Digital Innovation in Clinical Trials

Leveraging Technologies for Greater Efficiency in Clinical Trials

September 11-12, 2018
Philadelphia, PA

More Registration Details. Click Here!

Confirmed marcus evans Featured Speakers Include:
Bill Lander
Director, Digital Clinical Trials
GSK

Xuewei Cai, MD
Director, Pfizer Innovation Research Laboratory
Pfizer, Inc

Vizma Carver
Expert Digital Health Unit Advisor
Formerly with FDA Digital Health Unit

Yevgeny (Jim) Krol, MBA
Associate Director, Clinical Operations
Daiichi Sankyo, Inc.

Thomas Kelly
Associate Director, Clinical Trial Process Improvement and Innovation
CSL Behring L.L.C

Eric Agdeppa, PhD, MTM
GM and Executive Director, Innovation
Hill-Rom

Vadim Paluy, MD
Clinical Research Medical Director
Novartis

Michelle Shogren
Head of Innovations in Portfolio and Operations
Bayer

Aniket Joshi, PhD
Associate Director, R&D Innovation
Otsuka Pharmaceutical Development and Commercialization, Inc.

Brian Johnson
Associate Director, R&D Innovation
Otsuka Pharmaceutical Development and Commercialization, Inc.

Jennifer Wong
Senior Director, Real World Evidence Strategy & Alliances
AstraZeneca

Jane Fang
Director, R&D Information
AstraZeneca

Erika K. Ross, PhD
Head of Clinical Science
Cala Health

Aman Thukral
Assistant Director, Strategy & Innovation, Clinical Data Sciences
Abbvie

Robert DiCicco
Vice President, Clinical Innovation & Digital Platforms
Formerly with GSK

Francis Kendall
Digital Strategy Leader
Formerly with Roche

Chrysanthi Dori
Associate Director, Data Technology Integration, Data Science & Data Analytics
Bayer

Krista McKee
Director, Data & Analytics
Takeda Data Sciences Institute

Anastasia Christianson, Ph.D.
Vice President, R&D Operations and Oncology IT
Johnson & Johnson

Attending This Premier marcus evans Conference Will Enable You To:
• Improve trial design process and efficiency to achieve a return on investment
• Maximize patient engagement with patient centered trial strategy to maintain enrollment
• Streamline communications for real-time insights and decision making to foster better results
• Advance ability to leverage actionable insights in early development to reduce overall trial costs
• Utilize emerging trends in trial technologies and innovation to promote greater outcomes
• Leverage machine learning and digital technologies to match patient to the correct trials
• Reduce trial burdens and requirements to increase patient cooperation and empowerment
• Optimize data integration for analysis to eliminate redundancies
• Foster collaboration with patients throughout the trials to increase access to patients
• Harness the digital age to leverage patients’ perspectives when generating new health applications

Who Should Attend:
marcus evans invites C-Level Executives, SVPs, VPs, Directors, Heads, and other senior executives within:
• Clinical R&D
• Digital R&D
• Digital Clinical Trials
• Clinical Innovation
• Clinical Development
• Clinical Operations / Planning / Outsourcing
• R&D Innovation
• Digital Strategy / Trial Operations
• Trial Technology Strategy & Innovation
• Global Trial Solutions
• Global Trial Management
• Clinical Trial Analytics
• Digital Health / Healthcare

Media Partners

Silver Sponsor

Booking Info:
Amanda Pink | T: 1 312 894 6310
E: AmandaP@marcusevansch.com
IMPROVING TRIAL DESIGN PROCESS AND EFFICIENCY TO MAXIMIZE ROI

8:30 Enhancing Efficiency in Trial Execution through the Technology Adoption and Enablement
• Achieving buy-in to forecasted return or cost savings by incorporating technology platforms
• Automating passive and active data collection through digital integration
• Analyzing site performance to eliminate costly endeavors with little return
• Eliminating redundancy in standardized trial requirements to shorten trial start up

Anastasia Christianson, Ph.D.
Vice President, R&D Operations and Oncology IT
Johnson & Johnson

10:00 TransCelerate’s Common Protocol Template: Leveraging Standards to Drive Automation
• Overview of TransCelerate and the Common Protocol Template Work-stream
• Work-stream deliverables: template, tech enabled version, libraries and library builder
• Case study review of attempting to fully digitize the protocol
• Future vision = increased automation and fuller use of standards

