



| *Patient Partnering in Clinical Development*

HOW TO BEST INTEGRATE PATIENTS INTO YOUR STRATEGIES AND OPERATIONS

in Clinical Development



Tuesday, March 6th, 2018

08.20 - 17.30



Berlin - Germany

Courtyard Berlin City Center

Axel Springer Strasse 55 - Berlin

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HOW TO BEST INTEGRATE PATIENTS INTO YOUR STRATEGIES AND OPERATIONS IN CLINICAL DEVELOPMENT

Patients remain the most valuable asset in clinical development. Involving patients, their families, their associations/ advocacy groups and their caregivers in clinical projects has proven to be very beneficial for all stakeholders involved. Contributions from patients have resulted in the conceptualization of clinical trials with patient-friendly aspects built into trial design. Collaborating with communities on local and regional levels may definitely help both funding, planning, recruitment and retention.

The 2018 PPCD conference intends to give insight into how these aspects are integrated at various stages of clinical project life cycles. During the one day conference, key opinion leaders, representatives and experts from both industry and patient communities will share:

- Regulatory aspects and compliance
- Recruitment and retention solutions
- Success stories
- Early phase patient involvement
- Challenges around large studies
- Rare disease patient populations

Chair:

Nancy Meyerson-Hess - Associate Partner at admedicum Business for Patients

Scientific Board:

Nancy Meyerson-Hess - Associate Partner at admedicum Business for Patients

Raphaela Schnurbus - Clinical Solutions Director at OPIS

Official language: English

Who should attend?

The conference is addressed to all the **Clinical Research Professionals**, belonging to the following departments:

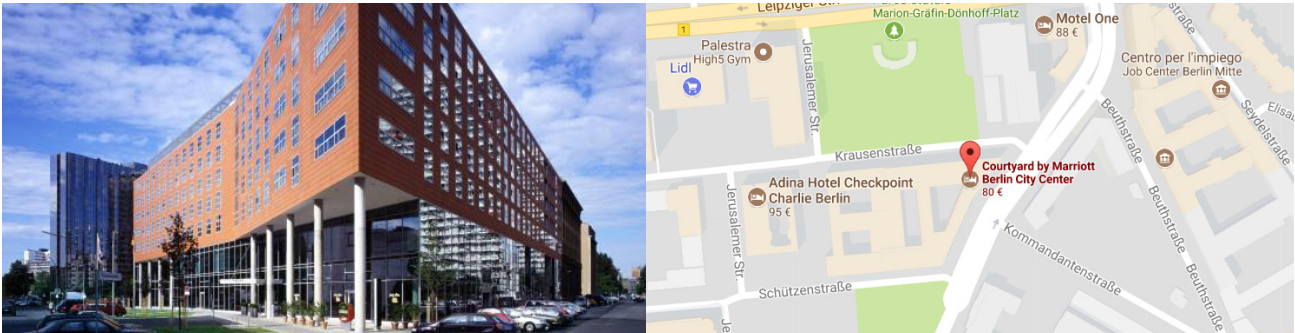
- Clinical Operations & Medical Affairs
- Regulatory Affairs
- Quality Assurance
- Statistics and Data Management
- Pharmacovigilance

from Pharmaceutical and Biotechnology companies, Clinical Research Organizations, Academic Centres, Hospital Centres, and Clinical Technology companies.

