DATA ANALYTICS
FOR PHARMA DEVELOPMENT

MAXIMISE YOUR DATA TO IMPROVE EFFICIENCY, DRIVE INNOVATION AND MAINTAIN A COMPETITIVE ADVANTAGE

CONFERENCE DAYS: WEDNESDAY 13TH & THURSDAY 14TH NOVEMBER 2019
LOCATION: MUNICH, GERMANY

JOIN EUROPE'S LEADING PHARMA R&D ANALYTICS FORUM TO:

- Learn how to apply AI in R&D for drug discovery, with case studies from **BERG Health** and **Novo Nordisk**

- Identify how you can best interpret complex real world data for pharmaceutical research with insights from **AstraZeneca**

- Understand how **Roche** have applied an end-to-end approach to break down data silos in drug development and discovery

- Uncover how **Gates MRI** use utilise image based analysis to facilitate effective real time decision making

- Join **Janssen** to understand key updates one year into the **EDHEN Project**

Wolfgang Paul,
Principal Scientist Digitalisation Lead in Large Molecule Research,
Roche

Volker Schnecke,
Big Data Analytic Specialist,
Novo Nordisk

Paul Agapow,
Health Informatics Director,
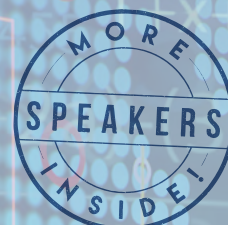*AstraZeneca*

Leonardo Rodrigues,
Vice President AI and Machine Learning,
BERG Health

Carl de Moor,
Senior Director, Head, Global Real World Evidence Strategy and Analytics,
Biogen

Jeff Barrett,
Head Quantitative Sciences,
Bill & Melinda Gates Medical Research Institute

MORE SPEAKERS INSIDE!

"Excellent meeting, very good speakers and opportunities to network"
– Janssen

📞 +44 020 7368 9300 | ✉ enquire@iqpc.co.uk

www.bigdatainpharma.com

Dear Colleague,

We find ourselves in a position whereby we have access to masses of data, but the true problem lies in our ability to use this **effectively** and **maintain a competitive advantage**. We need to move past the challenge of unstructured data sets and integrating data from multiple sources to begin to work collaboratively with other departments and organisations, as well as create a real world evidence framework for our pharmaceutical development through efficient data utilisation.

We all know that Data Analytics is not new to the industry, but the 2019 Data Analytics for Pharma Development Forum will ensure that you are at the forefront of innovative industry discussion and process excellence strategies.

We've curated an expert speaker faculty of the most senior industry leaders in the data analytics sphere, ready to share their insights on the current key challenges. Through a range of case study presentations, panel discussions and round-tables, we'll be addressing topics such as:

- ✅ Defining your data strategy in order to increase productivity and ROI
- ✅ Driving your R&D productivity to new heights through complete data integration and cross-organisational data utilisation
- ✅ Building a commercialisation plan into your development process and demonstrate the value of your products to multiple stakeholders with Real World Data insight
- ✅ Learning how to utilise data analytics to Advance Personalised Medicine
- ✅ Analysing why AI & Machine Learning should be implemented in your processes

Join us as we bring together over 50 industry experts to facilitate the exchange of ideas in open discussions.

I look forward to welcoming you to Munich this November!

Warm Regards,

C. Haworth

Carolyn Haworth
Conference Director
Data Analytics for Pharma Development Forum 2019

MEET THE
SPEAKERS

Nigel Hughes,
Scientific Director,
Janssen

Gopal Karemore,
Principal Data Scientist,
Novo Nordisk

Wolfgang Paul,
Principal Scientist Digitalisation Lead in
Large Molecule Research,
Roche

