

The Digital Pharma Advances Conference, London
Wednesday 28th January 2026 | The Grand Ballroom, Grand Connaught Rooms,
61-65 Great Queen Street, London, WC2B 5DA



Welcome To The Digital Pharma Advances Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



08.15 Registration & Informal Networking

09.00 GIC Welcome & Morning Co-Chairs' Opening Remarks

Dr Rene Rust, Head Of Corporate Communications, **Almirall**



Kishan Rees, Senior Director Video & Digital Content Strategy, **Bayer**



Health Education In Transition: How Patient Digital Behaviours Are Changing

09.10

- Patient digital behaviours are evolving across the ecosystem — but not for the same reasons across all platforms
- On the web, AI is emerging as a key driver of change, reshaping search behaviours and how health information is discovered
- Beyond the web, behaviours are shifting across social media, streaming, and content platforms, driven by changing attention patterns and content consumption habits
- Explore the implications of these parallel dynamics on patient journeys, website performance, and omnichannel effectiveness
- Understand how the evolution from traditional SEO to AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) is reshaping digital health education, success metrics, and content strategy

Sara Tea Di Niro, Marketing Specialist, **Teva**



AI In Action: Building Practical, Trusted & Scalable Solutions In Pharma

09.30 Unleashing AI's Potential Isn't About Perfection – It's About Progress. This Session Explores How Organisations Can Apply AI In Real-World Commercial Contexts Through Clear Governance, Cross-Functional Experimentation & A Strong Focus On Trust, Value & Scalability

- Establishing the foundations for responsible AI: governance, transparency, and alignment with business goals
- Practical examples of AI initiatives that enhance engagement, streamline operations, and unlock insights, while keeping humans in the loop
- Navigating ambiguity: how to move from pilot to progress by engaging teams, learning from failure, and scaling what works
- Addressing ethical, compliance, and trust considerations to ensure AI supports – not replaces – human judgment and medical responsibility

Antonio Ibarra, Omnichannel Customer & Innovation Lead, **Grünenthal Iberia**



Optimised HCP Engagement – Panel Discussion & Q&A

09.50 Capture HCPs' Valuable Time & Attention By Addressing Fundamental Needs Head-On & Delivering Boosted Engagement Every Time

- With an ever-evolving relationship between HCPs and the pharma sector, what is the key to successful HCP engagement in 2026 and beyond?
- Assess and compare the merits of different channel strategies to identify the best ways to truly get through to HCPs
- Refresh your content and comms to put your company's best foot forward and drive towards effective patient outcomes
- Incorporate data-driven personalisation to create unmissable content that truly speaks to HCPs' key priorities

Kiren Kaur Dulai, Senior Global Manager Omnichannel Enablement,
Mundipharma



Katerina Zampeli, Senior Manager, Business Development & OCE Lead, **Novo Nordisk**



Becki Morison, EVP, Global Product Strategy & International Operations, **LEO Pharma**



Konstantin Ivanov, Commercial Excellence & Operations Head (Hungary, Bulgaria, Romania, Greece), **Astellas Pharma**



Anastasia Roshchina, CEE Marketing Director For Buscopan No-Spa, **Opella**



Opella.

Content Warning: Maintaining Online Compliance Post-Veeva – Safeguarding Pharma Content For 2026 & Beyond

10.20

- Veeva approval and distribution: the end of the compliance journey or merely the start?
- With more content in more markets and in more languages, how do you mitigate online content risk?
- Harnessing the power of automation to keep pharma's online content compliant, continually.
- Case Study: How a Top 10 Pharma empowers teams with full visibility of actual content online – globally.

Ciaran Duke, Pharmaceutical Business Director, **Digital Control Room**



10.35 Morning Refreshment Break & Informal Networking

How To Orchestrate HCP Engagement Across All Your Events (Without Adding Another System Of Record)

11.05

- The challenge: Teams juggle CRMs, KOL databases, and event platforms – yet can't answer "which congresses should our CEO attend?" or coordinate meaningful HCP follow-up across engagements.
- The HCP 360 strategy: build a unified intelligence layer to create cross-event visibility, institutional memory, and coordinated orchestration – without replacing what you already have.
- Real applications: portfolio planning for leadership, cross-TA KOL coordination, streamlined compliance reporting, omnichannel journey orchestration, and ROI measurement across congresses, adboards, and webinars.

