



The European Epidemiological Forum

is pleased to announce **its 8th Annual Conference:**

Monday, October 8th, 2018

FROM VOLUME TO VALUE

THE USE OF REAL WORD EVIDENCE TO IMPROVE CLINICAL PROGRAMS AND PATIENTS' LIVES

📍 | Zurich, Switzerland

Hilton Zurich Airport

Hohenbuehlstrasse 10 - Zurich

Event managed by



**LIFE SCIENCE
ACADEMY**



Taking part in the event, you support

"The Vase of Flowers" project



FROM VOLUME TO VALUE THE USE OF REAL WORD EVIDENCE TO IMPROVE CLINICAL PROGRAMS AND PATIENTS' LIVES

The world of clinical research is in a phase of profound transformation.

The acceleration of scientific knowledge in recent years is leading to an exponential increase in the number of clinical trials with new drugs. This increase in studies is associated with a profound methodological transformation, which leads to overcoming the classical model of development based on the sequentially managed phases for individual

New Chemicals Entities and New Biological Entities.

Nowadays pharma is undergoing an 'evidence revolution' as real-world evidence infiltrates every part of the life of a medicine. In this setting studies that use Real Word Data (RWD), reflecting actual outcomes within the setting of clinical care, are fundamental tools that helps to paint a detailed picture of a medicine's impact on the lives of a patient population and to formulate better hypotheses to be tested in clinical research.

Therefore, in order to design and successfully execute a RWD collection, it is essential to handle the principles of epidemiology and outcome research and to have a very good knowledge of observational methods.

This meeting will explore the RWD regulatory framework that is increasingly developing to govern the use of personal data in the health domain, as well the latest methodological approaches and the opportunities around the product lifecycle. In this context the involvement of new technologies became also crucial in a world where the availability of electronic patient-level data and the ability to analyse it is increased.

The eighth edition of the European Epidemiological Forum is therefore dedicated to the use of Real World Evidence (RWE) to improve clinical programs and patients' lives. This will include presentations focusing on:

- Regulatory aspects
- New technologies and their impact on clinical research
- Pragmatic trials
- RWE "in practice"
- Patient Reported Outcomes (PRO) and Patient engagement

This event aims to bring together experts not only from the world of clinical research but also from academia, public institutions and industry to exchange views and experiences among all the participants, providing networking opportunities and discussion between speakers and audience

Scientific Board



Giovanni Fiori

Scientific Director at MEDINEOS Observational Research



Anna-Katharina Meinecke

RWE Strategy & Outcomes Data Generation at Bayer AG

Who should attend?

The event is addressed to professionals with a deep interest in drug development, healthcare decision making, academia and healthcare research, belonging to department such as:

- R&D
- Medical Affairs
- HTA/ Market access
- Medical Informatics
- Clinical Operations
- Regulatory Affairs
- Pharmacovigilance
- Biostatistics and Data Management

Event managed by

from Pharmaceutical, Biotechnology and Medical Device companies, CROs, Universities/Hospitals, Academic Research, Patient Associations and Healthcare Organizations.

FROM VOLUME TO VALUE THE USE OF REAL WORD EVIDENCE TO IMPROVE CLINICAL PROGRAMS AND PATIENTS' LIVES

- 08:15 - 08:45 **Registration and welcome coffee**
- 08:45 - 08:50 **Welcome from the Scientific Board**
Giovanni Fiori - *Scientific Director* at MEDINEOS Observational Research
Anna-Katharina Meinecke - *RWE Strategy & Outcomes Data Generation* at Bayer AG
- 08:50 - 09:00 **FIRST SESSION | RWD for decision making in pre and post marketing phases**
Chair: Giovanni Fiori – Scientific Director at MEDINEOS Observational Research
- 09:00 - 09:35 **Andrew Roddam** - *VP & Head, Epidemiology, RWE & Digital Clinical Platforms* at GSK
Using real world evidence in the pre-approval stages of the discovery and development of new medicines
- 09:35 - 10:10 **Omar Ali** - *Visiting Lecturer Value Based Pricing & Innovative Contracting of New Medicines,*
University of Portsmouth & Former Adviser for NICE Adoption & Impact Programme Reference Panel
Emerging RWE as a method of facilitating market access and reimbursement post product launch
- 10:10 - 10:40 **Coffee break**
- 10:40 - 11:15 **Prof Sinem Ezgi Gulmez** - *Professor of clinical pharmacology, pharmacoepidemiology* at Koç University School
of Medicine, Department of Pharmacology, Istanbul
Post marketing safety concerns: pharmacoepidemiology to support decision making
- 11:15 - 11:50 **Iris Goetz** - *Research Advisor Epidemiology, Health Outcomes Department* at Eli Lilly & Co
Pragmatic Trials and their place in drug development
- 11:50 - 12:25 **Vasa Curcin** - *Senior Lecturer in Health Informatics* at King's College London
Transforming Real World Data to Real World Knowledge
- 12:25 - 13:25 **Networking Lunch**
- 13:25 - 14:00 **Natacha Udo-Beauvisage** - *Global Data Protection Officer* at Servier Monde (Laboratoires Servier)
How to carry out clinical observational research in compliance with data privacy?
- 14:00 - 14:10 **SECOND SESSION | The patient's voice in generating RWE**
Chair: Anna-Katharina Meinecke – RWE Strategy & Outcomes Data Generation at Bayer AG
- 14:10 - 14:45 **Juan Vazquez** - *Intelligence & Knowledge Management* at Bayer AG
Patient Engagement: The Ripple Effect
- 14:45 - 15:15 **Coffee break**
- 15:15 - 15:50 **Mitchell Silva** - *CEO* at Esperity
Development of tools to enhance patient engagement in oncology
- 15:50 - 16:25 **Grace Turner** - *Research Fellow* at University of Birmingham
Patient-reported outcomes: capturing the patients' perspective
- 16:25 - 16:45 **Panel discussion**

