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25 - 26
February 2016
Amsterdam
THE NETHERLANDS



PATIENT ADHERENCE AND COMPLIANCE MASTERCLASS

MASTERCLASS VENUE: HOTEL CASA 400, AMSTERDAM

„Join forces with other stakeholders and make progress in improving adherence.“

MEET THE MEMBERS OF OUR SPEAKER PANEL

LISA EGBUONU-DAVIS
MD, MPH, MBA, Sanofi, USA
Vice President Global Head of Patient Centered Outcomes and Solutions

DAVID SANGSTER
1in20Parkinsons, UK
Founder, Parkinson's Disease Patient

CHAIR DAY 1:

REBECCA REEVE
Sanofi, UK
Head of Professional Relations, Diabetes

DANIELLE DERIJCKE
UCB, Belgium
Patient Affairs Officer

ANA MARIA ARBOLEDA
Teva Europe
Director of Operations, Patient Solutions Europe

CHAIR DAY 2:

SØREN EIK SKOVLUND
Novo Nordisk A/S, Denmark
Senior Global Manager, Global Market Access

See the whole speaker panel on the second page

BENEFITS OF ATTENDING

- Learn from UCB how to effectively engage patients
- Get inspired by the award winning project Connecting Nurses by Sanofi
- Discover what it means to be a patient in the 21st century
- Learn about the daily challenges influencing adherence of chronic patients from patients themselves
- Get your hands on practical advice from Teva on building an effective patient support team
- Gain insight into the world of adherence digital health media

SPECIAL FEATURES

- fast-fire session
- award-winning case study
- workshop
- roundtable discussions
- hands-on try-out of digital health applications
- spotlight session

SUPPORTING PARTNER

MEDIA PARTNERS



BOOKING LINE:

TEL: +421 257 272 236 | **FAX:** +421 255 644 490

EMAIL:

stanislava.nichtova@fleming.events | www.fleming.events



MASTERCLASS INTRODUCTION

The pharmaceutical industry is undergoing changes, and is shifting towards patient centricity. Innovative outlooks and patient insights bring a new weapon to the battle against established challenges. Non-adherence increases medical costs, creates waste in medical spending, multiplies the number of hospitalisations and threatens lives. The issue touches all stakeholders involved in healthcare: from the pharmaceutical companies to doctors to the patients themselves. Therefore, effective improvement is possible only through the cooperation of multiple stakeholders.

Improve stakeholder collaboration, build lasting relationships, learn about the challenges of others and improve adherence for the benefit of all. Whether you are an industry representative, a medical doctor, a health insurance representative or a member of a patient organisation, the **Patient Adherence and Compliance Masterclass** is the perfect opportunity to join forces with other stakeholders and make progress in improving adherence.

SPEAKER PANEL

PAUL BUCHANAN

Team Blood Glucose, UK
CEO and Founder, Diabetes Patient

REBECCA REEVE

Sanofi, UK
Head of Professional Relations, Diabetes

DAVID SANGSTER

1in20Parkinsons, UK
Founder, Parkinson's Disease Patient

SØREN EIK SKOVLUND

Novo Nordisk A/S, Denmark
Senior Global Manager, Global Market Access

JERRY VAN GESSEL

Parkinson's on the Move
The Netherlands, Board Member, Parkinson's Disease Patient

ANA MARIA ARBOLEDA

Teva Europe
Director of Operations, Patient Solutions Europe

NURIA ZÚÑIGA

Lupus Association Of Madrid, Spain
Vicepresident, Lupus Europe, Representative, Lupus Patient

DR. STEFAN BECKER

University Hospital Essen Germany
Consultant Physician

LISA EGBUONU-DAVIS

MD, MPH, MBA
Sanofi, USA
Vice President Global Head of Patient Centered Outcomes and Solutions

RACHEL JONES

AstraZeneca, UK
Patient Centricity Project lead, Qualified Pharmacist

MARCEL KOOIJ

Utrecht University
The Netherlands
Pharmacist

SYLVIE COUMEL

Sanofi, France
Stakeholder Partnerships & Patient Empowerment Director Global Patient-Centered Outcomes and Solutions

JOEP WELLING

NVLE – The Dutch Patient Organization for Systemic Autoimmune Diseases
The Netherlands
Chair and former President