Volker Schnecke,
Big Data Analytic Specialist,
Novo Nordisk

Paul Agapow,
Health Informatics Director,
AstraZeneca

Leonardo Rodrigues,
Vice President AI and Machine Learning,
BERG Health

Vibhor Gupta,
Director and Founder,
PangaeaData.AI

Aaron Leibtag,
CEO and Co-founder,
Pentavere

Matt Wiener,
Director, Informatics & Predictive Sciences,
Celgene

Nathan Lea,
Honorary Data Science Facilitator,
UCL

Jeff Barrett,
Head Quantitative Sciences,
*Bill & Melinda Gates Medical
Research Institute*

Nataraj Dasgupta,
VP, Advanced Analytics & Data Science,
RxDataScience

Julian Morris,
Technical Director,
*Centre for Process Analytics
and Control Technology
(CPACT)*

Kai Touw,
Biopharma Market Manager,
*Sartorius Stedim Data
Analytics*

Carl de Moor,
Senior Director, Head, Global
Real World Evidence Strategy
and Analytics,
Biogen

Asif Khan,
Global HEOR Evidence Expert
Lead,
Sanofi

DATA ANALYTICS
FOR PHARMA DEVELOPMENT

MAIN CONFERENCE DAY ONE
13TH NOVEMBER 2019

08:30	Registration and Coffee

08:55 PHARMA IQ WELCOME

09:00 CHAIRMAN'S OPENING REMARKS
The chair will set the mission statement for the two days ahead, introduce the key themes and highlight the outline of the day. Take this opportunity to get to know your peers and discuss your priorities for the next two days.
Nigel Hughes, Scientific Director, **Janssen**

janssen

09:10 SPEED NETWORKING
A highlight of Pharma IQ events! Be ready to meet your peers and share best practices. You will have several 2 minute conversations to enable you to introduce yourself to your peers. There is a prize in it for the winner, so, get networking!
Please Share:
1. Who you are
2. The scope of your job role
3. What you plan to achieve from attending this event
4. Your #1 challenge

09:40 THE EUROPEAN HEALTH DATA & EVIDENCE NETWORK: THE FIRST YEAR IN EHDEN
> Gain insight on EHDEN, the EU IMI2 project developing at scale infrastructure for an open science research community in Europe
> Discover how EHDEN is working on research use cases for validation, as well as in collaboration with the European Medicines Agency, from drug utilisation through to HTA and treatment outcomes
> Explore the first of five years of the project, its initial progress and the potential for the remainder of the project in supporting 21st century research with 21st century tools
Nigel Hughes, Scientific Director, **Janssen**

janssen

10:20	Networking Coffee Break

10:50 APPLYING AN END-TO-END APPROACH TO BREAK DOWN DATA SILOS IN DRUG DISCOVERY AND DEVELOPMENT
> Set expectations and change the mind-set of your organisation by showing the value of data infrastructure and advanced analytics
> Focus your strategy beyond the next year and apply this to the next stage of development
> Look at data curation as the future of analytics and use this as a driver for technical investment
Wolfgang Paul, Principal Scientist Digitalisation Lead in Large Molecule Research, **Roche**

Roche

11:30 AI IN IMPROVING THE EFFICIENCY OF PHARMACEUTICAL R&D: REALITY AND HYPE
> Learn how CADD and automation are used to provide accurate and reliable data
> Identify the current regulatory trend of shifting from data-based filings to information-based filings
> Understand how data analysis is converted to information
Gopal Karemore, Principal Data Scientist, **Novo Nordisk**

novo nordisk

12:10	Networking Lunch

" Well established panel of experts
FDA "

13:10 ROUND TABLE DISCUSSIONS:

Use this opportunity to benchmark with your peers and identify the key strategies required to optimise your data strategy and boost its efficiency. Choose one round table and after 30 minutes rotate round to another topic area of discussion.

