



25<sup>th</sup>-26<sup>th</sup> October 2018, Boston

# Real-World Data & Life Science Analytics Congress

## Event Overview

As healthcare organizations move forward into the bold new world of value-based payments, they need to jump into advanced analytics to reduce inefficiencies, focus on quality and improve clinical performance. However, the uncertainty of where to start, which experts to trust, how to meaningfully use analytics and what tools to use are some of the critical challenges that persist.

On the other hand, the use of real-world evidence (RWE) by clinicians and drug manufacturers is rapidly unfolding as it has the potential to provide renewed insights into treatment decisions. Drug manufacturers are now expanding their use of RWE through risk contracting with payers, in drug discovery, and to identify unmet therapy needs. It is also coming into play in pharma's health economics and outcomes research.

The 21st Century Cures Act requires the FDA to develop a program for incorporating RWE into its activities but since RWE is relatively new it has its own real-world challenges. How exactly will it fit into the complicated world of drug testing, approval, regulation, and marketing is uncertain. Two of the most important reservations for RWE being study design and analytics, there is a need to overcome significant biases w.r.t. raw data that can make its rendering into evidence difficult.

Our aim at the [Real-World Data & Life Science Analytics Congress](#) is to bring these two worlds together to understand how to leverage traditional data sets and layer that in with RWE and the operating models for both.

## At the congress, you will meet

Pharma, Bio-pharma, Payers, regulators, hospitals, insurance companies

- Head of informatics
- Chief Information Officer
- Chief Medical Officer
- Brand strategists
- Marketing
- Corporate strategy departments
- Computational Biologist
- Computational Chemistry
- Informatics
- Scientific Computing
- R&D and IT

## We seek to cover

- Explosion of data availability
- Data Expansion
- Limitations of RWE
- Different uses of the real-world evidence data
- Clinical uses of RWE
- Payers perspective
- RWE and patient centric data in non-clinical settings
- Clinical trial optimization
- Machine learning algorithms
- Novel analytical tools
- Patient models for effective use of analytics
- Integrating artificial intelligence
- Advanced and intelligent analytics

## Advisory Panel



**Rachel Twardowski**  
Senior Manager, Specialty  
Analytics and Reporting,  
Specialty Decision Support  
and Reporting, Takeda  
Pharmaceuticals U.S.A., Inc.



**Jeff Messer**  
Director, Analytics  
GSK, Boston



**Josh Ransom**  
Head of Clinical Products  
SHYFT Analytics, Boston



**Rolin (Ron) Wade**  
Senior Principal, Real World  
Evidence, HEOR  
IMS Health, Greater New  
York City Area



**John Picconne**  
Principal  
ZS Associates, Philadelphia



**Mary Jo**  
Senior Research Fellow  
Tufts University, Boston



**Tom Haskell**  
Global Head of Data  
Analytics  
Kantar Health, Philadelphia



**Jessica Smith**  
Vice President, Healthcare  
Analytics & Risk Adjustment  
Solutions, Gorman Health  
Group, Florida



# Meet our ESTEEMED SPEAKERS



**Christopher Boone**  
Vice President, Real World Data & Analytics Center of Excellence, Patient & Health Impact, Pfizer Inc, New York



**Rachel Twardowski**  
Senior Manager, Pharmaceutical Data Analytics, Takeda, Greater Chicago Area



**Tom Hughes**  
Senior Director, Health Economics & Outcomes Research, Avanir Pharmaceuticals, California



**Sebastian Schneeweiss**  
Professor of Medicine and Epidemiology, Harvard Medical School, Vice Chief, Division of Pharmacoepidemiology, Department of Medicine Brigham and Women's Hospital, Boston



**Shanthy Krishnarajah**  
Senior Director, Global Health Economics and Reimbursement Strategy, CSL Behring, Pennsylvania



**Prasad Mishra**  
Founder and CEO Agility Pharmaceuticals, San Francisco



**Tom Haskell**  
Global Head of Data Analytics, Kantar Health, Greater Philadelphia Area



**Peter Henstock**  
Senior Manager Tech Analyst, Pfizer, Boston



**Kevin Haynes**  
Director of Clinical Epidemiology, HealthCore, Inc., Philadelphia



**Robert Zambon**  
Real World Innovation Lead, Janssen Scientific Affairs, LLC



**Nneka C. Onwudiwe**  
PRO/PE Regulatory Review Officer, FDA, Maryland



**Jesse Fishman**  
Health Outcomes Lead, Medical Affairs Professional, UCB, Georgia



**Brandon Arnieri**  
Associate Director, PHC Data Science, Analytics, Roche, San Francisco



**Amine Ouazzani**  
Feasibility Specialist, Clinical Trial Analytics, R&D Business Insights & Analytics, BMS, New Jersey