DANIELLE DERIJCKE

UCB, Belgium
Patient Affairs Officer

LIA LE ROY

Study Group Brain Tumours, Belgium
Chair

CHANEL WATSON

School of Nursing and Midwifery, Royal College of Surgeons Ireland
Programme Director for the Certificate in Nurse Midwife Prescribing & Advanced Leadership Programmes

DR. EYAL

SCHWARTZBERG
Ben Gurion University, Beer Sheeva, Israel
Head of the Pharmaceutical Division, Senior Lecturer, School of Pharmacy

YOU WILL MEET

C-level Pharmaceutical Industry Executives along with Directors, Heads and Managers of: Patient Engagement, Support, Advocacy, Communication, Experience, Affairs, Adherence, Relationships, Assistance, Patients' Groups, Organizations and Associations, Pharmacists, Medical Doctors and Healthcare Providers, Medical Associations and Organizations *and others...*

8:30 MORNING COFFEE & REGISTRATION 9:00 WELCOME NOTE FROM **FLEMING**.9:05 OPENING REMARKS FROM THE CHAIRMAN
REBECCA REEVE, **Sanofi, UK**, Head of Professional Relations, Diabetes**UNDERSTANDING ADHERENCE FROM THE PATIENT'S PERSPECTIVE**9:10 **Speed Networking Kick-off - "Business Card Meet & Greet"**
*In order to get to know each other right from the beginning, participants will have 10 minutes to introduce themselves and exchange business cards with the person sitting close to them.*9:20 **PATIENT EMPOWERMENT: MAKE PATIENTS YOUR PARTNERS IN HEALTHCARE**

- Educating patients and making them confident about their treatment
- Advocating adherence on all platforms
- Tips for building patient-centric content
- Q&A

LISA EGBUONU-DAVIS MD, MPH, MBA, **Sanofi, USA**
Vice President Global Head of Patient Centered Outcomes and Solutions9:50 **CASE STUDY: HOW TO PREPARE YOUR ORGANIZATION FOR EFFECTIVE PATIENT ENGAGEMENT**

- Ingredients for successful patient engagement
- Compliance to regulations
- Ready, set, engage!

DANIELLE DERIJCKE, **UCB, Belgium**
Patient Affairs Officer10:20 MORNING COFFEE & NETWORKING 10:50 **Patients in the 21st Century**

- What does it mean to be a long term patient in the 21st Century: we are more than patients
- How does technology play a role: wearables, apps and gamification
- The role of the Internet and social media in health management

NURIA ZÚÑIGA, **Lupus Association Of Madrid, Spain**, Vicepresident, Lupus Europe, Representative, Lupus Patient11:10 **SPOTLIGHT SESSION: A DAY IN THE LIFE OF A PATIENT WITH A CHRONIC ILLNESS**

- Focus on the daily challenges brought by a strict medication regime
- Learning about the individual needs of chronic patients
- What needs to be done to manage non-adherence
- Q&A

DAVID SANGSTER, **1in20Parkinsons, UK**, FounderPAUL BUCHANAN, **Team Blood Glucose, UK**
CEO and FounderJERRY VAN GESSEL, **Parkinson's on the Move The Netherlands**, Board MemberNURIA ZÚÑIGA, **Lupus Association Of Madrid, Spain**, Vicepresident, Lupus Europe, Representative, Lupus Patient

12:00 LUNCHEON

13:00 **ROUNDTABLE DISCUSSION**

- Topic 1. The Role and Importance of Patient Support Groups in Battling Non-adherence
- Topic 2. The Engagement of Patients in Research and Development
- Topic 3. A Family Perspective on Chronic Disease and Adherence
- Topic 4. Patient Education: The Key to Better Disease Management and Finding the Correct Treatment

LIA LE ROY, **Study Group Brain Tumours, Belgium**, ChairRACHEL JONES, **AstraZeneca, UK**, Patient Centricity Project Lead, Qualified PharmacistJERRY VAN GESSEL, **Parkinson's on the Move The Netherlands**, Board Member, Parkinson's Disease PatientJOEP WELLING, **NVLE – The Dutch Patient Organization for Systemic Autoimmune Diseases the Netherlands**, Chair and former President**MEDICATION ADHERENCE AND DIGITAL MEDIA**14:00 **ENGAGING PATIENTS THROUGH DIGITAL HEALTH MEDIA**

- The priceless opportunity of getting real-time feedback
- Using detailed data to create a personalized regime
- Pinpointing the best digital health media and ideas for their application
- Q&A