> Applying an End-to-End Approach to Break Down Data Silos in Drug Development and Discovery
> Interpreting Complex Real World Data for Pharmaceutical Research
> AI in Improving the Efficiency of Pharmaceutical R&D: Reality and Hype

Wolfgang Paul, Principal Scientist Digitalisation Lead in Large Molecule Research, **Roche**

Paul Agapow, Health Informatics Director, **AstraZeneca**

Gopal Karemore, Principal Data Scientist, **Novo Nordisk**

14:10 INTERPRETING COMPLEX REAL WORLD DATA FOR PHARMACEUTICAL RESEARCH

> Identify why costs, data availability and the need for statistical power are making RWD increasingly attractive for research
> Learn best practices to navigate complex, variable and noisy records
> Explore and analyse longitudinal data for patient subtype analysis

Paul Agapow, Health Informatics Director, **AstraZeneca**

14:50 Networking Coffee Break

15:20 CASE STUDY: EXPLOITING OBSERVATIONAL DATA TO SUPPORT DEVELOPMENT OF OBESITY DRUGS

> Predict risks of health outcomes associated with obesity
> Utilise observational data to understand your target population
> Manage stakeholders' expectations when introducing observational data

Volker Schnecke, Big Data Analytic Specialist, **Novo Nordisk**

16:00 TRENDS IN DATA ANALYTICS: FROM GENERAL INDUSTRY TRENDS TO IMPLICATIONS IN BIOPROCESSING

> Discuss industry 4.0 and the impact of data analytics, and identify new user communities to address
> Analyse expectations regarding user interface (UI) design and user experience (UX)
> Look at innovative approaches in Bioprocess Data Management & Analytics: PAT 4.0

Kai Touw, Biopharma Market Manager, **Sartorius Stedim Data Analytics**

16:40 THE WHY? THE WHAT? THE HOW?

> Uncover an HEOR perspective on data & analytics that makes a difference for market access in speciality care
> Look at why data is needed, the types of data needed and consider, what about patient's voice?
> Identify how is the data obtained, analyzed, and used for market access

Asif Khan, Global HEOR Evidence Expert Lead, **Sanofi**

17:20 CHAIRMAN'S SUMMARY OF DAY ONE

Nigel Hughes, Scientific Director, **Janssen**

17:30 Drinks Reception

Enjoy some informal networking over a well earned drink (or two...)

> ❝ It was a great experience and learning opportunity
>
> **Gedeon Richter** ❞

MAIN CONFERENCE DAY TWO
14TH NOVEMBER 2019

DATA ANALYTICS
FOR PHARMA DEVELOPMENT

08:30	Registration and Welcome Coffee

09:00 **CHAIRMAN'S RECAP OF DAY ONE**
Nigel Hughes, Scientific Director, **Janssen**

janssen

09:10 **AI IN R&D FOR DRUG DISCOVERY**
> Take a step back from the clinical data and look at how different technologies are applied in drug discovery
> Identify why the right data, technology and question is paramount to a successful AI-based initiative
> What to expect once AI is fully embraced by health sciences

Leonardo Rodrigues, Ph.D., Vice President AI and Machine Learning, **BERG Health**

BERG

09:50 **SPOTLIGHT SESSION: UTILISING IMAGE BASED ANALYSIS TO FACILITATE EFFECTIVE REAL TIME DECISION MAKING**
> Use ML-guided image-based analysis to provide an opportunity to inform real-time decision making in an adaptive design construct
> Consider using this approach to guide an adaptive design platform for TB regimen development using image analysis of X-ray data
> Conduct discrete-event simulations to expose the relevant time dependencies to evaluate the necessary operating characteristics of the trial and data management systems

Jeff Barrett, Head Quantitative Sciences, **Bill & Melinda Gates Medical Research Institute**

10:30	Networking Coffee Break

11:00 **START-UP SPOTLIGHT:**
With the need for efficiency to utilise data at an all time high, there's a huge boom within the start-up space, offering innovative solutions to effectively meet these requirements. This session is designed to generate insight into emerging technologies in the industry and in a bite size showcase, demonstrating the benefits they can bring to your data processes.