Bill Lander
Director, Digital Clinical Trials
GSK

11:15 Translational Practices in Utilizing Digital Technologies to Increase Patient Engagement in Trials
• Leveraging various digital platforms to improve patient recruitment rates
• Identifying appropriate technologies and channels to best keep patients engaged throughout the trials
• Examining use of virtual trials to increase access to patients
• Maximizing use of digital platforms to effectively engage with patients and investigators to better meet needs and foster strong relationships

Chrysanthi Dori
Associate Director, Data Technology Integration, Data Science & Data Analytics
Bayer

12:00 Innovative Clinical Trial Recruitment Strategy Enabled by Smart Data Analytics
• Leveraging emerging smart data analytics combining real world data, public resources and internal expertise to expand recruitment ecosystem
• Moving beyond heat maps to identifying right patients for the trials
• Developing strategies to make clinical trials more visible to the patients

Aniket Joshi, PhD
Associate Director, R&D Innovation
Otsuka Pharmaceutical Development and Commercialization, Inc.

1:45 Interactive Panel Discussion
Allaying Patient Burden through Digital Technology
• Reducing trial burdens and requirements to create a better patient experience and minimize disruptions to patients’ lives
• Utilizing digital communications channels to create a comfortable relationship with patients to present opportunities that allows patients to be more vocal
• Fostering collaboration with patients throughout the trials to prioritize patient centricity
• Facilitating digital clinical trials to reduce or fully eliminate the challenge of traveling to study sites

Moderator:
Bill Lander
Director, Digital Clinical Trials
GSK

Panellists:
Aman Thukral
Assistant Director, Strategy & Innovation, Clinical Data Sciences
 AbbVie

Vadim Paluy, MD
Clinical Research Medical Director
Novartis

2:30 Leveraging Digital Platforms & Strategies to Collect Objective Outcomes Throughout the Trial Process
• Introducing new measures into studies to excite both the patients and sites to further facilitate their goals
• Creating an environment that incorporates a real-world setting with the balance of relevant, meaningful, and unbiased data
• Optimizing digital transformative capabilities that are needed to embed trial participation in the patients day to day life
• Incorporating wearable technology and app alerts to ease compliance from patients

Erika K. Ross, PhD
Head of Clinical Science
Cala Health

3:15 Networking Break

3:45 Joint Case Study
Innovating Clinical Trials with Real Time Data Review and Analytics
• Creating a robust review process of efficacy and safety data with visual analytics
• Performing reviews in “real-time” to allow for early identification and resolution of data inconsistencies
• Integrating data analytics and easy-to-read, engaging visualizations in an interactive system to improve data quality

Brian Johnson
Associate Director, R&D Innovation
Otsuka Pharmaceutical Development and Commercialization, Inc.

4:30 Utilizing Real Time Insights and Analytics for Improved Clinical Trial Management Activities
• Maximizing data to support effective management of clinical trials
• Leveraging analytics to quickly assess data insights for clinical trial build
• Fostering real time collaboration with CROs to identify and mitigate risks
• Centralizing clinical data to be able to quickly generate meaningful insights
• Incorporating improved quality to foster better and faster decision making