PAUL BUCHANAN, **Team Blood Glucose, UK**
CEO and Founder, Diabetes PatientDAVID SANGSTER, **1in20Parkinsons, UK**, Founder, Parkinson's Patient14:40 **CASE STUDY WITH TRY-OUT: GAMIFIED ADHERENCE: DIGITAL HEALTH APPLICATIONS**

- Practical demonstrations
- Hands-on try-out
- Q&A

REBECCA REEVE, **Sanofi, UK**
Head of Professional Relations, Diabetes15:10 COFFEE BREAK & NETWORKING 15:40 **IMPROVING ADHERENCE BY mHEALTH**

- Can mHealth technology support chronically ill patients in the management of their disease and improve adherence?
- Technical adherence as a precondition for medical adherence: Can we predict, who will use such technology long-term?
- How can we evaluate such interventions?

DR. STEFAN BECKER, **University Hospital Essen, Germany**
Consultant Physician16:10 **DISCUSSION: THE MOST SUCCESSFUL WAYS OF APPROACHING PATIENTS***Approaching patients and getting valuable insights represents one of the biggest problems in creating adherence solutions. Adopt an ethical approach and learn from industry leaders about the best ways to reach patients.***Featuring speakers from day1****Topics to be covered and discussed:**

- The need for an ethical approach to patients
- The key principles of Trust and Respect
- Practical methods for gaining patients' insights

17:00 **FEEDBACK SESSION**17:10 **CLOSING REMARKS FROM THE CHAIR**17:15 Speakers and delegates are cordially invited to attend a **NETWORKING COCKTAIL RECEPTION** compliments of **Fleming**.

8:30 MORNING COFFEE & NETWORKING 

9:00 OPENING REMARKS FROM THE CHAIR
SØREN EIK SKOVLUND, **Novo Nordisk A/S, Denmark**,
Senior Global Manager, Global Market Access

9:05 WORKSHOP: HOW TO CREATE AN EFFECTIVE PATIENT SUPPORT TEAM

Employ your strategic thinking and get valuable advice from successful professionals at an interactive session on stakeholder involvement within the circle of patient care

Topics to be covered and discussed:

- Discuss the best support team structure and program goals
- Learn how to achieve better self-management and adherence rates
- Discover solutions which help to overcome treatment issues

Workshop leader:

ANA MARIA ARBOLEDA, **Teva Europe**, Director of Operations, Patient Solutions Europe

MULTIPLE-STAKEHOLDER COOPERATION IN IMPROVING ADHERENCE

10:05 SUPPORT, CARE AND UNDERSTANDING: NURSES AND ADHERENCE

- A direct and personal approach to patients
- Professional development of nurses in the new era of healthcare
- Improving health literacy and overcoming adherence barriers

CHANEL WATSON, **School of Nursing and Midwifery, Royal College of Surgeons Ireland**

Programme Director for the Certificate in Nurse Midwife Prescribing & Advanced Leadership Programmes

10:40 MORNING COFFEE & NETWORKING 

11:00 IMPROVING ADHERENCE THROUGH SUSTAINABLE STAKEHOLDER COLLABORATION

- Communication with various stakeholders
- Building sustainable, people-centred and collaborative health care
- Applying the principles of transparency and communication in practice

SØREN EIK SKOVLUND, **Novo Nordisk A/S, Denmark**
Senior Global Manager, Global Market Access

11:40 CASE STUDY: SUPPORTING PATIENTS: PHARMACY BASED INTERVENTIONS TO IMPROVE MEDICATION ADHERENCE

- The role of pharmacists in improving adherence
- Building a relationship with the patients
- Successful Interventions in a pharmacy
- Q&A

MARCEL KOOIJ, **Utrecht University, The Netherlands**
Pharmacist

12:15 LUNCHEON

13:30 AWARD-WINNING CASE STUDY: CONNECTING NURSES

- Learn about the ideas behind the winner of the Ad Age Healthcare Impact GOLD Award,
- making it possible for the nurse community to share valuable content and implement
- ideas improving healthcare worldwide.

SYLVIE COUMEL, **Sanofi, France**

Stakeholder Partnerships & Patient Empowerment Director
Global Patient-Centered Outcomes and Solutions

14:10 „The regulator perspective on patients' adherence programs – balancing the risk and the benefits“

Adherence programs are becoming an integral part of the pharmaceutical industry agenda when launching medicinal products to the market. Such programs may have an added and beneficial value to the patients and the health system as well as for the marketing authorization holders. In order to achieve these goals a stratified risk benefit strategy should be developed and implemented prior to their launch taking into consideration the relevant regulatory framework. In this session the participants will have a unique opportunity to have an insight into the regulator challenges and views when considering and approving such programs.

