

# 4th Annual Pharma AI, IoT & Blockchain 2021

#VIAiiot

Integrating AI, IoT, Blockchain & Big Data in Pharma & Healthcare

11th March 2021, Virtual Conference (TimeZone - GMT)

## AGENDA AT A GLANCE

### Key Speakers Include



**STEVEN ABRAHAMSON**  
Sr. Director, Region Information Security  
Officer, **GE Healthcare (USA)**



**JOHN BAKER**  
Executive Director, Machine Learning & Analytics  
**Merck (USA)**



**IGNACIO QUILES LARA**  
Independent Consultant



**DISA LEE CHOUN**  
Director Head of GCSO Innovation  
**UCB**



**EVI MATHIOU**  
Legal, Compliance & Quality Director  
**Novo Nordisk**



**FILIBE GRACIO**  
Customer Engineer - Google Cloud. Public Sector  
and Life Sciences, **Google**



**MICHELLE UNTERBRINK**  
Customer Engineering Manager - Healthcare,  
Research & Higher Education, **Google**



**ANDREW BRYANT**  
Principal Engineer / Principal Fellow  
**Novartis**



**MYLES FURNACE**  
Global Digital Health Lead Partnerships Strategy  
Transformation and Digital, **Ipsen**



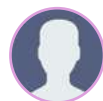
**KEVIN HUA**  
Senior Manager A.I./Machine Learning  
Development, **Bayer LifeScience iHub**



**JON LEE-DAVEY**  
Global IoT Healthcare Lead  
**Vodafone**



**MARCELO O GARCIA**  
Former Medical Systems Head, Global Medical  
Affairs, **Novartis**



**BHUSHAN BONDE**  
Head of IT-Early Solutions Innovation  
Development, **UCB**



**EDDIE GUZDAR**  
Medical Head of Neuroscience  
**Sanofi Genzyme**



**PETER RUTHERFORD**  
Global Medical Lead - Orphan Renal Diseases  
**Vifor Pharma**



**BENOIT MARCHAL**  
PEPS Project Initiator & Manager  
**Roche**



**STEFANIA ALVINO**  
Digital & MultiChannel Manager  
**Daiichi Sankyo**



**NATALIA M. MONTEIRO**  
Former Digital Solutions Manager  
**Novartis**



**FRANCISCO MELLO**  
Founder, Microsoft Teams Club (Former  
Digital Lead, Bayer)



**GABOR PURMAN**  
Scientific Solutions Director  
**NexGen Healthcare Communications**

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**BERNARD HAMELIN**  
Former Global Head of Evidence Generation  
Sanofi



**MARIA EUGENIA**  
Senior R&D Project Manager & Head of Big Data, LifeSTech



**MARCO CUOMO**  
Manager Applied Technology Innovation  
Novartis



**RAMINDERPAL SINGH**  
Founder (Stealth Startup)



**EMMANUEL PHAM**  
Former VP Biometry  
Ipsen



**INGO BAUMANN**  
Partner  
Thescon



**SIDDHI TRIVEDI**  
Founder  
Beyond Identity



**ADI BEN-ARI**  
Founder & CEO  
Applied Blockchain



**BILL ARONSON**  
COO  
Artificial Intelligence Research Group



**PASQUALE FEDELE**  
Founder  
LiquidWeb



**MARK DUMAN**  
Director  
MD Healthcare

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### FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

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### CONFERENCE INTRODUCTION

The healthcare (AI) market is to exceed \$10 billion by 2024, according to a new report. There will be significant drivers for growth in healthcare AI in the future – such as precision medicine and the need to reduce healthcare costs overall. AI-based medical imaging and diagnosis will see more than 40% growth to more than \$2.5 billion by 2024, the report predicted. U.S. healthcare artificial intelligence market was valued over USD 320 million in 2016 and is estimated to witness more than 38% CAGR over the coming years. Drug discovery applications account for over 35% of healthcare artificial intelligence market share, which could see the segment exceed \$4 billion in revenue by 2024. Key clinical health AI and machine learning applications can potentially create \$150 billion in annual savings for the U.S. healthcare economy by 2026. Revenue in the AI health market is expected to reach \$6.6 billion by 2021.

