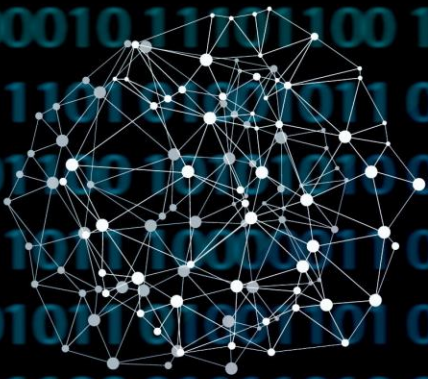


# BIG DATA

CONNECTED SOLUTIONS  
FOR BETTER HEALTHCARE



BRUSSELS - 25-26 JANUARY 2018



**GIRP**  
the vital link in healthcare

## BIG DATA CONNECTED SOLUTIONS FOR BETTER HEALTHCARE

25 - 26 JANUARY 2018  
THE HOTEL, BRUSSELS

**CONFERENCE PROGRAMME**



# BIG DATA: CONNECTED SOLUTIONS FOR BETTER HEALTHCARE

## 25 – 26 JANUARY 2018 THE HOTEL, BRUSSELS

### Conference objectives

- Provide background information and concrete use cases into the rise and use of Big Data to trigger interest and ideas;
- Demonstrate the great overall potential of Big Data and convey the urgency to embrace the revolutionizing movement for all stakeholders (manufacturers, wholesalers, healthcare professionals, patients and payers);
- Facilitate encounters of stakeholders to encourage partnerships on the subject;
- Generate discussion with national and European authorities on the need to adapt legislation to the innovative practice to ensure a safe and efficient development;
- Explore new options for value creation within the healthcare ecosystem.

### Topics to be addressed:

- Personalised healthcare;
- Pharmacovigilance;
- Therapy adherence;
- Pricing of medicine and value-based treatments;
- Accessing the existing stock of data and generating further, notably through connected wearables;
- Regulation and Data protection;
- Sustainability of healthcare systems;
- Logistics, stock management and predictive maintenance;
- Sales and marketing.

### 6 Key Take-Aways:

1. Deep and concrete insight into making the most of your ready-available data;
2. How to ask the right questions to get optimized results;
3. Clear understanding of how to enhance services and logistic capacities adopting a predictive approach;
4. How to keep your data safe;
5. How will healthcare environment evolve with the development of Big Data;
6. How to further collaboration with non-traditional healthcare partners.

### ➤ CONFERENCE DAY 1 - THURSDAY 25 JANUARY 2018

#### 14:30 Welcome Address

- **Mr René Jenny**, President, European Healthcare Distribution Association (GIRP)

#### 14:45 Opening address

- **Mr Jyrki Katainen**, Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission

#### 15:15 Keynote address

- **Mr Alexander De Croo**, Deputy Prime Minister and Minister for the Digital Agenda, Telecom and Post (tbc)



- 15:45 Empowering people through Big Data – An introduction**  
90% of the data in the world today has been created in the last two years alone, at 2.5 quintillion bytes of data a day. When integrated, the data offers understanding and knowledge. It has the power to improve quality of daily life or help tackle major issues: Climate change, unemployment rise, economic struggles...
- **Mr Wolfgang Mähr**, Head of Supervisory Board, Alliance Healthcare Deutschland
- 16:15 Coffee Break**
- 16:45 How artificial intelligence and digital disrupt retail and wholesale**  
Big Data offers new and comprehensive insight into behavioral patterns and living habits. How are companies across sectors resorting to Big Data as a strategic asset to better adapt their offer? How is Big Data compelling us to rethink practices and approaches for better service?
- **Mr Peter Breuer**, Senior Partner, McKinsey
- 17:15 Big Data in healthcare: how to harness value for the pharmaceutical industry**  
Big Data offers promising perspectives in preventative care, medicines development, medicines administration, medicines distribution, personalised medicine, patient outcome, clinical trials, stock management, logistics performance, etc. How can we best embrace the fast-paced evolution for a smarter healthcare ecosystem?
- **Mr Richard Bergström**, Pharma Sector Lead, SICPA
- 17:45 Closing remarks**
- **Ms Monika Derecque-Pois**, Director General, European Healthcare Distribution Association (GIRP)
- 19:30 Reception and dinner**

