

UK ePHARMA DAY 2014

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Letting your strategy drive your technology decisions

Thursday, February 27th 2014

Laura Ashley The Manor Hotel - ELSTREE

Barnet Lane, Elstree, Hertfordshire

09:30 - 16:50

Companies are increasingly finding themselves in a position where technology decisions shape their broader strategy rather than plug into it. The consolidation of the Life Sciences technology market is leading to fewer, larger players and a trend to technology selection based on what leads the market rather than what fits the strategic requirements of the business. This seminar will highlight the difficulties faced by those charged with procuring technology in a sector where integrated systems are important but still unusual. The speakers will show how teams can broaden the assessment of technology to take account of the broader objectives of their business. **David Morgan, VP / Chief Statistical Scientist, IPSEN** and **Paul Fardy, Chief Operations Officer, CROS NT** will share best practices, results and experiences in this field.

An expert panel will discuss how to introduce the right technology in:

- Protocol Feasibility
- Adaptive Design
- Integrated Summaries
- Functional Service Provision
- Late Phase studies
- Diagnostics
- Medical Affairs

Who will benefit?

We welcome delegates from **Pharmaceutical and Biotechnology companies, Clinical Research Organisations, Academic Centres, Hospital Centres, and Clinical Technology companies** in the following disciplines: Clinical Research and Development, Quality Assurance (CSV) Unit, Pharmacovigilance, Clinical Operations, Statistics and Data Management, Epidemiology, Information Technology.



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AGENDA

Plenary Session

- 09:00 - 09:30 **Registration**
- 09:30 - 09:40 **Welcome**
- 09:40 - 10:20 **Evidence-based protocol feasibility and site selection – to the old problem of delayed patient accrual**
Grahaem Brown, Managing Partner, Competitive Drug Development Intl
- 10:20 - 11:00 **The Real Strategic Impact of the EDC Revolution**
Spenser Groves, DM System Architecture Implementation Lead, Ipsen Biopharm Limited
- 11:00 - 11:30 **Coffee Break**
- 11:30 - 12:10 **Current New Gateway communication between Clinical Research and Drug Safety. How to improve SUSAR reporting to Competent Authorities**
Juergen Schulberger, Product Manager for Extedos Pharmacovigilance product, Extedo
- 12:10 - 12:50 **Adaptive Design: a bridge to personalized medicine**
Emmanuel Pham, VP Biometrics, Ipsen
- 12:50 - 13:50 **Networking Lunch and Exhibitors Area**
- 13:50 - 14:30 **New Lessons Learnt from ePRO a Reality Check**
Paul Terrill, Statistician, Cros NT
- 14:30 - 15:30 **ROUND TABLE:**

How Pharma Companies Define their Operating Strategies and to what Degree Information Technologies Influence these Strategies?
Emmanuel Pham, VP Biometrics, Ipsen
Joshua Pines, Director EMEA Marketing, Medidata Solutions Worldwide
Stefano Piccoli, Chief Operating Officer, Arithmos
Grahaem Brown, Managing Partner, Competitive Drug Development Intl
- 15:30 - 15:35 **Discussion/conclusion of Plenary section**
- 15:35 - 16:05 **Coffee Break**

New Technology Overview

- 16:05 - 16:25 **Customizable EDC Solution for Late Phase Studies**
Gianluigi Albertini, Life Science Applications Analyst, Arithmos
- 16:25 - 16:45 **Using Technology to Optimize Trial Design and Execution**
Andrew Gebbie, Business Consultant, Medidata Solutions Worldwide
- 16:45 - 16:50 **Q&A - Closure of Conference**

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Registration

In order to attend the Meeting the registration form should be completed and faxed to **(+39) 035 4501262** or emailed to: epharma@epharmaday.org Please use one form for each participant. Please state if you require information about accommodation in the conference hotel.

REGISTRATION FEE

£ 250,00 GBP **Early Bird** before 13th February 2014

£ 320,00 GBP after 13th February 2014

£ 100,00 GBP for Academy, Public Administration, Freelance, Patronage Members.

***The fee includes:** seat at the conference, copy of presentations will be made available by Speakers, informative literature for the day, networking lunch, coffee breaks, organisational assistance from registration to event day (travel, accommodation, etc.), certificate of attendance.*

PAYMENT

Payment should be made **online** (<http://events.isacademy.it/conferences>), or by **bank transfer** (please see details below), or by **mailing a cheque**, along with the registration form. Upon receipt of payment, the registration will be confirmed. Invoice will be sent following receipt of payment. We couldn't accept late registrations or due to limited conference place available.

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CANCELLATION POLICY

Please note that refunds (70% refund of the registration fee) will only be given if cancellation is received before February 13th, 2014. Cancellations will only be valid if made in writing. Transfer of registrations (or name changes) are allowed and should be made in writing within 7 days prior to the event. EasyB reserves the right to postpone or cancel an event, to change the location of an event or to alter the advertised speakers for an event. EasyB is not responsible for any loss or damage as a result of substitution, alteration, postponement or cancellation of an event due to causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade of industrial disputes, terrorism, or hostilities.

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Hertfordshire

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Registration Form

PLEASE FILL IN AND SEND VIA FAX: (+39) 035 4501262 OR EMAIL: enrico.pedroni@epharmaday.org

For any additional information, please contact at any time the Event Manager:

Enrico Pedroni: enrico.pedroni@epharmaday.org Tel.: (+39) 035 51 56 84 - Mobile: (+39) 33 88 42 25 61

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Academy, Pub. Administration, Freelance, Patronage Members

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Limited seats available

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Date Signature.....