The global IoT healthcare market is expected to grow from USD32.4 Bn in 2015 to USD163.2 Bn by 2021, a CAGR of 38.1%. One of the world's biggest markets for healthcare services, the United States spends approximately 18% of its GDP on healthcare every year. By improving adherence to prescribed therapies alone, the US could significantly reduce their healthcare spends. The effective deployment of IoT-based healthcare delivery technologies could help the US save well over USD 300 billion. Blockchain technology would save the United States pharmaceutical industry over \$180 million each year.

This conference will provide insight into the current state of play in the EU & US and stimulate debate, in a multi-stakeholder setting, on the vital role of technology impact in the sustainability of pharma and healthcare systems. Beyond a comprehensive outlook of key European market access policies, our speakers will outline the key recent developments in technology impact in pharma and healthcare in the EU and other international jurisdictions. By attending this conference, you will gain a comprehensive outlook on the key issues surrounding latest technologies that are being analysed towards the pharma and healthcare. This event will provide an important platform for stakeholders to discuss and share best practices in furthering technology development in pharma and healthcare.

It gives me great pleasure in welcoming all of you to the Virtue Insight's 4th Annual Pharma AI, IoT Blockchain 2021.

### KEY THEMES DISCUSSED IN THIS CONFERENCE

- Market overview and analysis - Shaping the future of AI in Pharma
- ML in Pharma and Medicine - A potential future in which synchronicity of data, analysis, and innovation are an everyday reality
- Applications of Machine Learning in Pharma and Medicine
- AI - Challenges and opportunities – Moving forward with a successful strategy
- Impact of Digital Transformation in healthcare & pharma industry
- Big data to big impact: AI-driven patient health optimisation
- Big data to big impact: Big data transforming the pharma industry
- Why Big Pharma Is Betting on Blockchain
- How AI technology can accelerate, cheapen and De-Risk R&D
- How IoT is transforming the Pharmaceutical Industry?
- IoT in Pharmaceutical manufacturing and supply chains
- Big Data Analytics – A Revolution in Drug Discovery and Pharma R&D
- Differences that Internet of Things (IoT) Can Make to Healthcare
- How IoT is poised to transform the world of pharma
- Developing regulatory framework in advanced and developing markets – for Today Tomorrow
- Moving beyond 5 years – What will the technology landscape look like?
- Be part of a major virtual networking opportunity

### WHO SHOULD ATTEND

CIOs, CEOs, CDOs, Vice Presidents, Presidents, Heads, Directors, Team Leaders, Evangelists and Senior Scientists from the following areas:

Pharmaceuticals, Biotech, Artificial Intelligence, Data Science, Machine Learning, IoT, Cloud, Advanced Analytics, Innovation, Big Data, Deep Learning, Bioinformatics, Regulatory Compliance, New Product Development, Process Science, Portfolio Management, Research & Development, Business Development, Business Operations, Scientific Affairs, Commercial Affairs, Marketing

### WHY SHOULD YOU ATTEND?

**Expand your knowledge** of the latest business models and strategies in the high-level conference. Whether you are on the branded or generic side, you cannot afford to miss this opportunity to benchmark your tactics and strategies against the industry leaders who will be the first to traverse the pathway.

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## AGENDA AT A GLANCE

### DAY ONE - 11th March 2021

09:20 - Welcome Address & Virtual Conference Platform Instructions

**NATALIA M. MONTEIRO**  
Former Digital Solutions Manager  
Novartis

### MARKET ANALYSIS & OVERVIEW

09:30 - Longevity drug development is just getting started and data is ready to lend a helping hand

- What does it mean to use drugs to live longer? 150 years old with cancer and wheelchair bound may not be our dream.
- Data is more than the new black gold for drug discovery. But it is not effective to simply hoard "big data" and throw it at neural networks.
- There is an active state-of-play of longevity health offerings and drug development programmes. It is valuable to understand their commonalities and differences.
- What innovations will we see in the next 5 to 10 years? (Some astrology is always interesting!)