Delegates will enjoy 3 x consecutive 20-minute sessions in which the start-ups will educate you about their platform, followed by Q&A. This is one not to miss to ensure you stay at the forefront of innovation!

Your Start-Up Panel:
Vibhor Gupta, Director and Founder, **PangaeaData.AI**
Aaron Leibtag, CEO and Co-founder, **Pentavere**
Nataraj Dasgupta, VP, Advanced Analytics & Data Science, **RxDataScience**

Pangaea

PENTAVERE

RxDataScience

PENTAVERE

Pentavere
Pentavere is a highly-regarded healthcare technology company that uses its expertise and breakthrough Artificial Intelligence (AI) and Natural Language Processing (NLP) technology engine DARWEN™, to quickly and economically extract Real World Evidence (RWE) trapped in large repositories of unstructured healthcare data that few thought could ever be electronically aggregated and analyzed. These large repositories of healthcare data include clinical notes, transcription text, lab tests, pathology, and diagnostic reports which capture the entirety of the patient journey.

Pangaea

PangaeaData.AI
Pangaea provides a machine learning based software product for faster identification of patient cohorts based on phenotypes (clinical characteristics) from electronic health record (EHR) data, which is critical for drug discovery, clinical trials and early diagnosis in the context of precision medicine. Pangaea's approach is proven to be at least 50 times faster and 20% more accurate than alternative technical approaches which do not use machine learning and rely only on natural language processing (NLP) or keyword mapping between EHR data and terms such as ICD and SNOMED codes. Pangaea's technology is based on the founders' work over the last 20 years in industry and at Imperial College London and Stanford University.

RxDataScience
RxDataScience, Inc. is a startup focused on delivering high performance computing platforms for pharmaceutical machine learning & data science. Its offices are based in RTP (NC), NYC & London. Currently managing the big data initiative to develop unique capabilities for large scale data mining in healthcare and life sciences using novel technologies from other domains such as financial trading.

13:00	Networking Lunch

> Wide range of topics, very clear input relating to data in pharma, also, a real eye opener in relation to what we all need to be doing if we are to survive the data revolution.
>
> **Biogen**

BLOCK 01

14:00 **THE CHALLENGES SURROUNDING DATA SECURITY FOLLOWING THE ARRIVAL OF GDPR**
- › Understand the key ethical and governance issues in proposed new technologies and approaches to data handling to help develop trusted and transparent environments for data reuse, grounded in FAIR principles
- › Identify and mitigate risks to rights and freedoms of participants and researchers with a proportionate approach to meeting risks and challenges
- › Strike the right balance between the need for data to flow to help improve care and outcomes with demonstrating trustworthiness in data use

Nathan Lea, Honorary Data Science Facilitator, **UCL**

14:40 **COMBINING DATA TO ESTIMATE THE NUMBER OF UNIQUE PATIENTS TAKING A PRODUCT**
- › Identify how many unique patients are taking (or have taken) a product, which is important for safety but not previously available within sales data
- › Learn how to use claims data to get a good estimate of the number of unique patients exposed to a drug
- › Discuss validation of code that will be used for regulatory purposes, and how to get good results from 3rd parties hired to do technical work

Matt Wiener, Director, Informatics & Predictive Sciences, **Celgene**

15:20 Networking Coffee Break

15:50 **TOWARDS THE VISUALISATION, MONITORING AND CONTROL OF MULTIVARIATE PHARMACEUTICAL PROCESSES**
- › Discuss multivariate data visualisation and look towards Pharmaceutical Lean Six Sigma
- › Explore Pharma 4.0 and it's applications such as virtual sensors, automation and quality predictive control
- › Extract information from the data to ensure the manufacture of consistently high quality product and obtain early warning of changes in process behaviour, process faults and non-conforming operation

Julian Morris, Technical Director, **Centre for Process Analytics and Control Technology (CPACT)**

