

INNOVATING FOR PATIENTS

Global Patient Forum Agenda

Tuesday 30th June & Wednesday 1st July 2015, Basel

DAY 1

30th June – Ramada Hotel Basel

8:00 – 15:30 Arrival and registration at Ramada Hotel (lobby)

15:30 – 15:55 Travel to Novartis Campus (Tram 14 from Messeplatz)

Marketplace

16:00 – 16:10 **Welcome – Novartis Group**
David Palacios, Head Global Patient Relations, Novartis

16:10 – 17:10 **Novartis Pharma Story Tour**
Patient Relations, guided tour

Fabrikstrasse 16 Meeting Room

17:15 – 17.45 **The real story of precision patient solutions: Emily's Story**

17.45 - 18:05 **Senior Management – Patient Inclusion: a Novartis Movement**
Vas Narasimhan, Global Head of Development, Novartis Pharmaceuticals
David Epstein, Division Head of Pharma, Novartis Pharmaceuticals

18.05 - 18:30 **Q&A**

Dodici Restaurant (Fabrikstrasse 12)

18:30 – 21:00 **Apero and dinner**

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DAY 2

1st July – Novartis Campus, Fabrikstrasse 16, Basel

Format: Presentation Series and panel discussions

08:30 **Novartis Campus arrival**

08:30 – 08:45 **Welcome – Novartis Global Patient Forum**
Guido Guidi, Head of Pharma Region Europe, Novartis Pharmaceuticals

Session 1: Enhancing patient engagement: Aspiration vs. Reality

08.45 - 09.00 **Patient Engagement: a multi-stakeholder aspiration**
David Palacios, Head of Global Patient Relations, Novartis Pharmaceuticals

09.00 - 09.40 **Open discussion: Challenges and opportunities + Patient experience**
Louise Huneault, Patient Relations Manager, Novartis Pharmaceuticals

09.40 - 10.00 **Case studies on Industry & Patient Groups partnerships: the patient perspective**

PSORIASIS initiative
Dalila Sid Mohand, France Psoriasis

EPALCO initiative
Bettina Ryll, Melanoma Patient Network Europe

10:00 – 10:30 **Coffee break**

Session 2: Patient involvement in Clinical Research

Patient Research Exchange (PRE) platform dynamics and achievements

10.30 – 10.50 **Why PRE and where we are**
John Walsh, COPD Foundation
Gary Puckrein, National Minority Quality Forum

10.50 – 11.10 **Demonstrating value of patient engagement in research and healthcare discussions**
Durhane Wong-Rieger, Canadian Organization for Rare Disorders

11.10 – 11.40 **PRE Platform: demo presentation**
Nick Hartshorne-Evans, Pumping Marvellous Foundation

11.40 – 12.10 **Digital Engagement Framework: How to create value within the patient community**
Jeordan Legon, Head of Digital and Social Media, Novartis Pharmaceuticals
Natalia Forsyth, Social Media Manager, Novartis Pharmaceuticals

12.10 – 12.30 **Q&A**

12:30 – 13:30 **Lunch**



INNOVATING FOR PATIENTS

Real World Evidence as a trend

13.30 – 14.00 Capturing Patient Benefits through Real World Evidence

*Michael Seewald, Head of Real World Evidence, Novartis Pharmaceuticals
Andrew Lloyd, Scientific Consultant on Outcomes Research*

14.00 – 15.00 Best practices of Patient-Based Evidence

Patient Reported Outcome on CSU initiative

Louise Huneault, Patient Relations Manager, Novartis Pharmaceuticals

NET Survey initiative

Teodora Kolarova, Association of Cancer Patients and Friends

MS Portugal initiative

Susana Potássio, SPEM Portugal

15.00 – 15.30 Q&A

15:30 – 16:00 Coffee break

16:00 – 16:30 Special session for patient advocacy collaboration

Interactive Exchange

16:30 – 17:00 Closing Remarks

17:00 – 18:00 Departure