



ePHARMA DAY 2013

CONFERENCE ANNOUNCEMENT AND CALL FOR SPEAKER PROPOSAL

The ePharma Day is pleased to present its 5th Annual Meeting:

LETTING YOUR STRATEGY DRIVE YOUR TECHNOLOGY DECISIONS

www.epharmaday.org

Dear Colleague,

my name is Valeria Quintily, the ePharma Day event manager. I am currently researching the content for our ePharma Day conference. ePharma Days are known for bringing together expert panels and encouraging the perfect environment for knowledge sharing.

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.

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*

Speakers and delegates will be welcome from the following sectors and disciplines:

Sectors: Pharmaceutical and Biotechnology companies, Clinical Research Organisations, Academic Centres, Hospital Centres, and Clinical Technology companies

Disciplines: Clinical Research and Development, Quality Assurance (CSV) Unit, Pharmacovigilance, Clinical Operations, Statistics and Data Management, Information Technology.

I would be very grateful if you could take just a few minutes to evaluate if you feel to take part to the conference as a Speaker. Please send your **speaking proposal/abstract**, to epharma@epharmaday.org . I am also contactable by phone on (+39) 328.4987130.

If you think you could be involved in **sponsoring** the event, please contact **Enrico Pedroni** at (+39) 338.8422561 for any further detail. I would like to thank you for your time and consideration, and I look forward to speaking with you further.

Best wishes,

Valeria Quintily