Pharma Blockchain 2019

"Potential impact of Blockchain in Pharma & Healthcare"

05th & 06th March 2019,
Sheraton Skyline Hotel, London Heathrow,
UK

PHARMA
BLOCKCHAIN
HEALTHCARE

AGENDA AT A GLANCE

Key Speakers Include

MUNTHER BAARA
Head, New Clinical Paradigm
Pfizer (USA)

RIYA KARUMANCHI
Innovator / Founder & CEO
The Knowledge Society (TKS) / SmartCane (Canada)

SUSAN TILLMANN
Head of Innovation Global Manufacturing & Supply
Takeda Pharmaceuticals

HEATHER LEIGH FLANNERY
Co-Founder & Board Chair
Blockchain in Healthcare Global - IEEE ISTO (USA)

ANAND DAS
Regional Client Partner
Pfizer

EDDIE GUZDAR
Medical Head of Neuroscience
Sanofi Genzyme UKIE

EVGENY TILEZHINSKY
Law and Compliance Lead for the Central & Eastern Europe
Bristol-Myers Squibb

EDITH LECOMTE NORRANT
CEO & CSO
Legomedic

PASCAL BOUQUET
Global Head Technology and Architecture for Global
Drug Development
Novartis

DISA LEE CHOUN
Head of Innovation, Global Clinical Services & Operations,
Development and Medical (Patient Value) Practices
UCB Celltech

STEFANIA ALVINO
MultiChannel Manager
Daiichi Sankyo Italia

NATALIA MONTEIRO
Clinical Trial Budget & Metrics Mgmt. Analyst - Vaccines
Business Unit
Takeda Pharmaceuticals

ANDREAS GOEBEL
Managing Director
Hypertrust Patient Data Care

PHILIPPE GERWILL
Industry Advisor
IoTSG (Singapore)

STEWART SOUTHEY
Founder
Catena Consulting (Consultant Anaesthetist, NHS)

EBERHARD SCHEUER
Chairman
HIT Foundation

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CEO
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President Elect, Digital Health Section
Royal Society of Medicine, London

MARK BAKER
CEO
MediChain

SIDDHI TRIVEDI
Founder
Beowulf Proof Work

ANDREW CAMPBELL
Head of Supply Chain Solutions
Applied Blockchain

AJI BAROT
VP Pharma (EMEA)
Medisafe

ABRAHAM JOSEPH
Founder & Editorial Director
IOT Insights

DAVE EBBITT
Health Informatics Manager
Medicalchain

STAN SHEPHERD
CEO, Instant Access Medical (IAM), (Former GP and CQC
GP Inspector)

WHO ATTENDS?

30+ Speakers

70% Pharma / Biotech

6+ Hours of Networking

2 Days

1 Golden Opportunity

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CONFERENCE INTRODUCTION:-

One of the most talked about technologies of 2018 is Blockchain. The blockchain technology market is expected to grow to 2.3 billion US dollars by 2021, from 339.5 million US dollars in 2017. With an annual growth rate of 61.5%, it is one of the fastest growing technologies in the healthcare industry. It is vital to first understand the nature of block-chain technology, to differentiate the hype from the reality and then to see real-world case studies of how blockchain can be, and is being, applied to pharma and healthcare systems. Blockchain is quickly increasing in interest and has received praise for its far-reaching applications, mainly because of its recent expansion into pharmaceutical com-panies. Blockchain holds great potential as a unified solution for efficient and secure management of pharmaceutical supply chains around the globe. Its uniquely distributed network would enable the development of complete end-to-end supply chain management for every company and product. By allowing multiple stakeholders to participate in distributing the network, it creates an incredibly secure database, without the patchwork configuration of previous supply chain technologies. Some of the most important features of blockchain in pharma have yet to be fully developed and realised in the industry.

Pharma Blockchain 2019 will address some of the most achievable possibilities of integrating blockchain within pharma and healthcare. Through a mixture of practical, lectures and roundtable discussions specifically designed to help you get to grips with the technology, learn from those already benefitting from blockchain systems and overcome obstacles associated with integration, the event will help you join the future of the pharma and healthcare industry. With enhanced networking sessions, an evening social and a buzzing exhibition room the event is one not to be missed.