➤ **CONFERENCE DAY 2 – FRIDAY 26 JANUARY 2018**

- 09:00 Opening Remarks**
- **Mr Wolfgang Mähr**, Head of Supervisory Board, Alliance Healthcare Deutschland
- 09:15 Keynote Address**
- **Mr Vytenis Andriukaitis**, Commissioner for Health and Food Safety, European Commission
- 09:45 Big Data: a compelling asset in the fight against cancer**  
How Big Data, artificial intelligence, pharmaceutical and medical research combine to tackle one of the most ravaging disease of our times?
- **Ms Deborah DiSanzo**, General Manager, IBM Watson Health
  - **Speaker tbd**, Pfizer



**10:45**

### **Adopting Big Data analytics in health**

Big Data is revolutionizing the way we look at healthcare and the way we operate. As large volumes of both structured and unstructured data grow, organizations need to access platforms to analyse it. How can we best capitalize on its potential in a safe and efficient manner? How do we make for precise data and outcome among all the noisy giant data pool?

Moderator: **Mr Jacob Lund Nielsen**, Managing Partner, Cabinet DN

- **Mr Alejandro Villalon Acacio**, Pharmaceutical Industry Leader, Everis
- **Mr Ronald van Zitteren**, Head of Supply Chain Strategy, Value Creation & Innovation, UCB Biopharma SPRL (tbc)
- **Name tbc**, Guardtime

**11:30**

### **Coffee break**

**12:00**

### **Big Data in action – what is in it for the patient?**

From generating new personalized data empowering patients to monitor their own health, to the collection, storing and treatment of the data to better understand disease patterns, how is Big Data contributing to better treatment outcomes and a better quality of life for our patients?

Moderator: **Mr Leon Jankelevitsh**, Managing Director, Tamro Baltics

- **Mr David Guez**, Managing Director WeHealth by Servier
- **Mr Ryad A. Ali**, Global Head, Disruptive Technologies, Novartis Pharmaceuticals Corporation
- **Mr Eric Schultz**, President, COTA Healthcare
- **Patient testimony**, name tbc

**13:00**

### **Lunch**

**14:00**

### **Big Data in Health - predicting, preventing, protecting**

How are policy makers tackling issues related to privacy, ownership, security, transparency and governance? Do we need to hold the custodians of Big Data in the healthcare context to a particularly high standard? Where do we draw the fine lines between mothering our data and opening our data? How is Europe making the world a better place in supporting Big Data developments?

Moderator: **Mr Murray Aitken**, Executive Director, QuintilesIMS

- **Dr. Clemens Martin Auer**, Director General, Austrian Ministry of Health; Coordinator, eHealth Governance Initiative (eHGI)
- **Ms Kaja Kallas**, MEP, European Parliament (tbc)  
*The digital Single Market Strategy*
- **Mr Luca Pani**, Former Director General, Italian Medicines Agency – AIFA



**15:00**

### **Big Data as the vital link for tangible outcomes**

Beyond improved healthcare solutions for our patients, Big Data has the power to revise our practices to a lean logistics approach. What are the opportunities arising from the development of Big Data Analytics to reinforce the supply chain management?

Moderator: **Mr Torsten Roos**, Managing Director, InsightHealth GmbH & Co. KG

- **Dr. Jürg Gasser**, CEO, MediService
- **Mr Eero Hautaniemi**, President and CEO, Oriola
- **Ms Nina Felton**, Consultant
- **Representative**, MSD

**16:30**

### **Farewell Drinks**