Pierre Metrailler, CEO, **Onomi**



From Data To Action: Turning Insights Into Stakeholder Engagement That Moves the Market

11.25 A Practical Journey From Signals To Decisions—Aligning The Cross Functional Team Around Value-Driving Actions

- Start with the business question: translating brand/portfolio priorities into measurable insight needs (growth, access, experience, resource allocation)
- Make insights "stakeholder-ready": tailoring the same evidence to what matters for HCPs, payers, patients—and for internal teams (field, MSL, access, marketing)
- Activate across channels: turning insight into next-best-actions, messaging and orchestration that improves engagement—not noise
- Prove and measure impact: selecting outcome-based KPIs and building a closed-loop process from engagement → learning → optimisation

Simone Rebora, Global Marketing Director Oncology, **Ipsen**



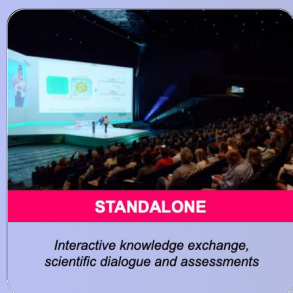
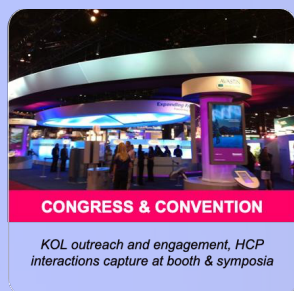


The Future of Pharma CX Starts with Smarter Event Data.

Pharma leaders are sitting on powerful HCP engagement data but it's scattered across systems, teams, and agencies.

Onomi connects every event signal directly into the CRM, powering real-time engagement insights and measurable impact.

Built for life sciences, Onomi turns congresses, symposia, webinars, advisory boards, and standalone events into connected, compliant, and HCP-centric experiences.



Unlock Smarter Event Insights

Download the free guide



Scan here



abbvie

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Boehringer
Ingelheim

GSK

MERCK

MSD

Takeda

sanofi

Find out more at onomi.io

If AI Can Do The Work, What's The Human Advantage?

11.45

If AI can do the work, what's the human advantage?

Why perspective, not output, will define the next era of pharma marketing

AI is rapidly changing how pharma marketing gets done. First drafts are faster. Iteration is constant. Insight, content and planning are increasingly AI-assisted.

But as speed and volume become the standard, a new question is emerging:

If AI can generate the work, where do humans still make the difference?

Jon Buckley, Director of Experience, **Inizio Evoke**



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evoke

Practical AI Innovations: Powerful Strategies With Proven Value – Panel Discussion & Q&A

12.00 The Future Is Now! Practical Approaches On Applying AI To Enhance Consumer Experience, Reduce Workloads & Drive Business Efficiencies Without Losing The Human Touch

- How can pharma continue to move away from theory and put AI into practice? From content creation to patient interaction, what actionable, results-driven approaches can be implemented today?
- Debate the ethics of AI and how your results can be validated: assess the limits of how far AI can be utilised while still remaining compliant, safe and trustworthy
- With patients able to access ChatGPT and other AI tools for themselves, how can pharma companies safeguard consumers, encourage the use of proper medical channels, and mitigate the potential spread of misinformation?
- Crunch the numbers! With huge volumes of available data, and time a precious resource, utilise AI as a tool to filter and find the most relevant data points, mitigating labour-intensive processes and speeding up deliverable results

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Richard Jones, Senior Director, Enterprise Architecture Commercial Practice,
Pfizer



Ruben Bueno, Customer Engagement & Business Excellence Senior Director, **Novo Nordisk**



Alan How, Digital Lead Pharma, **Bayer**



Dimitri Varsamis PhD, Senior Digital Programmes Lead, **Central London Community Healthcare NHS Trust**



From 8 Months To 8 Minutes: Ask Your Digital Doctor Anything

12.30

This session shows how commercial and medical teams can collapse traditional research timelines from months to minutes by turning real HCP insight into a living, queryable asset. Instead of commissioning a new 6–8 month study every time a question arises, teams can ask a “digital doctor” (an AI twin built from real interviews) and get segment specific answers on demand. Attendees will see how this enables rapid message testing, scenario planning, and strategic decision-making grounded in actual physician thinking—without waiting for the next wave of market research.

