

 28 October
2015



efpia

Moderators:

Paul van Arkel, Head of Corporate Strategy & Healthcare Systems, Novartis
Maggie Alexander, Chief Executive, European Multiple Sclerosis Platform

Venue: Concert Noble, Rue d'Arlon 82, 1000 Bruxelles

Preliminary Programme

11:00 - 11:30	Welcome & perspectives on the future of industry – patient organisation relationships	Richard Bergström, Director General, EFPIA & Nicola Bedlington, Secretary General, EPF	Open discussion	Expert panel and audience
11:30 - 12:30	Session 1: Ideas for the Future; Outcomes of the Young European Health Parliament	Magda Kalata, European Health Parliament	16:00 - 17:30	Session 3: Working together towards sustainability
12:30 - 13:30	Networking Lunch			Reflections on Vilnius and Riga
13:30 - 16:00	Session 2: Delivering better outcomes & patient-centered care			Sascha Marschang, Policy Manager for Health Systems European Public Health Alliance (EPHA)
	Grassroots example: gathering and utilizing outcomes data	Juan Jover, Professor of Medicine in Madrid, Head of Fit for Work Initiative		Integrating outcomes measurements into funding decisions
	The patient experience of gathering outcomes across borders & using them to shape healthcare practice on a local level	Christoph Thalheim, Vice CEO and Director External Affairs at European Multiple Sclerosis Platform (EUREMS)		Member State Authority TBC
	Standardising data to support value based healthcare: example of EU patient registries	Matic Meglic, Strategy and Business Model Innovation Director Integrated Health Solutions, Medtronic		Defining, mapping and measuring Access in EU – the 5As tool
15:00 - 15:20	Coffee Break			Stanimir Hasurdjiev, Chairperson of the Bulgarian National Patients' Organization, EPF
	Creating credible outcomes from collaboration with patients	Irene Oldfather, Director, Health and Social Care Alliance Scotland		View on the outcomes-based approach from an HTA's perspective
	IMI Project on Big data for better outcomes	Stephan Korte, Head Novartis IMI Office	18:30 - 20:00	Evening Reception
				Martin van der Graaff Secretary, Scientific Advisory Board (WAR) National Healthcare Institute, The Netherlands
				From pills to outcomes; the role of pharma in the development of sustainable healthcare systems
				Joe Jimenez, EFPIA President, CEO Novartis AG
				Awards Ceremony
				Andy Powrie Smith, EFPIA & Joe Jimenez



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Moderators:

Eric Racine, Vice President & Head,
Global Patient Advocacy, Sanofi
Cees Smit, Patient Representative

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09:00 - 11:00	Session 1: Driving Greater Transparency		11:30 - 13:00	Session 2: Best practice in industry-patient relations	
	Driving greater transparency; the industry journey	Andy Powrie-Smith, Communications Director, EFPIA		Leading from the top	Chris Strutt, Senior Vice President of Government Affairs, Public Policy & Patient Advocacy GSK
	Data-sharing – user experience from a researcher	J&J Yoda project		Building a best practice culture	Tim Windle, Public Affairs Manager, ABPI
	Making the new disclosure code work – who needs to be on-board – an experience from an EFPIA member association	Mieke Goossens, Legal Counsel- Belgium, Pharma.be & Jakub Dvořáček, Executive Director, AIFP		How patients can shape the relationship	Audrey Craven, Past President, EFNA
	A (more philosophical) view on Trustworthiness from the civil society	Brennan Jacoby, Philosopher, Writer, Trust Specialist		Training patient leaders – the way forward	FDA, EURORDIS
	Open Discussion	Speakers & Audience		Panel Discussion	Invited journalist & expert on business ethics
11:00- 11:30	Coffee Break		13:00 - 13:15	Concluding Remarks	EPF & EFPIA
			13:15 - 14:30	Networking Lunch	