14:40 Discussion: Regulatory constraints in adherence and support programs – a welcome necessity or a large obstacle? Share your experience and brainstorm on possible solutions and improvements.

DR. EYAL SCHWARTZBERG, **Ben Gurion University, Beer Sheva, Israel**, Senior Lecturer, School of Pharmacy

15:35 FEEDBACK SESSION

15:45 CLOSING REMARKS FROM THE CHAIR

15:50 FAREWELL COFFEE & TEA 

I would like to thank everyone who has helped with the research and organization of this event – especially the advisers and speakers – for their support and commitment.

Stanislava Nichtova, Conference and Masterclass Producer
stanislava.nichtova@fleming.events

OUR SPEAKERS

Chairman Day1:



REBECCA REEVE,

Sanofi, UK,
Head of Professional Relations, Diabetes

Since Jan 2011 Becky has been the Head of Professional Relations at Sanofi in the UK. In this role Becky partners with and supports a number of patient organisations and also works alongside a number of diabetes key thought leaders and professional groups and societies to ensure sanofi are seen as the people to come to first.

Becky has a keen interest in how the Diabetes Online Community #DOC supports people with diabetes and their families and has been actively working hard to share this with health care professionals so that more people can be signposted to this support. Due to her involvement with the development and support of Monster Manor a free gamification app for children with Type 1 diabetes, Becky has developed a keen interest in how gamification can support people with diabetes.

Becky has held a number of roles with her time at sanofi within both the medical team and also the sales team. Prior to joining Sanofi, she had been with Astra Zeneca for 9 years in a number of roles including National Training Manager and a regional sales manager.

Chairman Day 2:



SØREN EIK SKOVLUND

Novo Nordisk A/S, Denmark
Senior Global Manager, Global Market Access

Søren Eik Skovlund is a global project manager in Novo Nordisk with specialist competencies in patient advocacy, support and research. He has worked the past 16 years to advance innovative research and partnerships for patient-centred healthcare worldwide, as a behavioural scientist, an advocate for patient involvement and as global lead on patient initiatives such as DAWN (Diabetes Attitudes Wishes and Needs).

He has previously worked as lecturer and researcher in health psychology at the Odense University Hospital and for the World Health Organization on mental health and patient-centred chronic health care. He holds degrees in neurobiology and psychology and has driven the development of a wide range of scientific publications, research tools and intervention programs.



LISA EGBUONU-DAVIS,

MD, MPH, MBA,
Vice President, Global Head of Patient Centered Outcomes and Solutions, Sanofi

Lisa Egbuonu-Davis, MD, MPH, MBA, Vice President, Global Head of Patient Centered Outcomes and Solutions, Sanofi serves as the strategic lead for promoting and building patient centered products, tools and solutions that fit into people's lives and improve healthcare outcomes. This includes leveraging current programs and tools such as patient support programs, as well as creation and development of new mechanisms for improving patient engagement, adherence and outcomes through both internal and external collaborations. Lisa utilizes expertise in data analytics and behavioral science to build patient centered capabilities to catalyze the development, measurement, adaptation, and amplification of solutions that improve outcomes of interest to patients and their families, providers, and payers. She is particularly focused on improving outcomes in people living with diabetes, cardiovascular disease and other chronic conditions.

Lisa is a seasoned pharmaceutical executive with expertise in outcomes research and public health. She has been an entrepreneur, catalyzing the development of low cost "disruptive" medical devices to promote public health and a strategy consultant, advising biopharmaceutical companies on product and service development and on evidence generation strategies to meet the needs of patients, providers, payers and policy makers. In Lisa's previous roles at Pfizer as Vice President of Medical Affairs and Vice President of Global Outcomes Research, she developed evidence from clinical trials, observational studies, and "real world" analyses to support product value assessment throughout the product lifecycle as well as customer-based assessment of both products and services. Additionally, she has created innovative patient focused, multi-sector partnerships to promote health care access, quality and outcomes in numerous populations, ranging from maternal and infant health to the elderly.