It gives us immense pleasure in welcoming you to "Pharma Blockchain 2019"

KEY THEMES DISCUSSED IN THIS CONFERENCE:-

- Blockchain Technology for Pharma and Healthcare
- Why blockchain is a must to learn technology?
- New Technologies in Blockchain (AI/ Machine Learning, IoT)
- What are the most promising application areas for blockchain within healthcare?
- Market overview and trends
- Latest updates and hot topics relating to the role of the new and latest technologies
- How can Blockchain transform pharma with AI, IoT and Big Data?
- Opportunities and challenges
- Overcoming the hype
- Digitalisation – Protecting the health data
- Real World use cases of Blockchain for medical devices
- Speeding drugs to the market
- Securing your supply chain with Blockchain
- Strengths & Potential roadblocks for adoption of Blockchain
- Blockchain in Logistics and Supply Chain: Trick or Treat?
- Use cases for blockchain in pharma
- Enabling healthcare professionals to focus on what's important
- New business models for democratising health
- Blockchain technology and start-ups – where do you get started?
- How to involve patients better to develop drugs
- The developing regulatory framework in advanced and developing markets – EU, USA & ROW
- Where to From Here? Disruptive Economics of Blockchain Technology
- Be part of a major networking opportunity

AN EVENT TO VOW

Get more from the event, enjoy and make the best out of our dedicated network-ing drinks 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. Whether you are on the branded or generic side, you cannot afford to miss this opportunity to bench-mark your tactics and strategies against the industry leaders who will be the first to traverse the pathway.

WHY EXHIBIT?

Make Sales
Debut new products
Profile your brand
Meet new business partners
Develop key relationships
Educate pharma and biotech companies

WHO WILL YOU MEET

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, Reg-ulatory Compliance, New Product Development, Process Science, Portfolio Management, Research & Development, Business Development, Business Operations, Scientific Affairs, Commercial Affairs, Marketing

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DAY ONE - 05th March 2019

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:30 | **LOY LOBO**
President Elect, Digital Health Section
Royal Society of Medicine, London

Chairperson opening remarks

MARKET TRENDS & WAY FORWARD

09:40 | **EDITH LECOMTE NORRANT**
CEO & CSO
Legomedic

"The pharmaceutical world of tomorrow with AI/LM…" in order to have a personalized medication…

STRATEGY & IMPLEMENTATION

10:20 | **AJI BAROT**
VP Pharma (EMEA)
Medisafe

Blockchain in Healthcare - PhUSE industry working group

10:50 – Morning Coffee/Tea & Discussion

11:20 | **ANDREAS GOEBEL**
Managing Director
Hypertrust Patient Data Care

The need for decentralization in closed loop supply chain management

- A closer look at closed loop supply chain processes of personalized medicine
- How distributed ledger technology can secure and optimize the chain of identity and custody of personalized medicine
- Utilizing blockchains to orchestrate cross-company manufacturing processes
- Electronic health records and the GDPR: Blockchain alone will not help
- Post commercialization challenges and the path to real world data

CHALLENGES & OPPORTUNITIES

11:50 | **Keynote Panel Discussion: Challenges and Opportunities – Blockchain Technology**

- Outlining the resource, technology, awareness and financial challenges that may rise in implementing blockchain technology
- Why blockchain is a must to learn technology?
- Possibilities with blockchain – Why you shouldn't miss out
- What is it with blockchain that will make us to survive?
- Create new possibilities for existing technology to reach its full potential?
- How blockchain can be developed, and how it can develop us.
- Highlighting key recommendations
- Where is blockchain heading?

Moderator:

HEATHER LEIGH FLANNERY
Co-Founder & Board Chair
Blockchain in Healthcare Global - IEEE ISTO (USA)

Panellists:

ANAND DAS
Regional Client Partner
Pfizer

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Industry Advisor
IoTSG (Singapore)

PASCAL BOUQUET
Global Head Technology and Architecture for Global Drug Development
Novartis

DISA LEE CHOUN
Head of Innovation, Global Clinical Services & Operations, Development and Medical (Patient Value) Practices
UCB Celltech

12:30 – Networking luncheon

BLOCKCHAIN, IOT, AI, BIG DATA

13:50 | **Panel Discussion – How can Blockchain transform pharma with AI, IoT and Big Data?**

- How blockchain could revolutionise pharmaceuticals?
- How can AI and Blockchain work together?
- AI Powered DAOs (Decentralized Autonomous Organizations)
- Blockchain for startups – Where to start?
- IoT and AI enabled devices
- Decentralized data sharing
- Audit trails on data

Moderator:

ABRAHAM JOSEPH
Founder & Editorial Director
IOT Insights

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SIDDHI TRIVEDI
Founder
Beowulf Proof Work

ANDREW CAMPBELL
Head of Supply Chain Solutions
Applied Blockchain

AJI BAROT
VP Pharma (EMEA)
Medisafe

14:40 | **MUNTHER BAARA**
Head, New Clinical Paradigm
Pfizer (USA)

Blockchain for life sciences, data donation and maybe Blockchain for clinical supplies

15:20 – Afternoon Tea/Coffee

MANAGING DATA

15:40 | **EBERHARD SCHEUER**
Chairman
HIT Foundation

Tokenomics of Health Data

- Tokens as incentives to digitize health data
- Health data as the future currency in healthcare systems
- How to build a decentralized system for exchange of health data
- Access to potential research participants on the HIT platform

