	DAY 1 – March 31st
12:00PM–12:20PM	**LEO Innovation Lab: how a new clinical paradigm was created within a 110-year old company** • How an open-minded approach to evidence enabled the identification of new subtypes of diseases through RWD • A guide to successful remote clinical trials in dermatology and how this was done in an Innovation Lab, separate to the mothership • Simplicity is key: avoid complexity on the most complex treatments and ensure your trials don't add to the EHR burden through careful management Rasmus Hogreffe, Head of Virtual Clinical Trials, **LEO Innovation Lab**
12:20PM–1:50PM EXHIBITION HALL	**LUNCH, NETWORKING SESSION AND INTERACTIVE SOLUTION ZONE**
1:55PM–2:15PM	**Patient involvement from the beginning, not the endpoint** • How to ensure the patient perspective is always the driver, not the follower, despite the increasing prioritization of technological innovation • Identify the gaps in your understanding that you need to fill in order to ensure you have identified stage-gate specific goals that need to be informed by the patient perspective • A look at Biogen's 5-step process used to develop a PFDD strategy, with examples of key questions and methodology/tools Isabela Niculae, R&D Portfolio Transformation Leader, **Biogen**

2:35PM–2:55PM	**Patient-centric trials are digital trials** • Use technology to create patient-preferred trials – the trials patients would choose. Integrate new processes to modernise the delivery of development • Raise your status with patient community with more ambitious endpoints, aligned goals and a new Standard of Care Sebastian Stratmann, Senior Manager, Clinical Innovation, **Merck**
4:05PM–4:35PM EXHIBITION HALL	**COFFEE BREAK, NETWORKING SESSIONS AND INTERACTIVE SOLUTION ZONE**
4:35PM–4:55PM	**How to create virtual trial participants** • Understand the rationale and criteria for building virtual trial cohorts and compensate for lack of participant data • A journey through Ipsen's process in building evidence with translational approaches, mixing RWE and clinical data, adding genomics, metabolomics and validating with the FDA • Use this aggregated information and high-quality algorithms to create predictions and best target identification Stephane Orssaud, R&D Biometry Innovation Director, **Ipsen**

4:55PM–5:05PM	**How to lower costs and speed up clinical studies with structured clinical data, electronic patient files and collaborative marketplaces** • Learn current solutions to speeding up clinical trials and lowering costs in study set-up, execution and collaboration • Discover how pharma companies can find more hospitals and recruit patients more quickly with a marketplace for clinical studies • Understand how pharma companies can utilize FHIR based structured clinical data and electronic patient files to have live data in their studies Stefan Wiesner, CEO, **Healex**
5:15 – 5:55PM	**Panel: IMI Trials@Home: Reshaping remote decentralised clinical trials in Europe** • How to analyse previous centralised/RDC/hybrid trials and develop best-practice protocols to enable a pan-EU pilot • Ensure smart, complaint roll-out of RDCT's by forging strong partnerships with HCPs, participants, regulators and other relevant stakeholders • Scanning, characterizing available technologies to support RDCTs and applying design thinking processes to create a robust, end-to-end technology package Kai Langel, Director, R&D Operations Innovation, **Janssen** Karl-Ludwig Radek, Associate Director, Strategic Account Lead, Global Clinical Operations Germany & Switzerland, **Janssen** Mira Zuidgeest, Assistant Professor, **UMC Utrecht**

The Digital Clinical Trials Conference

In The Exhibition at eyeforpharma Barcelona 2020

5:55PM–7:25PM EXHIBITION HALL	**NETWORKING DRINKS RECEPTION AND INTERACTIVE SOLUTION ZONE**

SIGN-UP FOR FREE FOR THIS CONFERENCE. (FOR BIO AND PHARMA ONLY)

Contact Izzy Gladstone igladstone@eyeforpharma.com

DAY 2

6:45AM–7:30AM	**eyeforpharma morning run.** Start your day right and join the eyeforpharma team for a 5k run along Barcelona's beautiful coastline. All levels welcome. Meet at the AC Hotel reception for a 6.45 departure.
9:05AM–9:25AM	**Say yes! Overcome perceived risks for new types of trial with unproven ROI** • Feel the fear and do it anyway: How to determine an appropriate risk tolerance for pursuing unmet needs and betting on approval • Rework andomizednal responsibilities to break deadlocks, empower and support Clin Ops, and ensure trials are reimagined in a futureproof manner Mohammed Ali, Global Head Digital Development, Global Clinical Operations, **Boehringer Ingelheim** Bert Hartog, Senior Director, Clinical Innovation, **Janssen**
9:45AM–10:25AM	**Panel: The new clinical ecosystem – who will be disrupted, who will be displaced?** • Gain market maturity by comprehending today's spectrum of different approaches – from centralized Pis to virtual and remote networks. An objective perspective on the landscape of approaches and where they're headed