**Venus So**  
Data Science, Pharma Research and Early Development Informatics, Roche Innovation Center, New York



**Kourtney Davis (Tentative)**  
Global Head of Real World Data and Analytics, GSK, Philadelphia



**John Piccone**  
Principal ZS Associates, Philadelphia



# AGENDA 2018

## DAY 01 25th October

### Thursday

**08:00** Registration and Coffee

**08:45** Welcome note by MarketsandMarkets

**08:50** Opening remarks by the chair

#### PLENARY TALKS

**09:00** Operating models for real world evidence and analytics

**09:25** Leveraging traditional data sets for developing effective RWE strategies

**09:50** Panel discussion: Bringing two worlds together  
 • Sciences of epidemiology, biostatistics, outcomes research with analytics, machine learning and big data

**10:30** Solution provider presentation

10:45 Morning refreshments | One to one meetings | Networking break

REAL WORLD EVIDENCE		LIFE SCIENCE ANALYTICS	
11:30	Retrospective approach to RWE <ul style="list-style-type: none"> <li>• How does it work?</li> <li>• How do we manage it?</li> <li>• Are the methods that are being used sound, structured &amp; transparent enough?</li> </ul>	11:30	Strategies to achieve and implement successful and effective analytics
11:55	Overcoming the challenges of data explosion <ul style="list-style-type: none"> <li>• How is the data created or curated?</li> <li>• How does it get in the data base?</li> <li>• What biases must be introduced?</li> </ul>	11:55	Understanding the right data sources for your disease state and therapeutic area
12:20	Handling missing data issues <ul style="list-style-type: none"> <li>• How do we integrate data from multiple sources?</li> <li>• Availability and cost of acquiring data</li> </ul>	12:20	Detecting analytics based on various data sources
12:45	Modifying inclusion-exclusion criteria in randomized clinical trials	12:45	Ensuring there is governance and compliance around who is accessing the data
13:10 Lunch   One to one meetings   Networking break			
14:10	Integrated delivery practice guidelines	14:10	What are the right directions of the country and region where data is being accessed in?
14:35	How can RWE add value in the patient's journey? <ul style="list-style-type: none"> <li>• Importance of RWE to help monitor a patient when he is in the hospital</li> </ul>	14:35	Overcoming challenges in observational studies
15:00	Evaluating the efficiency of drug/therapy/product with RWE	15:00	Introducing novel patient models for effective use of analytics
15:25	Mapping the virtual observation of clinical trials with RWE	15:25	Improving study designs for taking meaningful healthcare decisions
15:50	Solution provider presentation	15:50	Solution provider presentation
16:05 Afternoon refreshments   One to one meetings   Networking break			

# AGENDA 2018

## DAY 01 25th October

### Thursday

REAL WORLD EVIDENCE		LIFE SCIENCE ANALYTICS	
16:45	RWE in clinical trial and patient safety <ul style="list-style-type: none"><li>• Patient identification, recruiting, protocol optimization</li><li>• Clinical trial operations improvement</li></ul>	16:45	Revealing aspects of care and a drug's use that were rare or didn't occur in the more limited circumstance of a clinical trial
17:10	Comparing different regulatory systems that use RWE	17:10	Understanding the data set that is truly required to answer a question
17:35	How do payers plan reimbursement programs based on RWE? <ul style="list-style-type: none"><li>• Use of RWE in approving reimbursements</li></ul>	17:35	Confluence of large data sets of uncertain quality and provenance
18:00	Closing remarks by the chair	18:00	Closing remarks by the chair

18:30 Drinks reception and networking



# AGENDA 2018

## DAY 02 28th October

### Friday

**08:00** Registration and Coffee

**08:45** Welcome note by MarketsandMarkets

**08:50** Opening remarks by the chair

#### PLENARY TALKS

**09:00** The 21st Century Cures Act: FDA practice guidelines  
 • How to measure effectiveness?

**09:25** Institutionalizing real-world evidence across your organization

**09:50** Panel discussion: Value and Value frameworks  
 Panelists from :

- Industry
- Patient advocacy group
- Physician
- Regulatory body

**10:40** Solution provider presentation

10:55 Morning refreshments | One to one meetings | Networking break

REAL WORLD EVIDENCE		LIFE SCIENCE ANALYTICS	
11:30	Understanding the use of RWE to improve performance and competitiveness	11:30	How to integrate artificial intelligence into healthcare analytics • Above and beyond artificial intelligence • Impact
11:55	Developing global brand strategies with the help of RWE	11:55	Developing novel machine learning algorithms
12:20	Transforming patient care with RWE	12:20	Novel data analytics tools for healthcare claims management
12:45	How can a global corporate strategy group understand the actual size of population?	12:45	Solution provider presentation
13:10 Lunch   One to one meetings   Networking break			
14:10	Understanding the phenotypic and genotypic association studies	14:10	Having unified systems to create business decisions across the organizations
14:35	Clinical trial optimization • Patient identification, recruiting, protocol optimization • Operations improvement	14:35	Wanted: digital natives • Deploying the right candidates with right skills
15:00	Generating a rich source of RWE that represents the voice of the patient • Better understanding the patient • Understanding the end user of the product	15:00	Using RWE to Support Outcome-Based Contracting & Pricing Models
15:25	Closing remarks by the chair	15:25	Closing remarks by the chair
15:30 Afternoon refreshments and end of conference			