Lisa has a B.S. in Biology at M.I.T. and an M.B.A. in health care management from Wharton; she earned an M.D. and M.P.H. (epidemiology) degrees from Johns Hopkins and is board certified in pediatrics.



DANIELLE DERIJCKE,

UCB, Belgium,
Patient Affairs Officer

Danielle has a bachelor in Office Management with 20 years of experience in different local and global roles within the pharma industry.

She joined UCB in 2005 and in 2013 she was appointed Patient Affairs Officer, reporting to the CPAO.

In her role Danielle provides guidance and support to all divisions, functions and geographies when engaging with patients, always keeping the interest of the patient at the forefront."



NURIA ZÚÑIGA,

Lupus Association Of Madrid, Spain,
Vicepresident, Lupus Europe, Representative, Lupus Patient

Economist and Blogger since 2012, Nuria is a health advocate always willing to contribute to patient engagement with government organizations, patient associations, medical community and society. She is Vicepresident of the Lupus Association Of Madrid, Co-opted of Lupus Europe and part of the EUPATI Spanish platform.

By writing about what lupus is, how it is treated and how she lives with a chronic disease, she helps other patients and their relatives to cope with diagnosis, side effects and everyday life.

Her articles and public speaking in patient forums and other organization events are helping putting a face on lupus, a disease that affects 46,000 people in Spain, 500,000 in Europe and around 5 million people in the world.

With no tabues, Nuria speaks up about any issue. Only by normalizing the disease we can adapt to it and, more important, stop hiding it. Chronic patients need to break stigma and know that they may have an illness but that fact does not define who they are and the life they live.

Lupus is a chronic autoimmune disease in which our own defenses attack our body. It does not have a cure and it can affect any organ or part of the body."



DAVID SANGSTER,

1in20Parkinsons, UK
Founder

Hi I'm David and I was diagnosed with Parkinson's Disease in 2011 when I was just 29. When I started out thinking about how I could contribute to the Parkinson's community, I looked back to when I was

first diagnosed and how lonely it felt – despite having family and friends around to support me. It was only when I got online and started sharing my journey, quite openly, that things began to change. When I came up with the hashtag #1in20parkinsons, I decided that I had to continue raising awareness and to encourage more people with the disease to get in touch and to engage with each other.

It appears to be working so far! From regular Hangouts, our recent Twitter #ParkieChat, a daily dialogue and a steady stream of updates and shared information relating to progress in research, for example, #1in20parkinsons has become a functioning network of ‘active patients’ with around 40 members within our ‘One in Twenty Working Age’ circle alone. WE continue to grow, with some members now actively arranging online discussions and posting news items and other useful stuff online.

I am proud of what 1in20Parkinsons.org.uk now represents! We are an active network of individuals making a real difference through patient engagement. www.1in20parkinsons.org.uk



PAUL BUCHANAN,
Team Blood Glucose, UK,
CEO and Founder

Prior to being diagnosed with Type 1 Diabetes and founding the Diabetes Online Community and the not-for-profit Team Blood Glucose, Paul’s career was in the technology sector. Working for companies with a global reach as well as taking start-ups through to floatation, Paul has led multidisciplinary teams with multimillion budgets and had board level responsibilities for developing strategy and implementation. Paul was one of the founding Fellows of the RSA’s Fellowship Council and has been Chairman of his Parish Council for over a decade.



JERRY VAN GESSEL,
Parkinson’s on the Move,
The Netherlands,
Board Member

Jerry van Gessel board member of Stichting parkinson on the move - Parkinson on the move foundation, Parkinson’s patient for 14 years, had Deep Brain Stimulation in 2008 and Duo Dopa in 2015, In starting this Foundation we hope to bring together my experiences personally with dealing with this disease, but also collectively, in the hope that others may benefit from our experiences and insights as a family, and that we may find new ways in which to help make life

a little easier for others, by sharing our knowledge and finding new ways better and more practically assist others.



LIA LE ROY,
Study Group Brain Tumours,
Belgium Chair

Biography

Lia Le Roy (Belgium) was, in her professional life, first working as a scientific and mathematics teacher in a high school and later as a member of the schools daily organization staff. Together with her husband, Frank Boeye, she did a lot of climbing and sailing. In 1997 Frank was diagnosed with a glioblastoma. Lia became a carer. In 2005 she was the secretary of WGHT. In 2012 her husband passed away. She became the chair of the organization. Now she has been retired and dedicates most of her time Study Group Brain Tumours.

