

# EPHMRA Switzerland - Online Event Agenda



Tuesday, September 28th and Wednesday, September 29th 2021

All times are CET

## Day 1 - Tuesday 28th September

13.30 - 13.35

**Welcome by Convenors and EPHMRA.**

13.35 - 14.05

**Convenor: Letizia Leprini,  
Bayer Pharmaceutical  
Division**

**Presentation 1:**

***Highlighting the pivotal role of market research in the success of Corporate Affairs' 'Because there is more to do' campaign***

Speakers: Kirsty Pegram & Anita Kaelin, Bristol Myers Squibb

BMS firmly believe we should always strive to do more to help support patients, beyond the provision of medicines, and work in partnership across healthcare to enable this. In this session BMS will discuss the drivers behind their 'Because there is more to do' initiative, designed to better understand the patient needs and their perceptions of what pharmaceutical companies can do better to support patients.

BMS worked together with Ipsos to field surveys to HCPs, patients, caregivers, patient advocacy groups and the general public. The results of the surveys were published across multiple channels and served the basis of subsequent webinar and dialogue events with healthcare stakeholders. The aim was to openly share the feedback, most importantly, respond...

Work is ongoing to continue this collaborative dialogue, to co-create new local patient and community programmes.

14.05 - 14.35

**Convenor: Angela Duffy,  
Research Partnership**

**Presentation 2:**

***Coping with a Rare Bleeding Disorder in the Midst of a Pandemic***

Speakers: James Roberts, Psyma Health & Care and Giovanni Pisa, Sobi

During a national crisis and especially a global one, people with rare diseases are particularly impacted. This session will provide genuine insights on where patient support failed and what patients look forward to and expect to give them peace of mind and a better quality of life in crisis situations as we are experiencing now. It will provide the audience with insight on how different organizations, i.e., governmental, patient associations and physicians can step up to improve existing structures and where the industry can provide direction and supporting measures/ tools for optimal patient care in today's environment and beyond COVID-19.

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## Day 1 - Tuesday 28th September

**14.35 - 14.45**

'Virtual' coffee break

**Time for you to grab a coffee.**

**14.45 - 15.15**

**Convenor: Letizia Leprini,  
Bayer Pharmaceutical  
Division**

**Presentation 3:**

***Let's get personal - from observing to engaging patients in virtual times***

Speakers: Laura Feuck, Roche Pharma AG and Claudia Remelle, Point Blank Research & Consultancy

Do you want to learn how social distancing actually brought a pharma company, an agency and patients with a rare disease closer together?

Then join this session where Laura and Claudia present an exciting case study of how to get meaningful insights in the virtual space, and improve patients' lives even when we are separated behind screens.

They'll show you how it's possible to form deep personal connections that enable an open and honest dialogue without ever meeting face-to-face. Let's break down the old interviewer-respondent-dynamic to allow for true patient engagement.

**15.15 - 15.35**

World Café discussion  
session in breakout rooms

**Discuss the implications of the sessions today with colleagues and the speakers.**

**15.35 - 15.45**

**Wrap up from discussion sessions, thanks by Convenors and what's on offer on Day 2.**

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## Day 2 – Wednesday 29th September

13.30 – 13.35

Welcome by Convenors and EPHMRA.

EPHMRA is delighted to bring you 3 highly rated submissions from the 2021 MR Excellence Awards – Innovative Approach sponsored by AplusA. The winning submission was presented at the 2021 Conference, and it is great to now include 3 more Award paper submissions.

13.35 – 14.05

Convenor: Angela Duffy,  
Research Partnership

Presentation 1:

***Can I have your attention please? Optimising detail aid effectiveness using AI predictive attention analysis***

Speakers: Abigail Stuart and Dan Gallagher, Day One Strategy

Our challenge was to help develop a detail aid for a complex cardiovascular brand and integrate 3 separate indications into a single cohesive story. The story needed to be very easy to grasp, with key messages cutting through in an instant.

By conducting the fieldwork as a series of 'sprints' we helped doctors digest large amounts of complex data, for more considered responses.

Crucially, by partnering with cutting-edge neuroscience tool, Dragonfly.ai, we delivered crucial insight by predicting visual effectiveness. We delivered key recommendations in ways to grab attention and support the instant processing of information, to ultimately help structure and ease decision-making in real life.

14.05 – 14.35

Convenor: Kirsty Pegram,  
Bristol-Myers Squibb

Presentation 2:

***Cutting through the Covid: How an innovative syndicated solution helped the pharmaceutical industry determine which resources to develop and deploy by pinpointing the impact of Covid-19 on clinical practices across Europe***

Speakers: Kelly Warth and Joe Perluzzo, Instar Research

Is it appropriate to engage with physicians during a global pandemic? When, where and how should we be communicating? During this session Instar will share key learnings from their program of Covid-19 syndicated research, looking back at what they learned at the start of the pandemic, how these insights evolved over time and how insights were used to make real-world decisions at critical times.

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Bristol-Myers Squibb**

**Presentation 3:**

***Building collaboration and facilitating decision-making at speed with innovative technology***

Speaker: Lucy Ireland, Hall & Partners

AstraZeneca achieved unprecedented clinical trial outcomes, which accelerated their launch plan by two years. They needed to test and optimise their global launch campaign fast. Recognising the challenges – a rapidly approaching launch, tight timings, and diverse stakeholder needs, alongside the background of virtual working due to COVID-19, AstraZeneca challenged Hall & Partners to reimagine the insights sharing and synthesis process.

Hall & Partners constructed an innovative approach which centred on the Hub – an in-house data discovery, knowledge management and insight storytelling platform.

This cutting-edge technology brought agility, efficiency, and alignment, meaning AstraZeneca made insight-led decisions confidently and at speed.

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