Yevgeniy (Jim) Krol, MBA
Associate Director, Clinical Operations
Daichi Sankyo, Inc.
### Day Two | Wednesday, September 12, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registration &amp; Morning Coffee</td>
</tr>
<tr>
<td>8:45</td>
<td>Chairperson’s Opening Address</td>
</tr>
<tr>
<td>9:00</td>
<td>Maximizing Actionable Insights Early to Advance Trials</td>
</tr>
<tr>
<td></td>
<td>• Integrating clinical data to speed decision process and reinforce rational decision making.</td>
</tr>
<tr>
<td></td>
<td>• Generating more informative data earlier in development to maintain speed, efficiency, and minimize risk.</td>
</tr>
<tr>
<td></td>
<td>• Transforming data management to improve analysis capabilities</td>
</tr>
<tr>
<td></td>
<td>• Amplifying better decision making in early trial development to increase the effectiveness in the study.</td>
</tr>
<tr>
<td></td>
<td>• Detect potential safety concerns early to enable better trial outcomes and reduce cost</td>
</tr>
<tr>
<td></td>
<td>Krista McKee, Director, Data &amp; Analytics, Takeda Data Sciences Institute</td>
</tr>
<tr>
<td>9:45</td>
<td>Determining the Appropriate Patient Population for Successful Study Development</td>
</tr>
<tr>
<td></td>
<td>• Embracing real-world data and advanced analytics to shape targeted patient populations</td>
</tr>
<tr>
<td></td>
<td>• Considering potential risks and benefits to identify the appropriate study population</td>
</tr>
<tr>
<td></td>
<td>• Leveraging machine learning and artificial intelligence to help investigators target better candidates</td>
</tr>
<tr>
<td></td>
<td>• Utilizing sites to create unique patient populations and examine study qualifications</td>
</tr>
<tr>
<td></td>
<td>Jane Fang, Director, R&amp;D Information, AstraZeneca</td>
</tr>
<tr>
<td>10:30</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11:00</td>
<td>Interactive Panel Discussion</td>
</tr>
<tr>
<td>11:15</td>
<td>Developing Early Clinical Development Strategies to Reduce Costs</td>
</tr>
<tr>
<td></td>
<td>• Reinforcing trial endpoints through faster data collection reducing overall trial costs</td>
</tr>
<tr>
<td></td>
<td>• Augmenting data collection points through wearable and other innovative technologies</td>
</tr>
<tr>
<td></td>
<td>• Utilizing digital health solutions for strategic decision-making during the early stages of clinical trials</td>
</tr>
<tr>
<td></td>
<td>• Reducing trial costs and improving outcomes opportunities with comprehensive front end planning</td>
</tr>
<tr>
<td></td>
<td>Panelists: Vizma Carver, Expert Digital Health Unit Advisor, Formerly with FDA Digital Health Unit; Xuemei Cai, MD, Pfizer Innovation Research Laboratory; Pfizer, Inc; Eric Agdeppa, PhD, MTM, GM and Executive Director, Innovation, Hill-Rom</td>
</tr>
<tr>
<td>12:30</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>1:30</td>
<td>Utilizing Emerging Trends in Trial Technologies &amp; Innovation to Foster Better Patient Outcomes</td>
</tr>
<tr>
<td></td>
<td>• Embracing artificial intelligence and apps to increase compliance within patients</td>
</tr>
<tr>
<td></td>
<td>• Leveraging machine learning to detect vital sign patterns and deviations from physiological data captured by wearable and implantable sensors</td>
</tr>
<tr>
<td></td>
<td>• Amplifying better decision making in early trial development to increase the effectiveness in the study.</td>
</tr>
<tr>
<td></td>
<td>• Detect potential safety concerns early to enable better trial outcomes and reduce cost</td>
</tr>
<tr>
<td></td>
<td>Robert DiCicco, Vice President, Clinical Innovation &amp; Digital Platforms, Formerly with GSK</td>
</tr>
<tr>
<td>2:15</td>
<td>Incorporating Different Digital Technologies to Enhance Patient Outcomes</td>
</tr>
<tr>
<td></td>
<td>• Organizing data collected from sensor capabilities, wearables, and smart devices to inform trial endpoints</td>
</tr>
<tr>
<td></td>
<td>• Utilizing advanced sensors and mobile technologies to continuously gather patient-generated data</td>
</tr>
<tr>
<td></td>
<td>• Encompassing digital innovative health solutions to improve cognitive and behavioral outcomes for a range of high risk populations</td>
</tr>
<tr>
<td></td>
<td>• Amplifying digital monitoring tools to constantly examine patients’ medical conditions</td>
</tr>
<tr>
<td></td>
<td>Xuemei Cai, MD, Director, Pfizer Innovation Research Laboratory, Pfizer, Inc</td>
</tr>
<tr>
<td>3:00</td>
<td>Networking Break</td>
</tr>
<tr>
<td>3:30</td>
<td>Utilizing Advancements in Technology to Avoid Redundancy</td>
</tr>
<tr>
<td></td>
<td>• Measuring return on investment of new technologies</td>
</tr>
<tr>
<td></td>
<td>• Evaluating pilot projects to determine and test technologies to match patients to right trials</td>
</tr>
<tr>
<td></td>
<td>• Optimizing machine learning and digital tools to match patients to right trials</td>
</tr>
<tr>
<td></td>
<td>• Leveraging artificial technology for data integration analysis to eliminate repetitiveness</td>
</tr>
<tr>
<td></td>
<td>Francis Kendall, Digital Strategy Leader, Formerly with Roche</td>
</tr>
<tr>
<td>4:15</td>
<td>Connecting Medical Records to Clinical Research to Improve R&amp;D Outcomes</td>
</tr>
<tr>
<td></td>
<td>• Collaborating with CROs to gather holistic snapshot of all clinical data</td>
</tr>
<tr>
<td></td>
<td>• Determining how to incorporate advanced analytics, artificial intelligence and machine learning to achieve a return on investment</td>
</tr>
<tr>
<td></td>
<td>• Utilizing digital platforms to connect medical records to clinical research for effective outcomes</td>
</tr>
<tr>
<td></td>
<td>Jennifer Wong, Senior Director, Real World Evidence Strategy &amp; Alliances, AstraZeneca</td>
</tr>
<tr>
<td>5:00</td>
<td>Closing Remarks and End of Day Two</td>
</tr>
</tbody>
</table>

---

**More Registration Details. Click Here!**

**LET US BRING THE TRAINING TO YOU!**

**marcus evans in-House Training** – Tailored solutions to meet your company’s specific needs

**Exceptional Trainers:** Annual global course portfolio over 3000 events a year guarantees access to the world’s best trainers.