Organization

Werkgroep Hersentumoren vzw – WGHT - (Study Group Brain Tumors vzw) is a Belgian organization that was founded in 2005 by Frank Boeye, a Brain tumor patient, together with other patients and a scientific council. We organize contacts between patients (collective and individual) and information sessions about brain tumors and related subject. Other aims: advocate for BT and raising awareness. In 2009 we set up a 5-day course “How to handle patients with a brain lesion?” for carers of rehabilitation and occupation centers in four different regions of Flanders. The members of the organization are patients, relatives and interested people. Study Group Brain Tumors is a member of different organizations which are involved in the cure or care of patients with cancer, neurological, chronic and rare diseases in Flanders, Belgium and moreover in the European Union.



RACHEL JONES,
AstraZeneca, UK,
Patient Centricity Project Lead,
Qualified Pharmacist

Rachel Jones started her career as a Community Pharmacist in the UK Healthcare system and she quickly realised that her role was most valuable when she equipped people with the information and tools to understand their own health and the medicines that were needed as part of their care.

Passionate about imparting the insight she had gained at the “coal face” to clinical research, she joined a large pharmaceutical company where she has held a variety of executive roles in

research, development and commercial functions. In her most recent role within AstraZeneca, Rachel has been charged with “bringing consumers closer to the company” which she has achieved in many ways. One of her key land mark projects has been to facilitate a consumer charter for the company which was led by patients and their families to add insight and direction to the way in which a large corporate body conducts its business. She has also worked with cancer survivors to facilitate the development of technology solutions to integrate into their daily lives. Rachel’s work directly with patient activists and campaigners in the UK and US has inspired her to embark on authoring a book to help make information once only available to decision makers available to patients in an understandable format.

Her belief that cutting edge therapies and services should be more readily available or at least better understood by lay people is one of her core values. She believes that working with consumers and patients to co-create rather than simply user test creates benefits for all parties .It remains her passion to connect the coal face to the ivory tower, and to facilitate the flow of information between each.



JOEP WELLING,
NVLE – The Dutch Patient
Organization for Systemic
Autoimmune Diseases, the
Netherlands,
Chair and former President

Joep Welling is the former President of the Dutch patient organization for systemic autoimmune diseases (NVLE; 2012-2015) and is a consultant for the Scleroderma Framed Foundation. Starting in 2010, he has been actively involved as a patient representative and advocate in many national and international projects aiming to improve research and health care for patients with scleroderma, including the Patient Research Partner project of the European League Against Rheumatism (EULAR).

Joep is no longer actively employed, but instead puts his available energy into advocacy for the NVLE and the provision of information about scleroderma to professionals and patients. Patient participation in research (SPIN) and self-management are now his focus points. His professional background as a nurse (specializations intensive care and anaesthesiology), infection control practitioner, as well as his work as an IT consultant for pharmacies and a pharmaceutical wholesaler, helps him achieve these goals and gain more attention for scleroderma.



DR. STEFAN BECKER,
University Hospital Essen,
Germany,
Consultant Physician

Stefan works as clinical physician and transplant officer at the University Hospital Essen. He specialised in internal medicine, nephrology and diabetology. He completed postgraduate business studies at The Open University (UK).

As head of the Institute for Drug Safety at the University Hospital Essen his research activity focuses on the development and evaluation of novel strategies to improve drug-therapy and –safety. He rolled out one of the most popular and best studied mobile applications in the field – the “iNephro Medication Plan”. Furthermore he chairs the commission “Digital Nephrology” of the German Society of Nephrology and is founder of the MEDICA eHealth Venture summit (<http://evs.ehealth-syete.com/>).

Workshop leader:



ANA MARIA ARBOLEDA,
Teva Europe,
Director of Operations, Patient Solutions Europe

Ana Maria has extensive expertise in designing and implementing Patient Support Programs involving all the stakeholders in the patient circle of care across chronic and acute diseases. She understands the main issues for the pharma industry, patients and HCPs in the European environment.

Actually Ana Maria is Director of Operations of Patient services across 9 countries in Europe working across multiple diseases as MS, Asthma, COPD, Cardiovascular risk, Onco – Pain, Women Health, among other. In the past she has been involved in the creation and operation of programs in Diabetes, Depression, Atrial Fibrillation, RA, etc

Prior of joining the healthcare sector, Ana Maria worked as a consultant with international groups in consumer loyalty for the Business to consumer and B2B environment in Americas and Europe. She has an MBA and Communications Science with Major in Marketing and Advertising, and is fluent in French, English and Spanish.