	• Why new marketplaces and automation could disrupt CROs whilst new data, could disrupt pharma development organizations • How technology can disrupt the fundamental nature of trial participation for patients and likely pathways to progression Milind Kamkolkar, Chief Digital Officer, **Cellarity** Michelle Shogren, Director of Innovation – Pharma R&D Clinical Operations, **Bayer**
10:25AM–11:05AM EXHIBITION HALL	**COFFEE BREAK, NETWORKING SESSIONS AND INTERACTIVE SOLUTION ZONE**
11:05AM–11:30AM	**Build a collaborative development framework for novel digital endpoints** • To put the patient at the centre, determine how to define meaningful novel digital endpoints • Leverage existing guidance and processes and account for technical complexity in endpoint development • How a collaborative business model enables you to fast-track development and improve reliability • An assessment of fit-for-purpose technology that enables quick adoption without losing flexibility Kai Langel, Director, R&D Operations Innovation, **Janssen**
1:00PM–2:00PM EXHIBITION HALL	**LUNCH, NETWORKING SESSION AND INTERACTIVE SOLUTIONS ZONE**

2:00PM–2:20PM	**Digital recruitment with depth – how Novartis will increase trial participation** • An enhanced approach to trial awareness and recruitment which combines broad channels/materials with specific identification of suitable candidates • Detaching physician attachment from eligibility – enabling through technology • How a multichannel approach can be used to increase awareness and also understand patient profiles. Two-way use of data to enable patent centric trials Sam Hariry, Head of Clinical Strategy & Operations, **Novartis**
2:20PM–2:40PM	**Accessing meaningful subject data and clinical insights throughout the clinical trial process** • Discover how to obtain critical insights into real-time engagement and why they can be the key difference between staying in treatment and discontinuation Rich Christie, Chief Development Officer, **AiCure**
2:40PM–3:00PM	**Build a global digital support network that enables full rollout in multiple territories** • Find technology providers who can develop and distribute medicines, IoT-type devices, sensors, variables into people's homes in a global setting • Build a coalition of partners that ensure your trials deliver effectiveness in new regions Bert Hartog, Senior Director, Clinical Innovation, **Janssen**
3:20PM–4:00PM EXHIBITIN HALL	**COFFEE BREAK, NETWORKING SESSIONS AND INTERACTIVE SOLUTION ZONE**

4:00PM–4:20PM	**Interoperability – both technology and people – as the greatest win for patient care** • Stop paralyzing your research – find ways to reduce the interoperability burden from the outset and get closer to the universal HER • Trust as the key currency for building an alliance for data sharing and efficient coalition between multiple institutions • How to work with regulators – understand the FDA/EMA mindset, build alliances and secure acceptance for your innovations Joy Bhosai, Chief of Digital Health & Strategy, **Duke University**
4:40PM–5:00PM	**End to end clinical trials using patient records: run andomized trials entirely based on real world data** • Hear how the CPRD are combing PRO & HER to assess clinical effectiveness purely from RWD sets Janet Valentine, Director of the CPRD, **CPRD**
5:00PM–5:20PM	**Merging man and machine: Unleash the potential of data to empower patients** • Recruit patient cohorts with easily accessible technology and meet them in the most convenient place possible – their home • Improve both quality and breadth of data generated through PROs by exploiting trending wearable technology Celine Ulmann, Head of Digital Innovation R&D, **Almirall**

The Digital Clinical Trials Conference

In The Exhibition at eyeforpharma Barcelona 2020

5:20PM–5:40PM	**The Clinical Entrepreneur: how agility will be a necessity for successful digitization of the trial** • Examples of Lundbeck's efforts to rewrite clinical planning & execution through a faster, iterative, learning model • Man vs machine – understand how to balance resources in a smarter way • A fresh perspective on the steps required to get your trial from idea to infinity Mads Dalsgaard, Senior Vice President, Head of Experimental Medicine & Clinical Development, **Lundbeck**
5:40PM–6:40PM EXHIBITION HALL	**NETWORKING DRINKS RECEPTION IN THE EXHIBITION HALL**
6:00PM–7:50PM HILTON DIAGONAL MAR	**THE PHARMA NETWORKING PARTY – LOCATED AT THE NEWLY RENOVATED ROOFTOP PURO BEACH BAR AT THE HILTON DIAGOINAL MAR**

SIGN-UP FOR FREE FOR THIS CONFERENCE. (FOR BIO AND PHARMA ONLY)

Contact Izzy Gladstone igladstone@eyeforpharma.com