

# Pharma Innovation Tech Congress 2021

#VIpit

"AI, IoT, Blockchain, Big Data & Digitalisation for Pharma"

26th August 2021, Virtual Conference (Time Zone - IST)

## AGENDA AT A GLANCE

### Key Speakers Include



**RASHMI HEGDE**  
Vice President Medical  
Cipla



**MANU GUPTA**  
Vice President - Information Technology  
Cadila



**MYLES FURNACE**  
Real World Evidence Director Global Medical  
Affairs, **Ipsen (UK)**



**NEHA GUPTA**  
Senior Digital Product Owner Strategy and  
Transformation, **Ipsen (UK)**



**NEHA MISHRA**  
Associate Director, Service Delivery  
**Novartis**



**ANKEET BHAT**  
Chief Strategy Officer  
**MapmyIndia**



**VARUN CHUGH**  
Director Technology Transformation  
**Novartis**



**KAVITA LAMROR**  
Director, Real World Investigator  
**Sanofi**



**NAGENDRA KRISHNA SINGH**  
Associate Director - PD & Tech Transfer  
**Dr. Reddy's Laboratories**



**HRISHIKESH NASHIKKAR**  
Associate Director Blockchain  
**Novartis**



**SANJAY GOHIL**  
Director  
**Futures.health (UK)**



**VINAY WANDREKAR**  
Business Information Security Expert  
**Novartis**



**PRATHAMESH KARMALKAR**  
Principal Data Scientist - Text Analytics  
**Merck KGaA**



**BIJENDER KUMAR MISHRA**  
Chief Information Security Officer  
**Alkem Laboratories**



**DHAIVAL PANDYA**  
Corporate CIO  
**Piramal**



**NITIN DHAVATE**  
Country Head - Data Privacy (India, South Asia  
Sub-Saharan Africa), **Novartis**



**DEBASHISH ROY**  
Head- Digital Innovation & Strategic Initiatives  
**Abbott**



**ASHUTOSH MITTAL**  
Head - Global Quality Digital & Program  
Leader - Digital Transformation, **Biocon**



**VISHVAJIT M KARANDIKAR**  
Business Unit Head -Parenteral Nutrition  
**Fresenius Kabi**



**KAVITHA SRINIVASULU**  
Head of Cyber Security & Data Privacy  
**GAVS Technologies**

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Key Speakers  
Conference Info  
Day One  
Booking Details

## Key Speakers Include



**JON LEE-DAVEY**  
Global IoT Healthcare Lead  
Vodafone (UK)



**VAIBHAV RAO**  
Asia Digital Client Partner  
Pfizer



**JEFF KIM**  
Life Sciences Business Consulting  
Executive, EPAM Systems (US)



**ADITYA KHADILKAR**  
Program Lead - Digital Transformation  
Dr. Reddy's Laboratories



**RAMINDERPAL SINGH**  
Founder  
Incubate.bio (UK)



**SIDDHI TRIVEDI**  
Founder  
Beyond Identity (UK)



**KISHAN BARCHHA**  
Co-Founder  
EasyCups



**LALIT RAUTE**  
Regional Senior Manager - Market Access  
Johnson & Johnson



**SARANG PANDE**  
Business Engagement Manager - Manufacturing  
Systems, Dr. Reddy's Laboratories



**ASHUTOSH INAMDAR**  
Senior General Manager Strategy  
Lupin

SILVER PARTNER

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### CONFERENCE INTRODUCTION

Virtue Insight is delighted to announce its **Pharma Innovation Tech Congress 2021** to be held on 26th August 2021 (Virtual Conference).

Technology has slowly been creeping to the core of the Pharma industry. Especially, in the last two decades, the pharma industry has shown a significant amount of growth. The market valuation of such companies is increasing exponentially after the COVID-19. According to market, the global pharmaceutical industry is expected to cross \$1.57 trillion USD by 2023.