CHANEL WATSON,
School of Nursing and Midwifery, Royal College of Surgeons Ireland,
Programme Director for the Certificate in Nurse Midwife Prescribing & Advanced Leadership Programmes

Chanel Watson is a registered general nurse, fellow of the Faculty of Nursing

and Midwifery Royal College of Surgeons in Ireland and holds a Post Graduate Diploma in Health Professions Education and an MSc in Healthcare Ethics and Law. Chanel trained as a nurse in Dublin before moving to Toronto where she co-ordinated ICU clinical trials in The Toronto Hospital, Western Division. Prior to taking up her current post as Lecturer and Programme Director at the School of Nursing and Midwifery RCSI in 2006, she co-ordinated academic research and clinical trials for the Department of Surgery at the Master Misericordiae University Hospital, Dublin. Chanel now teaches healthcare ethics across the nursing programmes offered at RCSI and leads the Certificate in Nursing (Nurse Midwife Prescribing), the PGDiploma in Orthopaedic Nursing and the PGCert and PGDiploma in Advanced Leadership.



MARCEL KOOIJ,
Utrecht University, The Netherlands,
Pharmacist

Marcel Kooij (1978), PharmD, PhD, works as a community pharmacist in a health care center in Amsterdam. Since 2010 he also works at Utrecht University, department of pharmacoepidemiology and clinical pharmacology. Recently he finished his PhD thesis focusing “Supporting patients: pharmacy based interventions to improve medication adherence”. He is board member of the scientific board of community pharmacists (WSO) of the Dutch pharmacists association (KNMP). He is also board member of large organization in Amsterdam focusing on collaboration with health care professionals (SIGRA). Central theme in all his work is the improvement of (pharmaceutical) care.



SYLVIE COUMEL
Sanofi, France
Stakeholder Partnerships & Patient Empowerment
Director Global Patient-Centered Outcomes and Solutions

Sylvie is part of the Patient-Centricity unit for promoting and building patient centered products, tools and solutions that fit into people’s lives and improve healthcare outcomes. Better understanding patients unmet needs and self-management is a priority for Sanofi.

This is why one of our goals is to integrate the patient voice into conversations traditionally dominated by physician and payer perspectives. This department works closely with the Cardiovascular and Diabetes Divisions and other Business Units to create a holistic understanding of a patient’s daily experience and translate patient concerns into novel healthcare delivery solutions.

As part of her scope, she contributes to introducing Design Thinking methodology and co-creation process with patients and HCP into across the organization to design programs and solutions which will fit into people’s lives. Understand better behavioral science and mechanisms which impact people’s behavior is a key lever for Patient Empowerment and adherence, so leveraging expertise in this field is also part of her scope.

Finally, she leads the “Connecting Nurses” www.connecting-nurses.com program at sanofi which is a global initiative providing nurses with a best practice sharing platform around nursing innovation and patient empowerment. This initiative was presented at TEDx 2013 and won several awards like the Ad Age Healthcare Impact GOLD award.

Sylvie has a senior expertise in Global Medical Academic partnerships (cardio-thrombosis and diabetes), with a 10 year experience as the Head of communications at the French Heart Foundation and Society of Cardiology.

Sylvie has a Master in Marketing and Public Health degree (Paris, France)



DR. EYAL SCHWARTZBERG
Beer Sheeva, Israel
Senior Lecturer, School of Pharmacy, Ben Gurion University,

Dr. Eyal Schwartzberg, RPh, MSc, PhD, MRPharmS, is a qualified pharmacist. In his current position he serves as the state’s Chief Pharmacist and as the head of the Pharmaceutical Division in the Israeli Ministry. In this capacity he is responsible for setting regulations and policies for, the pharmaceutical industry and the pharmacy profession. He has special interest in patients’ adherence programs and their regulation.

Prior to his appointment and for 10 years, Dr. Schwartzberg has served as Director of Laboratories and Pharmaceutical Services at Hillel Yaffe Medical Center, a 500 bed university, government owned hospital. Dr Schwartzberg has an extensive experience in clinical pharmacy, risk management, and in the promotion of quality and excellence.

Dr. Schwartzberg is a senior lecturer in clinical pharmacy and pharmacy practice at the School of Pharmacy at Ben Gurion University, Beer Sheeva, Israel.