Frank Lee Seo, Founder & CEO, **Medisights**





INIZIO
evoke

Health more human™

Inizio Evoke is a global health marketing, communications, and transformation platform unlocking growth through data-driven insight and human centrality.

visit ***inizioevoke.com***

Innovative Digital Transformation

12.45 Foster A Company-Wide Mindset That Embraces Digital Transformation To Drive Real Results, Without Losing Sight Of The Key Fundamentals

- Embrace the change! Promote digital literacy and a forward-looking mindset among senior leadership and employees alike
- Highlight critical successes to demonstrate a results-first approach and inspire company-wide digital innovation and adoption
- Keep practical actionability in mind and ensure that key marketing and comms fundamentals don't get lost in the transition to digital
- Leverage the latest technologies to upscale digital processes while keeping costs and workloads manageable

Frédéric Baffou, Head of Multichannel & Digital Marketing, Neuromodulation, International, **Medtronic**



From Knock-Knock To Click-Click: How RepTwins Are Rewriting Pharma Engagement

13.05

For decades, pharma engagement started with a knock on the clinic door. Today, that door is often closed—by time constraints, digital overload, and declining access. This session explores how RepTwins—AI-powered digital brand representatives—are shifting pharma engagement from scheduled interruptions to on-demand conversations. Instead of asking for time, RepTwins wait for intent. Instead of repeating messages, they respond to questions. And instead of replacing human reps, they extend their reach—everywhere, all the time. Attendees will discover how this “click-click” era enables smarter engagement inside HCP workflows, creates compliant scientific dialogue at scale, and redefines what meaningful interaction looks like in modern healthcare.

Kamya Elawadhi, Chief Client Officer, **Doceree**



13.20 Topic Generation Submission

We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

13.25 Lunch & Informal Networking For Speakers, Delegates & Partners

14.00 Informal Breakout Discussions

A) Inside Out Engagement: Why Engaged Employees Create Engaged HCPs

Suzi Archer, People Engagement Director, **Norgine**



B) How To Make Omnichannel Feel Personal At Scale

How Are You Balancing Automation & Personalisation In Your Omnichannel Strategy?

Antonio Cravino, Customer Engagement Lead, **Sanofi**



C) AI Governance

David Wilson, Global Digital Transformation & Innovation Director, **Kyowa Kirin**





Imagine a brand rep with no work-life balance

Doceree presents RepTwin, the first
ever AI powered brand rep who is
available to HCPs 24x7



Brand-trained,
end to end



Multimodal
engagement



MLR-ready
by design



Customised to
brand



Available to
HCPs 24x7



Learns with
every interaction



14.25 Afternoon Co-Chairs' Opening Remarks

Alan How, Digital Lead Pharma, **Bayer**



David Wilson, Global Digital Transformation & Innovation Director, **Kyowa Kirin**



From GenAI To Agentic AI: What Pharma Commercial Leaders Need To Prepare For 2026

14.35

- Explain the shift from AI enablement and GenAI tools to agentic AI systems that can reason, orchestrate, and act across the pharma commercial ecosystem.
- Examine how pharma organizations are progressing from AI enablement to GenAI and now to agentic AI across launch planning, sales execution, marketing activation, and customer engagement.
- Highlight how governance models, risk considerations, and success measures differ for agentic AI compared to GenAI solutions.
- Describe how consulting approaches are evolving, including agentic assessments that help organizations prioritize use cases, redesign workflows, and build realistic roadmaps to scale agentic AI, with actionable takeaways for organizational readiness.

Jo Ann Saitta, Head of Data & AI, **Inizio Ignite**



Regulation, Legal & Compliance: First-Hand, Critical Insights – Panel Discussion & Q&A

14.50 Reinforce Regulatory Understanding & Compliant Mindsets Across Data, AI & More, To Drive Reputational Strength & Well-Earned Trust

- With regulations shaping and guiding the evolution of digital pharma, what is next in the pipeline, and what will the immediate future of regulatory compliance look like?
- Foster a culture of widespread communication across different countries, sectors and teams to ensure compliance requirements are always being met
- Content creation, data privacy, the use of AI – assess the regulatory pitfalls behind modern digital practices and learn how to avoid them
- Alter your mindset! Rather than a negative necessity, how can regulation and compliance be better positioned as a positive force to drive trust and patient safety?

Antonios Roussos, Head of E&C Global Excellence & Innovation, **Astellas Pharma Inc.**



Corlia Van Der Walt, Director R&D Partnerships & Legal Compliance, **AstraZeneca**



Antoinette Keane, Executive Director, Head of Ethics & Compliance EUR/INT, **formerly Jazz Pharmaceuticals**



Anastasia Troyan, Senior Director Global Compliance & Ethics, **formerly Teva**



Patient Centricity & Engagement

15.20 Keep Up With Changing Patient Behaviours To Engage Directly & Effectively With This Key Demographic & Put Patient Needs At The Heart Of Your Digital Strategies

- The tailored method – how can you craft a patient-first approach, and how does speaking to this audience differ from HCP engagement?
- As patients become very more knowledgeable about their options, and with constant access to “Doctor Google”, ensure that your outreach strategies speak to modern-day concerns
- Take advantage of tech advances and the power of AI to create relevant and personalised content that lets patients know they are seen and heard
- Maintain trust and reputational strength by positioning transparency, ethics and regulatory compliance foremost in your patient-centric mindset

Dr Sophie McLachlan, Communications Director, **Genomics England**



Designing HCP & Patient Experiences Of The Future

15.40

As digital healthcare content continues to scale across channels, formats, and markets and workflows, traditional approaches to brand and compliance governance are under increasing strain. Manual review processes struggle to keep pace with volume and variation, limiting speed, visibility, and control.