16:10 | **HEATHER LEIGH FLANNERY**
Co-Founder & Board Chair
Blockchain in Healthcare Global - IEEE ISTO (USA)

The Blockchain Readiness Framework for Protected Health Information: a Roadmap to Adoption at Scale

- Understand a new three-staged mental model for assessing blockchain use-case readiness in healthcare and life sciences;
- Distinguish between value creation contexts for clinical trails, and ethically using clinical trials to bridge regulatory uncertainty.
- Explore the near-term and long-range potential of tokenization for capital formation, clinical research, and real-world evidence;

16:40 – Chairperson's closing remarks and end of conference

16:50 - 18:00 | **Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting**

NETWORKING DRINKS

Meet with your industry peers for a relaxed drink at the end of day one

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 - delegate.uk@virtueinsight.com

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DAY TWO - 06th March 2019

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:30 — **LOY LOBO**
President Elect, Digital Health Section
Royal Society of Medicine, London

Chairperson opening remarks

SECURITY - 2022

09:40 — **PHILIPPE GERWILL**
Industry Advisor
IoTSG (Singapore)

"The Future of Identity Management with Blockchain"

- Securing the growing footprint of Digital Identity
- Blockchain to address Trusted Identity Management
- Self-sovereign Identity (SSID) and Distributed Trust Model (DTM)

10:20 — **STEFANIA ALVINO**
MultiChannel Manager
Daiichi Sankyo Italia

The new Web: blockchain concept and criteria. Could it be a possible Pharma solution?

- Big Data – Gamification - IOT – Retail and Blockchain First step to the Internet of value
- Blockchain and Pharma several possible solutions: new technologies – AI/machine learning in pharmacovigilance and several new options

10:50 – Morning Coffee/Tea & Discussion

11:20 — **NATALIA MONTEIRO**
Clinical Trial Budget & Metrics Mgmt. Analyst - Vaccines Business Unit
Takeda Pharmaceuticals

Can Blockchain increase trust in clinical trials?

- Brief introduction of what has already been done in the field with examples, protocol storage, subjects selection and genomics.
- e-Health and subjects selection in review, a detailed review of possible applications and benefits for cost and time reductions in Clinical trials.

12:00 — **Keynote Panel Discussion - Strengths & Potential road blocks for adoption of Blockchain**

- Benefits & Roadblocks to Blockchain adoption
- Why Healthcare and Pharma industry should care about blockchain?
- What's the primary challenge to Blockchain technology?
- What's holding Blockchain back from large-scale adoption? How to overcome this?
- Preparing for the Next Phase of Digital Growth
- Prevention of counterfeit drugs
- Potential regulatory roadblocks

Moderator:

LOY LOBO
President Elect, Digital Health Section
Royal Society of Medicine, London

Panellists:

SUSAN TILLMANN
Head of Innovation Global Manufacturing & Supply
Takeda Pharmaceuticals

EDWARD BUKSTEL
CEO
Clinical Blockchain (USA)

DAVE EBBITT
Health Informatics Manager
Medicalchain

12:40 – Networking luncheon

13:50 — **EVGENY TILEZHINSKY**
Law and Compliance Lead for the Central & Eastern Europe
Bristol-Myers Squibb

Legal and compliance implications of Blockchain in Pharma industry

14:30 — **RIYA KARUMANCHI**
Innovator / Founder & CEO
The Knowledge Society (TKS) / SmartCane (Canada)

The Code of Life - Blockchain & the Future of Genomics

- What the future of Genomics look like and what it means for society
- Problems that could arise through the development in the Genomics space
- How Blockchain can revolutionize the Genomics industry
- What the Future Will Look Like & How We Can Accelerate that Reality

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DAY TWO - 06th March 2019

| 15:10 | **STAN SHEPHERD**
CEO
Instant Access Medical (IAM), **(Former GP and CQC GP Inspector)** |

Personal care records - the essential link between Pharma and consumer

- No-one wins:
  - if the consumer does not collect their medication
  - if the consumer does not take their medication
  - if the consumer does not renew their medication
- The consumer is key.
- Pharma needs a 1:1 relationship with the consumer.
- Blockchain personal care records can enable that.

15:40 – Afternoon Tea/Coffee

| 16:00 | **MARK BAKER**
CEO
MediChain |

BlockChain and Healthcare: The Really Big Picture

- Blockchain gives the opportunity to build a network of data for health and pharma. Like all networks, the value of the network goes up to an exponential function of the number of nodes on the network.
- So the more all encompassing the network, the more patients and types of information indexed by a chain, the move valuable it will be. Fragmentation in blockchain will decrease value and utility, exponentially.
- It is temping to build chains for specific purposes - this creates a faster payback and a more conservative scope - like an organization that has all it's information in a fining cabinet rather than from a network of networks like the internet.
- It is a well established corollary of the network effect that we tend to overestimate what can be achieved in two years and vastly underestimate what can be achieved in ten - se we tend to cap the system performance and architecture to match the two year expectation - not the ten.
- There are hundreds of blockchain projects moving in on the Pharma, Medical and Healthcare Sectors, but like previous soft ware projects in the fields, outcomes and resulting benefits seem likely to be fragmented. So what can we do? Can we optimise? Is there an optimum architecture? A Pareto solution?
- Here are some solutions.

