Areas In 25+ countries**

- Understand why marketing-only omnichannel is not customer-centric omnichannel
- Consider how personalization needs to be seen differently for brands in different lifecycle stages
- Learn how omnichannel implementation does not require millions in technology investments
- Get to know how a good omnichannel becomes great when the MSLS and Reps embrace it

Gaurav Kandhari  
President  
**ValueDo Life Sciences Consulting**

### **DATA, MEASUREMENT & ROI**

**12:15 – 12:35**

**Translate Data & Metrics Into Actionable Insights Which Adds Real Value & Proves ROI**

- Channel analytics and performance drivers: determine how you can better invest for the business and where you need to make strategic decisions based on data seen at an organisational level
- Generate data across your channel mix to translate valuable insights directly into future strategies and explore how incorporated measurement truly adds value and proves ROI
- Manage your data better to understand how customers are embracing digital, what HCP portals they’re using, the products and channels they prefer for actionable insights which boost engagement

Yigal Aviv

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Digital Services Manager  
**Pfizer Israel**

### **CUSTOMER JOURNEYS - PANEL DISCUSSION & Q&A**

**12:35 – 13:10**

#### **Refresh & Renew Your Multichannel Strategies Through Better Co-ordinated Medical & Commercial Teams For Seamless Customer Journeys**

- How can commercial teams involve and support HCPs better for maximum engagement from the very first contact?
- Manage the complexity of diverse content across multiple platforms easier to understand touchpoints and uncover opportunities for improvement
- Integrate data analytics to map end-to-end customer journeys for multichannel strategies which reflect customer preferences

John Wahba  
Global Medical Affairs Director, Digital & Comms  
**ViiV Healthcare UK**

Evi Mathiou  
Legal Compliance & Quality Director  
**Novo Nordisk**

Nabil Afzal  
Digital Marketing & Brand Manager  
**ViiV Healthcare UK**

Thomas Molenaar  
Head of Digital Marketing  
**Dechra Pharmaceuticals**

Daniela Alessandrini  
Marketing Director, Haematology  
**Novartis**

Lucillia Abbud  
Senior International Product Manager  
**Boehringer Ingelheim**

### **Lunch & Informal Networking For Speakers, Delegates & Partners**

**13:10 – 14.10**

### **BREAKOUT SESSIONS**

**Informal Breakout Discussions**

**13.40 – 14:00**

**A. HCP & Patient Engagement**

**B. Covid Lessons Learned:** Karim ElHosaini, Multi Channel Engagement Manager, **Eli Lilly & Company**

**C. Video**

**D. Salesforce**

**E. Data Driven Marketing:** Yigal Aviv Digital Services Manager, **Pfizer Israel**

**Afternoon Chair's Opening Remarks**

**14:10 – 14:20**

Karim ElHosaini  
Multi Channel Engagement Manager  
**Eli Lilly & Company**

**TRACKING THE DIGITAL DIFFUSION OF PUBLICATIONS ACROSS THE INTERNET,  
UNDERSTANDING PUBLIC ENGAGEMENT & SOCIETY IMPACT WITH ALTMETRICS**

**14:20 – 14:35**

**See How Altmetric & Dimensions (Both Part Of Digital Science) Can Be Used To Gather Key Insights On Your Specific Therapy Areas. We'll Cover:**

- How we can track the volume of publications as well as researchers by specialism over time so you can see what's trending
- View the scale of activity by volume of clinical trials and publications
- Assess impact through associated news stories broken down by prominent and specialist outlets plus blogs
- View the public reach and engagement ranked by journal plus conduct patent citation analysis

Mike Taylor  
Head of Data Insights  
**Digital Science**

**SOCIAL MEDIA - CASE STUDY**

**14:35 – 14:55**

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### **Explore Brand New Insights & Opportunities To Maximise Social Engagement & Performance In Your Omnichannel Mix**

- How has the pandemic changed customer behaviours and engagement levels on social media and how can you maximise this through a pharma lens?
- Click through rates, google ads, and paid social... what can you really do on social media to prove social ROI?
- Stay ahead of regulations and data privacy changes to mitigate the impact on social media engagement and establish what this means for omnichannel engagement strategies moving forward
- How can you leverage the growth of social media channels to include harder-to-reach audiences?

Alejandro Rodriguez  
Global Head External Digital Communications  
**ViiV Healthcare**

#### **BONUS SPONSORED SESSION; CLARIVATE**

**14:55 – 15:10**

Dr Grace Lomax  
Co-Founder & Clinical Director  
**Clarivate**

Jeff Wray  
Sr. Director of Integrated Solutions  
**Clarivate**

#### **STAKEHOLDER ENGAGEMENT**

**15:10 – 15:30**

### **Strengthen Stakeholder Engagement With Fluid Organisational Design To Power Collaboration Across Channels**

- Content is key, but so is your brand! Curate content across your channel mix which is distinctive to your brand values to stand out authentically amongst competitors for ultimate brand loyalty
- Develop communication strategies to enhance internal and external teams for collaborative approaches which further engage customers
- Demonstrate the value of multichannel with KPIs and metrics to enhance stakeholder engagement and secure that all-important stakeholder buy-in

Peter O. Jolapamo

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Senior Director - Organisation, Change & Transition  
**Novartis**

### **Afternoon Break Refreshment With Informal Networking**

**15:30 – 16:00**

### **INTERNAL CHANGE & DIGITAL TRANSFORMATION - PANEL DISCUSSION & Q&A**

**16:00 – 16:35**

#### **Innovate & Refresh Strategies With Tailored & Targeted Content Which Aligns With Brand Values & Customer Needs For Higher Impact & Increased Engagement**

- Inspire teams to embrace multichannel and digital platforms as ‘the modern way’ of connecting with customers!
- Demonstrate the value multichannel adds to traditional marketing activities for internal buy-in to improve the channel mix and customer journey
- With remote and hybrid workforces how can you encourage managers and HCPs to leverage new digital channels?
- Encourage flexibility and agility within salesforce and marketing to maximise digital channels for smoother multichannel operations

Alexandra-Mareike Mehner

Senior Marketing Transformation Manager; Associate Director Marketing Communications

**Life Science Merck KGaA, Darmstadt, Germany**

Minna Keskitalo

Customer Experience Lead

**Teva Finland**

Lorenzo Valacca

International Mutli-Channel Engagement - Therapeutic Area Lead

**Eli Lilly & Company**

Ciara Byrne

Multi-Channel Marketing Lead Ireland

**GSK Ireland**

### **EMAIL MARKETING**

**16:35 – 16:55**

#### **Drive Traffic To Your Platforms With Effective Email Marketing To Optimise Engagement & ROI**





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- Maximise engagement tools to determine what content works well from a patient POV to push your channel metrics
- Combine your email strategy with the wider marketing mix for multichannel excellence and increased engagement
- Anticipate changing customer behaviours to push personalisation strategies to the next level
- Practical insights into relevant content that will improve open rates and boost conversion

Stefania Alvino

Digital Orchestrator & Omnichannel, Marketing Manager

**Daiichi Sankyo Italy**

### **Afternoon Co-Chair's Closing Remarks & Official Close Of Conference**

**16:55 – 17:05**