According to the recent report "The Artificial Intelligence of Things: AIoT Market by Technology and Solutions 2020 - 2025" from ResearchAndMarkets.com, the global AIoT market will reach \$65.9 billion by 2025, growing at a compound annual growth rate (CAGR) of 39.1%. According to recent research, by 2020, 40% of IoT devices will be used in the healthcare industry, while today; the medical IoT has a 22% share of the whole IoT market. The world population is aging and needs innovative healthcare solutions. For example, according to market, the elderly population in Europe increased by 22% from 2000 to 2017, resulting in rising demand and higher prices in the health industry. In this scenario, IoT could be a key to unlocking personalized journeys for patients.

The global demand for the Internet of Things (IoT) in the healthcare market will reach \$534.3 billion by 2025. This projected growth highlights the pivotal role IoT devices will continue to play as they are used for a wide variety of applications, such as patient monitoring, operations management and beyond. The global big data analytics in healthcare market size was valued at \$16.87 billion in 2017 and is projected to reach \$67.82 billion by 2025, growing at a CAGR of 19.1% from 2018 to 2025. The real-world evidence solutions market study presents historical market data in terms of value (2018 & 2019), estimated current data (2020), and forecasts for 2027 - by component, application, end user, and geography. The study also evaluates industry competitors and analyzes the market at a regional and country level.

Join our new break-out sessions to deep dive into industry-specific Pharma Innovation Tech and explore real use cases and lessons learned by our customers.

We look forward to seeing you all there!

### KEY THEMES DISCUSSED

- Impact of Digitization in Pharma and involving patients in digital age
- Challenges and opportunities in digitalization
- Challenges, Opportunities and Implementation AI
- Resolving the tech issues in the industry
- RWD and RWE drive in Pharma
- Patient recruitment using AI for clinical trials & How can AI change the Pharma industry
- Find out the ways to secure Pharma from lack of data integration and access of data
- Drug discovery by AI
- How IoT data to be handled - are they secure?
- IoT made remote patient monitoring simpler?
- Addressing the future of AI & IoT in Pharma industry
- Blockchain and Big Data in Pharma industry 4.0
- Challenges like data inconsistency, privacy, transparency, security and traceability
- DO's and DON'T's on Blockchain and its growth in this new decade
- How Big data speeding up the drug discovery?
- Strategic planning and smart decision-making in Big Data
- Solutions for data integration and storage, data quality, security and privacy of data
- How Pharma will handle complexity of data in RWD?
- RWE helps to get custom-made treatments and drug therapies for patients
- Better understanding about data quality and data privacy
- What kind of changes needed to be place in RWE? Compelling with regulatory

### WHO SHOULD ATTEND AND WHO YOU'LL MEET

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

Pharmaceuticals, Biotech, Artificial Intelligence, Data Science, Blockchain, Machine Learning, IoT, Advanced Analytics, Innovation, Big Data, Deep Learning, BDM, Business Operations, Scientific Affairs, Commercial Affairs, Research & Development

### WHY SHOULD YOU ATTEND?

Get more from the event, with a **broader scope bringing the whole communications value chain together**. Enjoy and make the best out of our **dedicated networking time**, **meet the leading international vendors** showcasing the products of tomorrow in the co-located exhibition. **Expand your knowledge** of the latest business models and strategies in the high-level conference.

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## AGENDA AT A GLANCE

### DAY ONE - 26th August 2021

09:30 - Welcome Address & Virtual Conference Platform Instructions

- Remote Patient monitoring via IoT made simpler
- What's instore for us with this AI & IoT for this era?