16:30 **CASE STUDY: INNOVATING REAL WORLD EVIDENCE IN NEUROSCIENCE**
- › Initiate large cohort studies to capture standardized qualitative information
- › Understand how you can use this as your own real world data source to generate data
- › Process and analyse data previously unattainable (such as speed information or physical function)

Carl de Moor, Senior Director, Head, Global Real World Evidence Strategy and Analytics, **Biogen**

17:10 **CHAIRMAN'S CLOSING SUMMARY AND END OF DAY 2**
Nigel Hughes, Scientific Director, **Janssen**

MAXIMISE YOUR INVOLVEMENT:
SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Focused and high-level, Data Analytics for Pharma Development brings together buyers and suppliers in one location, making it an excellent platform to initiate new business relationships. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

Exhibiting and Sponsorship options are extensive, and packages can be tailor-made to suit your individual company's needs. Most packages include complimentary entry passes, targeted marketing to industry officials and executives, and bespoke networking opportunities.

WAYS TO GET INVOLVED:

DEMONSTRATE THOUGHT LEADERSHIP
Take center stage in front of a captive and targeted audience and demonstrate your expertise, market knowledge and key differentiators.

POSITION YOUR COMPANY BRAND FRONT OF MIND
Get maximum exposure and prominence in a competitive market – Be the name that data professionals think of when selecting solutions, and be the brand that springs to mind when these leaders look for new partners.

GENERATE NEW QUALIFIED LEADS
Access influencers and buyers at the point where they are making purchasing decisions to further their business strategies.

NETWORK WITH KEY DECISION MAKERS AND INFLUENCERS
As a sponsor you will be in a position to have face-to-face meetings with existing and potential clients in an environment that is set up for business conversations and interaction.

GAIN A COMPETITIVE ADVANTAGE
Place your key staff in a room with senior data professionals from across the globe who have a genuine interest in what you have to offer.

For more information and to discuss the right opportunity for you,
contact **Catalina Dolhascu** on **+44 (0) 207 368 9300** or email **sponsorship@iqpc.co.uk**
to discuss the best proposal that will help to advance your business.

SPONSORS

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Sartorius

Sartorius is a leading international pharmaceutical and laboratory equipment supplier. With our innovative products and services, we are helping our customers across the entire globe to implement their complex and quality-critical biomanufacturing and laboratory processes reliably and economically.

The Group companies are united under the roof of Sartorius AG, which is listed on the Frankfurt Stock Exchange and holds the majority stake in Sartorius Stedim Biotech S.A. Quoted on the Paris Stock Exchange, this subgroup is comprised mainly of the Bioprocess Solutions Division.

https://www.sartorius.ie

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Pharma iQ
a division of IQPC

DELIVERING QUALITY CONTENT AND EVENTS TO ENHANCE YOUR KNOWLEDGE AND STRENGTHEN YOUR NETWORKS

Pharma IQ, a division of IQPC, is an international online community focusing on providing pharmaceutical professionals with knowledge, information and articles. We are dedicated to creating a learning environment for sharing ideas, best practices and solutions within the pharmaceutical community

Through Pharma IQ, you will be able to access pharmaceutical information resources such as presentations and podcasts, as well as events such as webinars, seminars and conferences.

By signing up to the Pharma IQ membership, you will gain access to our growing database of multimedia presentations from leading pharma practitioners, weekly newsletters to keep you updated on latest pharmaceutical content and Pharma IQ members-exclusive discounts on pharma events that offer solutions to your everyday business problems.

Pharma IQ and IQPC provide useful training courses, conference and expositions for pharmaceutical executives to network and learn the latest pharma business development and trends occurring in organizations today. Pharma IQ focuses on establishing an interactive experience featuring practical, objective and up-to-date insight from pharma industry leaders.

