

Fremtidskurset

The future of pharma

Wednesday January 29th 09.00-16.00

The HUB, Oslo

The pharmaceutical industry can play a pivotal part in the digital revolution of healthcare. But in order to shape the future, we need to understand it.

Aiming to provide members and their guests with insight into future trends within the pharma industry, this full-day seminar, will explore how future digital trends will affect the way we interact and communicate with stakeholders and treat patients.

Specially-invited guest speaker experts, will discuss how new technologies can create new business models and opportunities to ensure that the pharmaceutical industry can develop and prosper in the fourth industrial revolution.

PROGRAM

08.30 – 09.00

Registration and breakfast

09:00 – 09.20

Welcome and Introduction

Didrik Ottesen, Karita Bekkemellem and Lars Alnæs

09.20 – 10.20

Looking into and shaping the digital future

Camilla Teffers, Partner in Future

10.20 – 10.50

Medicinal products and communication in the future: what will be the new normal?

Esther van Weert, Head of Compliance Major countries and Europe, Roche HQ

PAUSE

11.10 – 12.00

Personalized medical information: Combining care and technology

Gilles Litman, Global Head of Virtual Healthcare, Sanofi HQ

Not Confirmed – Title TBA

LUNSJ

13.00 – 13.45

The compliance role within the evolving pharma business model

Piergiorgio Pepe, President, Quantum Ethics

An overview of the key ethical and compliance challenges and opportunities that business leaders and their compliance partners are facing and will increasingly face vis-à-vis the new business paradigms, especially in relation to new technologies.

LMI

13.45 – 14.30

How to Fix the Future for Pharma Marketing in a Digital World
Erasmus Holm, Nordic CMO & Digital Transformation Lead, MSD

Technology continues to make ever more amazing things possible, but the only thing that changes faster than it, is people's expectations. To go beyond what we are used to do in the Pharma industry, we need to take bold leaps and work with technology, creativity and empathy at the core. However, it is not easy in an industry with many rules & a lots of complexity.

In this presentation Erasmus will deep dive into where we are as an industry, what trends are influencing us and how we should think about the future and lastly how we important it is to get excited, to be bold, optimistic and how to rethink your business model for the future.

PAUSE

14.45 – 15.15

Topic TBA

Madeleine Thun, Innovation and Business Excellence Director, AstraZeneca

Topics and title TBA

15.15 – 16.00

How Big Pharma Succeeds in The Era of Digital Transformation
Richard Bergström, Former EFPIA Director General, currently Board Member at Institute of Health Economics and entrepreneur

- understanding how different sectors are converging
- the challenge for tech companies to identify "customers" - and who will pay
- advantage of pharma in understanding health care systems and societal values

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