

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

Hvordan kan vi best håndtere digitaliseringens andre bølge?

Digitaliseringens første bølge var dotcom-tiden.

Nå er vi i den andre bølgen, og nå gjelder det oss alle.

Smerten kommer først, i den digitale transformasjonen. Gevinsten kommer etterpå.

Hvordan møter vi denne utviklingen best?

Hvordan kan vi best kombinere det korte og det lange perspektivet?

Og hvilke kompetansebehov står vi da overfor?

Camilla Tefers, Partner in Future

10.20 – 10.50

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

- Medicinal products in the future: will they look the same?

- Healthcare 2030: digital therapies, health apps, personalized healthcare, tumor agnostic labels, artificial intelligence

- Interactions with patients & patient organizations in the new world - role of the industry and trends in rare conditions, social media & pharmacovigilance

Hannes Oswald Bruegel, Head of Compliance for Roche Pharma worldwide, Roche HQ

PAUSE: 10.50-11.10

LMI

11.10 – 12.00

Virtual Health Care, a new paradigm to care for people with chronic diseases?

Unmet needs from chronic patients, HCPs and payers remain high and will continue increasing. As Virtual Health Care (VHC) seems to be an appropriate response, some valuable players, offers and experiencing are emerging. Yet, making VHC a reality at scale is still challenging, showing that the appropriate environment is needed for VHC to efficiently complement the existing healthcare systems, improve outcomes and reduce costs.

Gilles Litman, Global Head of Virtual Healthcare, Sanofi HQ

LUNSJ: 12.00-13.00

13.00 – 13.45

The compliance role within the evolving pharma business model

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.

Piergiorgio Pepe, President, Quantum Ethics

13.45 – 14.30

How to Fix the Future for Pharma Marketing in a Digital World

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.

Erasmus Holm, Nordic CMO & Digital Transformation Lead, MSD

PAUSE: 14.30-14.45

14.45 – 15.15

Lifelong learning in an evolving Healthcare system

- What can healthcare systems learn from school systems to meet future needs
- Collegial learning and continuous professional development (CPD)
- The role of pharmaceutical companies in CPD

Madeleine Thun, Innovation and Business Excellence Director, AstraZeneca

15.15 – 16.00

How Big Pharma Succeeds in The Era of Digital Transformation

- 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

Richard Bergström, Former EFPIA Director General, currently Board Member at Institute of Health Economics and entrepreneur

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