**Custom designed:** Your team provides input into content and delivery through survey and consultation with trainers to match your unique training needs.

**Confidentiality:** Your team may talk openly about their experiences and organizational needs in a secure and confidential environment.

**Cost-effective:** Maximize your budget by cutting out travel and lodging expenses while also maximizing employee productivity and saving time.

**Any Training, Anytime, Anywhere**

For full information on open enrollment and in-house training go to www.marcusevanspt.com or contact Emily Jones at emilyj@marcusevansch.com.
EDETEK, Inc. delivers high-quality clinical solutions to life sciences companies. We utilize our innovative platforms, CONFORM™, CONFORM™ eClinical and CONFORM™ C3, to fulfill our clients’ clinical trial, data engineering and analytics needs. Our comprehensive metadata-driven solutions enhance data quality, decrease time-to-completion, and improve cost efficiency. Visit our website at www.EDETEK.com.

**MEDIA PARTNERS**

CanBiotech is an open innovation and patient engagement platform for the biotech and pharmaceutical industries. Visit CanBiotech to learn more about best practices for collaboration with industry stakeholders and patients. Participate in the discussion; attend upcoming events and training opportunities provided by CanBiotech and our partners in the areas of innovation program development, open bioinnovation, design thinking for health and patient engagement. www.canbiotech.com

Part of Cambridge Healthtech Publishing, Clinical Informatics News reports on innovative technologies from clinical trials to medical informatics. Technology continues to permeate all aspects of clinical trials and the patient experience, and the tools to support these efforts are maturing rapidly. ClinicalInformaticsNews.com, the Clinical Informatics News Newsletter and News Bulletins provide authoritative news, views and insights on the vast landscape of innovation between clinical trial management and delivery of care. Please visit www.ClinicalInformaticsNews.com for more information.

FarmavitaR+ is the professional network of experts and service providers. Network is gathering local consultants from 90 countries in Europe, Asia, North America, Latin America, Australia and Africa. Management of international, multi-centre projects is our core competence. FarmavitaR+ is providing solutions related to pharmaceutical, medical device, food supplement and cosmetic products. Scope of services is related to solutions for product development, quality assurance, clinical trials, product registration, portfolio analysis, lifecycle management, vigilance / risk management, pricing /reimbsuring, market access and promotional compliance. FarmavitaR+ is brand name of Farmavita Regulanet Ltd. Visit www.farmavitar.com for more information. Outsource anything you can think of!

PharmaLeaders.com is an online environment dedicated to enriching the careers of more than 200,000 life sciences professionals. With breaking news and informative content grouped into one of nine segmented channels, in-depth special reports, job and events postings, and so much more, industry executives, manufacturers, marketers and educators can count on PharmaLeaders for the tools they need to succeed in today’s competitive market environment. For more information, visit us online at www.pharmaleaders.com, write to us at info@pharmaleaders.com or call 888-400-1573, ext. 240.

Technologies provide commentary about the challenges and trends impacting the life-sciences industry, covering a range of issues from molecule through market. PharmaVOICE’s more than 27,000 BPA-qualified subscribers are also kept abreast of the latest trends through additional media resources, including WebSeminars, Podcasts, Videocasts, and White Papers.

**TECHNOLOGY NETWORKS**

Technology Networks scientific communities offer today’s scientist a single resource that contains unique, engaging, and entertaining content from their field of research. Visit us today at TechnologyNetworks.com.

**WHY YOU SHOULD ATTEND:**

As many other industries have already adopted innovative technologies, biopharmaceutical companies are starting to recognize the importance of discovering ways to streamline R&D processes in order to eliminate redundancies, reduce costs, and to promote greater efficiency. Organizations in the industry are currently examining how to transform the current clinical trials structures to foster better patient outcomes and speed the path to commercialization of new treatments.

This premier marcus evans event will bring together the foremost leaders in Clinical Innovation, Clinical Development, Clinical Operations, Clinical R&D, and Digital Clinical Trials to explore ways to incorporate innovative technologies and digital strategies into clinical trial frameworks.