Moderator:

**VINAY WANDREKAR**  
Business Information Security Expert  
Novartis

Panellists:

**MANU GUPTA**  
Vice President - Information Technology  
Cadila

**BIJENDER KUMAR MISHRA**  
Chief Information Security Officer  
Alkem Laboratories

**DHAVAL PANDYA**  
Corporate CIO  
Piramal

**VAIBHAV RAO**  
Asia Digital Client Partner  
Pfizer

**JON LEE-DAVEY**  
Global IoT Healthcare Lead  
Vodafone (UK)

**RAMINDERPAL SINGH**  
Founder  
Incubate.bio (UK)

**ASHUTOSH INAMDAR**  
Senior General Manager Strategy  
Lupin

12:10 - Patient recruitment using AI for clinical trials & How can AI change the Pharma industry

- How AI can improve clinical trials
- How does future looks like
- How AI is changing the Pharma industry

**VARUN CHUGH**  
Director Technology Transformation  
Novartis

12:40 - Networking luncheon

## TEXT ANALYTICS AND INDUSTRY 4.0

09:40 - Improving Consumer Experience for Medical Information using Text Analytics

- A strong business need to efficiently consolidate customer feedback from HCP, Patients, etc.
- Unstructured data in form of medical / customer inquiry data
- Significant time and effort is spent in manually tagging / classifying data
- Leveraging Advanced & Text Analytics to better equip medical information teams

**PRATHAMESH KARMALKAR**  
Principal Data Scientist - Text Analytics  
Merck KGaA

10:10 - Industry 4.0 application in Pharma Manufacturing arena

**ADITYA KHADILKAR**  
Program Lead - Digital Transformation  
Dr. Reddy's Laboratories

10:40 - Morning Coffee/Tea & Discussion

## CHALLENGES & OPPORTUNITIES

11:00 - DISCUSSION WITH EXPERTS: AI & IoT - Challenges, Opportunities and Implementation

- How is AI resolving the tech problems faced by the industry? How will the near future be?
- How is AI being put to utilize in the battle against the epidemic?
- Application of AI to clinical trial and Real-World Data - Blurring the boundaries
- How can AI change the Pharma industry?
- Challenges in AI, especially a lack of data integration and access of data?
- Major threats and challenges of drug discovery by AI
- Huge data delivered by IoT devices, how are they to be handled - data secured?

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### DAY ONE - 26th August 2021

#### SMART LABS & LABORATORY

**13:30 - We have reached a tipping point in drug discovery.  
Start planning for fewer labs and more computers!**

- Computational biology is producing insights comparable or sometimes better than wet lab approaches.
- This includes structural modelling, quasi-mechanistic modelling, predictive (AI/ML) algorithms, and even causal inferences.
- Several large Pharma companies and start-ups have responded and are significantly investing in modeling-first approaches.
- However, in the next 2-3 years modelling-first approaches will become a critical requirement of the workflow, for scientists to remain competitive.
- This talk discusses the above points from both technology and industry perspectives, and proposes that the adoption chasm has already been crossed.

**RAMINDERPAL SINGH**

Founder

Incubate.bio (UK)

#### BLOCKCHAIN AND BIG DATA

**14:00 - DISCUSSION WITH EXPERTS: Blockchain and Big Data in Pharma industry 4.0**

- Challenges like data inconsistency, increasing customer expectation towards privacy, transparency, security and traceability?
- Implementation DO's and DON'T's on Blockchain products?
- How Blockchain helps to decrease the number of Pharma frauds?
- Blockchain growth in the next 5 years?
- How Big data speeding up the drug discovery?
- In what way Big data give hands in strategic planning and smart decision-making?
- What are preferable solutions for data integration and storage, data quality, security and privacy of data?

**Moderator:**

**SIDDHI TRIVEDI**

Founder

Beyond Identity (UK)

**Panellists:**

**RASHMI HEGDE**

Vice President Medical

Cipla

**HRISHIKESH NASHIKKAR**

Associate Director Blockchain

Novartis

**KISHAN BARCHHA**

Co-Founder

EasyCups

**SARANG PANDE**

Business Engagement Manager- Manufacturing Systems

Dr. Reddy's Laboratories

**14:50 - Afternoon Tea/Coffee**

#### DIGITALIZATION, RWE AND RWD

**15:10 - DISCUSSION WITH EXPERTS: Significance of Digitalization in Pharma**

- How is digital transformation impacting the Pharma Industries?
- How can your company prepare for this digital transformation wave?
- Challenges and opportunities in moving to digitalization?
- How patients are involved in digital age in Pharma industry?  
Is their information secured? What is to be done?
- Customized services by smart innovation like apps, smart watch etc.....
- Commercial model evolution using digital in branded generics markets
- Zero Trust with Layered Defense