**BERNARD HAMELIN**  
Former Global Head of Evidence Generation  
Sanofi

**EMMANUEL PHAM**  
Former VP Biometry  
Ipsen

**PASQUALE FEDELE**  
Founder  
LiquidWeb

**RAMINDERPAL SINGH**  
Founder (Stealth Startup)

10:50 - Morning Coffee/Tea & Discussion

### AI

11:10 - Keynote Panel Discussion: AI - Challenges and opportunities - Moving forward with a successful strategy

### BIG DATA & ADVANCED ANALYTICS

10:10 - Panel Discussion - Big data to big impact: Big data transforming the pharma industry

- How does it help?
- How big data can revolutionise pharmaceutical R&D
- Cross-industry collaboration
- Real-world evidence
- Big Data Analytics for the Pharmaceutical Industry and Clinical Trials
- The challenges of a big-data transformation
- Next frontier
- Making Big Data useful: Practical approaches

- The Why, How And When of AI in the pharmaceutical industry
- Implementation to Realization - How do we accelerate AI through its lifecycle in Pharma?
- How quickly will regulatory bodies and payers approve and adopt these approaches?
- How and where should we invest our efforts moving forward?
- Developing regulatory framework in advanced and developing markets - for Today & Tomorrow
- Future of next generation AI

Moderator:

Moderator:

**MARIA EUGENIA**  
Senior R&D Project Manager & Head of Big Data  
LifeSTech

**BHUSHAN BONDE**  
Head of IT-Early Solutions Innovation Development  
UCB

Panellists:

Panellists:

**MYLES FURNACE**  
Global Digital Health Lead Partnerships Strategy  
Transformation and Digital, Ipsen

**STEVEN ABRAHAMSON**  
Sr. Director, Region Information Security Officer  
GE Healthcare (USA)

**KEVIN HUA**  
Senior Manager A.I./Machine Learning Development  
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### DAY ONE - 11th March 2021

**STEFANIA ALVINO**  
Digital & MultiChannel Manager  
Daichi Sankyo

**MARCELO O GARCIA**  
Former Medical Systems Head, Global Medical Affairs  
Novartis

**INGO BAUMANN**  
Partner  
Thescon

#### DIGITAL TRANSFORMATION

##### 12:00 - Panel Discussion - Impact of Digital Transformation in healthcare & pharma industry

- How is digital changing the pharma & healthcare industry
- What's holding pharma back?
- Transforming pharma commercial models in the age of the digital citizen
- Payors, Stake holders, Pharmacists and patients - Their roles and the implications
- Challenges and Opportunities
- Closing the digital gap in pharma
- The road to digital success in pharma

Moderator:

**MARK DUMAN**  
Director  
MD Healthcare

Panellists:

**DISA LEE CHOUN**  
Director Head of GCSO Innovation  
UCB

**GABOR PURMAN**  
Scientific Solutions Director  
NexGen Healthcare Communications

**EVI MATHIOU**  
Legal, Compliance & Quality Director  
Novo Nordisk

**ANDREW BRYANT**  
Principal Engineer / Principal Fellow  
Novartis

**JON LEE-DAVEY**  
Global IoT Healthcare Lead  
Vodafone

##### 12:50 - Networking luncheon

##### 13:50 - Change Assessment Knowledge Engine (CAKE)

- Assessing potential reportability of manufacturing changes to health authorities is challenging, complex and time-consuming
- Merck developed an AI/ML engine leveraging knowledge graph and NLP technology-based solutions to support decision making
- CMC quickly receives representative global regulatory reporting requirements and an indication of change reportability
- Significant improvement in turnaround time: assessments that sometimes took hours now take minutes