16:30 - 16:40 – Chairperson's closing remarks and end of the conference

FOR SPONSORSHIP OPPORTUNITIES:-

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

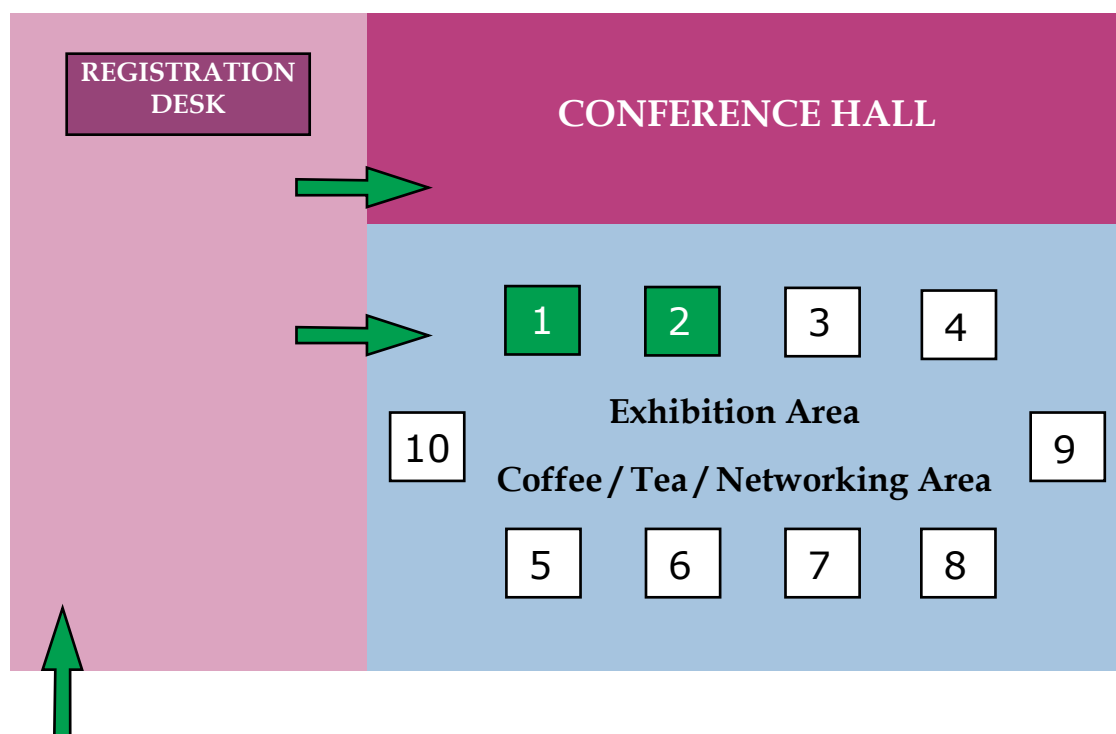**Sponsorship Enquires -** sponsor.uk@virtueinsight.com

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AT A GLANCE**

FLOOR PLAN - Book your stalls now before they run out !!!

REGISTRATION
DESK

CONFERENCE HALL

1   2   3   4

Exhibition Area

10   **Coffee / Tea / Networking Area**   9

5   6   7   8

1 hypertrust
   PATIENT DATA CARE   5   9

2 **METTLER TOLEDO**   6   10

3   7

4   8

Note :- The floorplan is subject to change at the discretion of the organisers.

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For Multiple Bookings - Photocopy this form and send it to delegate.uk@virtueinsight.com; Tel:+44 2036120886

Delegate Details:

Title   Mr ☐   Mrs ☐   Ms ☐   Dr ☐

First Name

Surname

Company

Position

Address

Pincode

Telephone

Fax

Email

How to Pay
(Choose one of the following payment options)

RESERVATION PRICING:

Standard Rate **-** £1100 + VAT per delegate

PAYMENT:

Please send me a VAT invoice   ☐

I enclose a cheque for   £

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3 for 2 Offer
*Only few more seats left

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 vendor 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 + VAT

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 not extra cost.

Presentation: If you cannot attend the conference, you can still purchase the presentations for £400 + VAT

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 refund your registration fee and we will try to reschedule the event.

Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

VENUE

Hotel TBC

Address: London, UK

Phone:

CLICK HERE
for more details

MAP & DIRECTIONS

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