**Moderator:**

**SANJAY GOHIL**

Director

Futures.health (UK)

**Panellists:**

**NEHA MISHRA**

Associate Director, Service Delivery

Novartis

**NAGENDRA KRISHNA SINGH**

Associate Director - PD & Tech Transfer

Dr. Reddy's Laboratories

**ANKEET BHAT**

Chief Strategy Officer

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DAY ONE - 26th August 2021

### NEHA GUPTA

Senior Digital Product Owner Strategy and Transformation, **Ipsen (UK)**

### DEBASHISH ROY

Head- Digital Innovation & Strategic Initiatives  
**Abbott**

### ASHUTOSH MITTAL

Head - Global Quality Digital & Program  
Leader - Digital Transformation, **Biocon**

### JEFF KIM

Life Sciences Business Consulting Executive  
**EPAM Systems (US)**

.....

16:10 - DISCUSSION WITH EXPERTS: RWD and RWE  
drive in Pharma

- How Pharma will handle complexity of data in RWD?
- Discussing how the RWE helps to get custom-made treatments and drug therapies for patients
- What helps us to have a better understanding about data quality and data privacy?
- RWE gives efficient and cost-effective clinical trials? How?
- What are complications will rise by inserting new data source? And it leads to breakup in data?
- Obtaining patient-centric using RWE
- What kind of changes needed to be place in RWE?
- Compelling with regulatory
- Market access for innovative medicines in emerging markets

Moderator:

### VISHVAJIT M KARANDIKAR

Business Unit Head -Parenteral Nutrition,  
**Fresenius Kabi**

Panellists:

### MYLES FURNACE

Real World Evidence Director Global Medical Affairs  
**Ipsen (UK)**

### KAVITHA SRINIVASULU

Head of Cyber Security & Data Privacy  
**GAVS Technologies**

### KAVITA LAMROR

Director, Real World Investigator  
**Sanofi**

### LALIT RAUTE

Regional Senior Manager - Market Access  
**Johnson & Johnson**

### NITIN DHAVATE

Country Head - Data Privacy (India, South Asia  
Sub-Saharan Africa), **Novartis**

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17:00 - End of conference

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### REGISTER ONLINE :

Link : <https://www.townscript.com/e/pharma-innovation-tech-congress-2021-021401>

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

#### REGISTRATION FORM

##### RESERVATION PRICING:

##### Standard Price

Cost per delegate

Fee: INR 7,000 + GST(18%)

##### Discounted Rate for Bulk Booking of More Than 5 Delegates

Please email us at [bookings@virtueinsight.com](mailto:bookings@virtueinsight.com)

##### Registration Form Details:

Forename ..... Surname .....

Job Title .....

Company .....

GST No (If Applicable) .....

Official Contact Number .....

Address .....

Country ..... Postcode .....

Phone ..... Fax .....

Email .....

I confirm that I have read & agree to the terms and conditions of booking..... (Please Tick) ☐

Signature .....

##### Methods of Payments:

**By Cheque** - Complete and return the above registration form via post or email, together with your cheque payable to Virtue Insight.

##### By Bank Transfer:

Account Name - Virtue Insight  
Account Type - Current  
Account Number - 915020031763553  
Bank Name - Axis Bank  
Bank Address - 2/8 LAMBERT NAGAR, 1st cross street, Virugambakkam, Chennai - 600 092  
Branch Name - Virugambakkam, Chennai  
Swift Code - AXISINBB211  
NEFT / IFSC Code - UTIB0000211  
Micro Code - 600211010

#### ★ CERTIFICATION ★

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

##### Queries:

Should you have any questions on bookings, Please feel free to contact us.

Email: [info@virtueinsight.com](mailto:info@virtueinsight.com)  
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##### TERMS AND CONDITIONS:

**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 INR 5,000

**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.

**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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