This session explores how **Periscope360™**, an AI-powered brand and compliance governance platform, is enabling a new approach to managing digital content at scale. Rather than focusing solely on individual assets, **Periscope360™** applies consistent, multi-modal compliance intelligence across digital content, assets and workflows - supporting teams as they scale activity.

Attendees will gain insight into how responsible use of AI can unlock innovation in digital execution—reducing reliance on manual checks, improving governance, and enabling faster, more confident engagement in regulated healthcare environments.

Gary Orr, Perigord CCO & Agency Head of TechM HLS BPS Marketing Operations,
Tech Mahindra



TECH MAHINDRA OVERVIEW

6.20 Bn
Revenue

90+
Countries

1.49K+
Associates

1100+
Global
Customers

TECH MAHINDRA IN HLS

Healthcare & Life Sciences (HLS) is one of our key focus industries

We are proud to have contributed to our Clients' successes through our IPs and Industry Solutions

Pharma & Biotech
10 of Top 10

Medical Devices
8 of Top 10

Patients Served
11000+

Live Projects
300+

CSAT Score
4.15

Global Patents
15+

COMMERCIAL SOLUTIONS

TECH MAHINDRA

- Veeva-Powered Intelligent Commercial Operations
- Salesforce Excellence
- Omnichannel Marketing Operations
- AI-driven Digital Marketing
- Intelligent Patient Support & Engagement

PERIGORD

- Omnichannel Strategy
- Medical & Commercial Content
- Global Asset Architecture
- Creative & Digital Production
- Campaign & Launch Delivery
- Periscope360™

BORN

- Omnichannel CX Strategy
- User Experience
- NBA Modeling

15.55 Evaluation Form & Feedback

We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

16.00 Afternoon Refreshment Break With Informal Networking

The New Era of Pharma Marketing: AI-Literate, Patient-Centered, & Socially Aware

16.30

This session shows how pharma marketing teams are moving from basic social monitoring to strategic, AI-supported listening that informs digital strategy, tightens influencer oversight, and stands up to regulatory scrutiny.

Emma Durant, Strategic Client Partner, **Resolver**, a Kroll Business



Omnichannel Success In 2026 & Beyond – Panel Discussion & Q&A

16.45 Get To Know Your Audience! Revolutionise Your Omnichannel Strategy By Assessing The Effectiveness Of All Channels & Platforms To Truly Speak To Your Target Consumers

- Generate brand loyalty and trust by co-ordinating a coherent, unified omnichannel strategy that delivers at every touchpoint
- Incorporate the latest data insights to remove friction and identify weak spots in your customers' journeys, as well as adding crucial personalisation to make your content truly memorable
- Put the user first! Ensure your omnichannel approach doesn't just work behind the scenes, but prioritises customer experience
- One size doesn't fit all – tailor your content across all apps and platforms to deliver timely and concise messaging without bombarding your audiences

Pablo Regueras Escudero, Commercial Co-Lead Oncology/Oncohematology Unit Marketing, **Astellas Pharma**



Özlem Önal Baran, International Brand Lead, IMCO, **AbbVie**



Josep Noguer, Head of Patient & Customer Experience, **Ferrer**



The Swinging Pendulum Of Regulation

17.15 What Can Financial Services & Pharma Learn From Each Other?

- Banking and pharmaceuticals are often treated as unique in their regulatory burden — but they face remarkably similar regulatory dynamics:
 - Systemically important
 - High-trust sectors
 - Heavily scrutinised after crises (financial crisis / drug safety scandals)
- What can we learn from each other?
- What future challenges/opportunities do we face?

Ross Cameron, Head of Regulatory Developments, **NatWest Group**



17.35 Afternoon Co-Chairs' Closing Remarks & Close Of Conference

Alan How, Digital Lead Pharma, **Bayer**



David Wilson, Global Digital Transformation & Innovation Director, **Kyowa Kirin**



Many Thanks For Joining Us Today!