Become a member here: **www.pharma-iq.com/join.cfm**

FREE INDUSTRY RESOURCES

You can access a variety of free resources such as whitepapers, articles, news, podcasts and presentations online at

https://www.pharma-iq.com/events-bigdatainpharma/downloads

DATA ANALYTICS
FOR PHARMA DEVELOPMENT

MAIN CONFERENCE DAYS:
13TH & 14TH NOVEMBER 2019

LOCATION:
MUNICH, GERMANY

My registration code **PDFW**

To speed registration, please provide the priority code located on the mailing label or in the box below.

My registration code **PDFW** Please contact our database manager on +44(0) 207 368 9300 or database@iqpc.co.uk quoting the registration code above to inform us of any changes or to remove your details.

Package Options	2 Day Pass
Main Conference (13th - 14th November 2019)	✔
Access to conference presentations post-event	✔
Drinks Reception & Networking (13th November 2019)	✔
Pharmaceutical & Biotech Companies	
Register & Pay By 26th July 2019	€899 + VAT* *SAVE €1100*
Register & Pay By 30th August 2019	€1,299 + VAT* *SAVE €700*
Register & Pay By 27th September 2019	€1,599 + VAT* *SAVE €400*
Standard Price	€ 1,999 + VAT*
Solution Providers & Consultants	
Register & Pay By 27th September 2019	€ 2,399 + VAT* *SAVE €300*
Standard Price	€ 2,699 + VAT*

*To qualify for early booking discounts, payment must be received by the early booking deadline
*All prices are exclusive of German VAT at 19%. German VAT registration no. DE 261 1019 14.

THE PHARMAIQ CONFERENCE EXPLAINED:

This is not a mass participation event, featuring hundreds of attendees. This event is a tightly focused networking, business development and learning platform for senior executives. The conference experience has been specifically designed to increase the opportunities for collaboration and networking courtesy of formats like speed networking, solutions clinics, interviews and debates. We encourage you to bring your own business cards, actively participate in the interactive learning and networking sessions, reflect on your current commercial challenges and leverage the event to identify new high value relationships and tangible business solutions which you can implement when you are back in the office.

TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Groups of 3 or more booking at the same time from the same company receive a 10% discount, 5 or more receive a 15% discount, 7 receive a 20% discount. *Only one discount available per person.*

GROUPS OF 3 OR MORE 10% Discount

GROUPS OF 5 OR MORE 15% Discount

GROUPS OF 7 OR MORE 20% Discount

CONFERENCE CODE: 23986.005

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DATA ANALYTICS FOR PHARMA DEVELOPMENT

MAIN CONFERENCE DAYS:
13TH & 14TH NOVEMBER 2019

LOCATION:
MUNICH, GERMANY

VENUE & ACCOMMODATION

Venue:
MUNICH, GERMANY

Accommodation:
Travel and accommodation are not included in the registration fee. For updates on the venue and accommodation information, please visit: **www.bigdatainpharma.com/**

DELEGATE DETAILS - SIMPLY COMPLETE THIS FORM AND CLICK SUBMIT

Please photocopy for each additional delegate

Mr   Mrs   Miss   Ms   Dr   Other

First Name

Family Name   Job Title

Tel No.

Email

☐ Yes I would like to receive information about products and services via email

IQPC Point of contact

Organisation

Nature of business

Address

Postcode Country

Telephone

Fax

Approving Manager

Name of person completing form if different from delegate

I agree to IQPC's cancellation, substitution and payment terms

Special dietary requirements: Vegetarian   Non-dairy   Other (please specify)

Please indicate if you have already registered by: Phone   Fax   Email   Web
Please note: if you have not received an acknowledgement before the conference, please call us to confirm your booking.

PAYMENT:

Total price for your Organisation
(Add total of all individuals attending):

Billing address (if different from above):

Credit Card: please phone to process payment

Invoice: please send me an invoice (subject to £49 + VAT processing fee per delegate)

Cheque: please find enclosed cheque for £

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