**JOHN BAKER**  
Executive Director, Machine Learning & Analytics  
Merck (USA)

##### 14:30 - Securing AI and other Advancing Technology in the Internet of Medical Things

- AI is creating many opportunities for improving patient care
- As often happens, this next-generation technology also has inherent security risks
- The medtech manufacturer as well as the healthcare provider must understand the similarities and differences in approaching security for AI applications
- With the appropriate structure for diligence, security risks within AI use cases can be effectively managed

**STEVEN ABRAHAMSON**  
Sr. Director, Region Information Security Officer  
GE Healthcare (USA)

##### 15:00 - Afternoon Tea/Coffee

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### DAY ONE - 11th March 2021

#### IoT

##### 15:10 - Panel Discussion - How IoT is transforming the Pharmaceutical Industry?

- IoT Bringing in the Paradigm Shift in Pharmaceutical Sector
- How IoT is revolutionizing the pharma industry?
- Transforming to this era - Things to watch out for?
- Utility of IoT Sensors
- IoT Enabling Organizations to Assemble Data
- What are the risk Factors?

**Moderator:**

**RAMINDERPAL SINGH**  
Founder (Stealth Startup)

**Panellists:**

**PETER RUTHERFORD**  
Global Medical Lead - Orphan Renal Diseases  
Vifor Pharma

**BILL ARONSON**  
COO  
Artificial Intelligence Research Group

**EDDIE GUZDAR**  
Medical Head of Neuroscience  
Sanofi Genzyme

**FRANCISCO MELLO**  
Founder  
Microsoft Teams Club (Former Digital Lead, Bayer)

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##### 15:50 - Lessons from the field in AI: "so what?"

- Design AI/ML projects to deliver real world impact
- Technical and non-technical assessment of projects
- Examples of impactful projects--why they demonstrated real world impact

**FILIPPE GRACIO**  
Customer Engineer - Google Cloud. Public Sector and Life Sciences, Google

**MICHELLE UNTERBRINK**  
Customer Engineering Manager - Healthcare, Research & Higher Education, Google

#### BLOCKCHAIN

##### 16:20 - Panel Discussion - Why Big Pharma Is Betting on Blockchain

- The future value of Blockchain
- How blockchain can add value to the pharmaceutical industry
- How The Pharmaceutical Industry Is Using Blockchain
- Blockchain: Solving Almost Every Pharma Industry Challenges and Problems
- The next big thing in pharmacy supply chain: Blockchain
- How Blockchain Will Revolutionize the Healthcare Industry

**Moderator:**

**SIDDHI TRIVEDI**  
Founder  
Beyond Identity

**Panellists:**

**IGNACIO QUILES LARA**  
Independent Consultant

**MARCO CUOMO**  
Manager Applied Technology Innovation  
Novartis

**BENOIT MARCHAL**  
PEPS Project Initiator & Manager  
Roche

**ADI BEN-ARI**  
Founder & CEO  
Applied Blockchain

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##### 17:00 - End of conference

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### REGISTER ONLINE :

Link : <https://www.virtueinsight.com/pharma/4th-Annual-Pharma-AI-IoT-Blockchain-2021-Virtual-Conference/products/>

For Multiple Bookings - Photocopy this form and send it to [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

#### Delegate Details:

Title	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Company	<input type="text"/>
Position	<input type="text"/>
Address	<input type="text"/>
Pincode	<input type="text"/>
Telephone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>

#### How to Pay

(Choose one of the following payment options)

#### RESERVATION PRICING:

##### STANDARD RATE

1 Delegate @ £100 +VAT

#### PAYMENT:

Please send me a VAT invoice ☐

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#### CERTIFICATION

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

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**Payment terms:** Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

**Cancellations:** Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

**Administration Fee:** If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £200

**Substitutions/Name Change:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

**Video :** If you cannot attend the conference, you can still purchase the Video of the virtual conferences for £300.

**Indemnity:** Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

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