- 08:20 - 08:50 **Registration and welcome coffee**
- 08:50 - 09:00 **Welcome from the Chair/Scientific Board**
Nancy Meyerson-Hess - *Associate Partner* at admedicum Business for Patients
Raphaela Schnurbus - *Clinical Solutions Director* at OPIS
- 09:00 - 09:25 **Flaminia Macchia - Director, EU Government Affairs & Public Policy** at Vertex Pharmaceuticals
How Vertex started in the patient engagement activities the results and the future
- 09:25 - 09:50 **Diana Sims-Silbermann - MD, MSc Senior Trial Manager, Early Development and Clinical Pharmacology**
at Janssen Pharmaceuticals, a division of Johnson&Johnson
Patient Involvement in Early Development Trials - A challenge to the challenge
- 09:50 - 10:05 **Panel discussion | Improvement of patient interaction – the process to get there for creating additional value**
- 10:05 - 10:30 **Coffee break**
- 10:30 - 10:55 **Maryze Schoneveld van der Linde - Founder and Director** at Patient Centered Solutions
Patient as Partners in Drug Development
- 10:55 - 11:20 **Tamás Bereczky - Communications Officer** at European Patients' Academy for Therapeutic Innovation
The importance and impact of community-led patient education in research and development
- 11:20 - 11:45 **Virgil Simons - Founder & President** at The Prostate Net
The Necessity for Patient Advocate Partnerships in Clinical Cancer Research
- 11:45 - 12:00 **Panel discussion | Expectations from the patients and their real contribution**
- 12:00 - 13:00 **Networking lunch**
- 13:00 - 13:25 **Omar Ali - Visiting Lecturer Value Based Pricing & Innovative Contracting of New Medicines, University of Portsmouth & Former Adviser for NICE Adoption & Impact Programme Reference Panel**
PAYERS PERSPECTIVE on PATIENT PARTNERING in determining Value, Access & reimbursement of Innovative Medicines
- 13:25 - 13:50 **Andreas Reimann - Managing Partner** at admedicum Business for Patients GmbH & Co KG Patient-driven market Access: more than just accessing markets
Patient-driven market Access: more than just accessing markets
- 13:50 - 14:15 **Maarten Nas - Clinical QA Consultant** at Maarten Nas GmbH
Quality Assurance for PPCD: new approaches and strategies needed
- 14:15 - 14:40 **Susan Bhatti - Director EU Global Regulatory and Scientific Policy, Global Regulatory Affairs** at Merck KGaA
Involving patients in drug development – how this relates to regulatory assessment and approval of new products
- 14:40 - 15:00 **Panel discussion | Beyond patient's safety the need of patient's compliance, education and satisfaction for the success of the trial**
- 15:00 - 15:25 **Coffee break**
- 15:25 - 15:50 **Alexander Puschilov - Managing Director** at Viomedo
Moving closer to the patient
- 15:50 - 16:15 **Mike Jagielski - President & CEO** at KCR
Real patient voices for better trial design
- 16:15 - 16:40 **Bettina Bergtholdt - CEO, Principal Investigator** at emovis GmbH
Patient centricity at a dedicated research site
- 16:40 - 17:05 **Rauha Tulkki-Wilke - VP, Product and Service Management** at CRF Health
eCOA and eConsent: Enabling the Patient-Centered Clinical Trial of Tomorrow, Today
- 17:05 - 17:25 **Panel discussion | Solutions around patients: How to get there?**
- 17:25 - 17:30 **Conclusion**

HOW TO REACH THE CONFERENCE VENUE

Venue | Courtyard Berlin City Center | Axel Springer Strasse 55, Berlin



From Berlin-Tegel Airport - TXL

Take the bus X9 and get off at the Zoological Garden. Change to the subway U2 towards Pankow and get off at Spittelmarkt. Cross Seydelstrasse and turn right. The hotel will be on the right.

This hotel does not provide shuttle service.

From Berlin-Schoenefeld International Airport - SXF

Take the bus SX1 to Südkreuz. Then change to bus 248, direction 'S+U Bahnhof Alexanderplatz' and get off at Lindenstrasse/Oranienstrasse. Turn right into Axel-Springer-Strasse, direction Axel-Springer building. The hotel is located at the very end of the street on the left hand side.

This hotel does not provide shuttle service.

Bus Station Spittelmarkt 0.1 miles N

Subway Station Spittelmarkt 0.1 miles E

Train Station Hauptbahnhof 3.1 miles NW Parking

For further information please visit the conference [website](#) or contact the organization offices:

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

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.

If you are interested in sponsoring the event, please write an email to events@LSAcademy.it or call us: **+39(0)35.515684**

[Download the Events Summary 2018](#)

TWO WAYS TO REGISTER:

- Online: please register here <https://2018-patientpartnering.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:
info@patientpartnering.com or by fax: **+39(0)35.4501262** In this case, you can pay by bank transfer.

- **€ 610,00 Early Bird fee extended until 20th February 2018**
- € 705,00 Ordinary fee (after 20th February 2018)
- € 550,00 Patronage members fee (Association _____)
- € 370,00 for 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

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Phone +39 (0)35.515684

Payment by bank transfer

The full amount must be paid on registration to EasyB S.r.l. by bank transfer. If you pay by bank transfer, please attach proof of payment to the registration form.

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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.

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