Event managed by



LIFE SCIENCE
ACADEMY

HOW TO REACH THE CONFERENCE VENUE

Hilton Zurich Airport Hohenbuehlstrasse 10 - Zurich

Hilton Zurich Airport is situated only five minutes from Zurich's international airport and 15 minutes from downtown.

Public Transportation (walking distance)

Train Station: Balsberg (S7) (500 m / 10 min)

Bus Station: Kloten, Balsberg Hardacher (735, 759, 768) (250 m / 5 min)

By car:

Airport Zurich: 2 km (5 min)

Zurich City: 9 km (15 min)

Hallenstadion: 4 km (9 min)

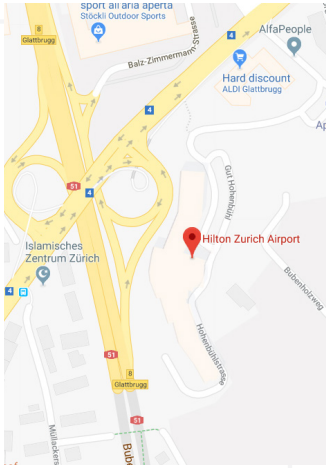
Messe/Fair: 4 km (9 min)

For more information view the [Access Map](#)

Directions to the Hotel: Genf/Bern(A1)/Basel(A3)/Lucerne(A4)/Chur(A3) -> Zürich-Flughafen(A1-A4) -> Flughafen-Bülach(A51) -> Ausfahrt Nr.8 Glattbrugg-Kloten

-> Turn Right to Kloten -> Turn Right on Hohenbuehlstrasse

Hotel Airport Shuttle available from 5am to 11.30pm every 20/30 min.



SPONSORSHIP OPPORTUNITIES

Sponsor the event and take
the chance to network with all attendees!

Exclusive benefits and high impact branding
before, during and after the conference.

Download the [Events Summary 2018](#)



For further information

Please visit [the conference website](#) or contact the organisational offices:

Ilaria Butta Phone +39 (0)35.4123594 | ilaria.butta@LSAcademy.com

Event managed by



Two ways to register

• Online

please register here

<https://2018-epiforum.lsacademyevents.it/orders/new>

In this case, you can choose to pay **by credit card or by bank transfer**

• By email or fax

please fill the registration form below for each attendee and send it

by **email** : ilaria.butta@LSacademy.com or by **fax** : +39(0)35.4501262

In this case, you can pay by bank transfer.

- **€ 670,00 Early Bird fee extended until 28th September**
- **€ 790,00** Ordinary fee (after September 28th, 2018)
- **€ 580,00** Patronage members fee (Association _____)
- **€ 430,00** Academy, Public Administration, Freelance
(please, specify _____)

The fee includes: seat at the conference, copy of presentations of Speakers who allow the distribution, informative literature for the day, welcome coffee, networking lunch, coffee break, organisational office assistance, certificate of attendance.

For any additional information, please contact:

Ilaria Butta | ilaria.butta@LSacademy.com **Phone:** +39 (0)35.4123594

Surname _____ Name _____
Company _____ Job title _____
Address _____
City _____ Post code _____
Phone _____ Fax _____
E-mail _____
Special Dietary Requests _____

I wish that my data (name, surname, job position and company) are inserted in the list of attendees distributed the day of the event ☐ Yes ☐ No

Invoicing details

Company name _____
Address _____
Mail address (If different) _____ Post code _____
City _____
VAT number _____

Terms & Conditions

Terms of payment The registration fee must be paid at the time of registration. Confirmation of event admission will be given on receipt of payment. EasyB reserves the right to refuse late registrations or additional registrations above the maximum accepted number of participants or registrations of roles that are not included in the target of the event.

Cancellation Please note that refunds (70% refund of the registration fee) will only be given if cancellation is received at least one week before the event date. Cancellations will only be valid if made in writing (by email). Transfer of registrations (or name changes) are allowed and should be made in writing within 7 days prior to the event. EasyB reserves the right to postpone or cancel an event, to change the location of an event or to alter the advertised speakers for an event. EasyB is not responsible for any loss or damage as a result of substitution, alteration, postponement or cancellation of an event due to causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade of industrial disputes, terrorism, or hostilities.

Information collection and use In accordance with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, we inform you that EasyB S.r.l. (with headquarter in Via Roma 20, Alzano Lombardo, Bergamo, Italy, VAT number IT03633040161) will use your personal data voluntarily provided by you only with the consent and in compliance with the principles dictated by the European Regulations on the protection of personal data for sending newsletters, for marketing purposes (sending advertising material, market research and commercial communication) and for communication purposes to third parties (companies that sponsor the event, scientific board, speakers), also for marketing goals. You can read the complete information, including your rights and the procedures for the exercise of the same, [following this link](#).

Event managed by



LIFE SCIENCE
ACADEMY

Date _____ Signature _____