

PLG Spring Meeting Thursday 19th May St. Pancras Renaissance Hotel, London

PHARMACEUTICAL BUSINESS DEVELOPMENT IN THE DIGITAL HEALTH SECTOR: CURRENT TRENDS AND FUTURE IMPACT

Innovation in the digital world is changing the landscape for the Pharma industry and healthcare in general. New technology is influencing areas from diagnostics and personalised medicine to new product development, compliance and patient support programmes. In turn the digital world is beginning to feature strongly in Pharma and Healthcare deals. In January this year a deal was announced between MSD and Verily (Google) and GSK has been in discussions with Qualcomm about a joint venture. Change is coming.

This meeting has brought together a programme showing how Pharma companies are already actively engaging with digital healthcare, as well as offering the perspective of companies in the digital healthcare space.

Described by many as the most romantic building in London, the hotel has been beautifully restored and offers stunning facilities behind the fairytale façade that Sir George Gilbert Scott fashioned for the Midland Grand. The hotel offers a great location by St. Pancras and Kings Cross train stations, and Kings Cross St Pancras tube station with connections to 6 tube lines (Circle, Hammersmith & City, Metropolitan, Northern, Piccadilly and Victoria lines).

1pm Registration and Networking Lunch

2pm Business Strategies for a Digital World
Jo Pisani, Partner, PricewaterhouseCoopers

2.35pm How Can Digital Healthcare Solutions Enhance the Value Proposition for Pharma Companies?
Marco Mohwinkel, Global Head of Integrated Care Businesses, Janssen Healthcare Innovation

3.10pm Personalised Digital Tools to Enable Patients to Manage Their Health
Bruce Hellman, CEO, Umotif

3.45pm Break

4.15pm How Can Big Pharma Work With Digital Health Companies to Improve Patient Outcomes?
Matt Bonam, Director of IntelliPharma, AstraZeneca

4.50pm Digital Point-of-Care Diagnostics: a Joint Venture
Dale Athey, CEO, OJ-Bio

5.25pm Panel Q&A



5.45pm Networking Drinks Reception

7pm Dinner

9pm Cash Bar



St. Pancras Renaissance Hotel, Euston Road, London, NW1 2AR