



SPARK

PM360
INNOVATION
SUMMIT
2024

03.25.24



AGENDA

The following industry experts were chosen based on their in-depth knowledge as leaders of their companies who have successfully adopted and executed innovative strategies in the life sciences field.

Their comprehensive knowledge of new technology will educate and provide real-time solutions and efficiencies to attendees and boost operational productivity using AI, ML, NLP, and other advanced technologies.

8am – 9 am: Setup for exhibitors and sponsors

9am – 9:45 am: Registration and Refreshments/Networking



Dr Jennifer Joe

9:45 am – 10:00 am: Chairperson Opening Remarks

Jennifer Joe, MD, Global Medical Strategy & Population Health Director, AstraZeneca

will introduce this powerful event with insight into the future of health and what the most influential leaders in the space are looking to achieve in our industry over the next decade.



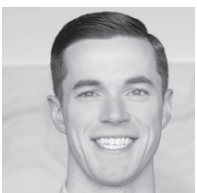
Josh Gaffey

10:00 am – 10:30 am: Keynote Speaker—Outlook on AI and Healthcare & Innovations for the Future

Josh Gaffey, VP VP, Consumer Digital Platforms & Enterprise Architecture

at Pfizer will reveal what it takes to grow products, solutions, and companies in the golden age of innovation.

10:30 am – 11:00 am: Exhibitor Hall/Personal Meeting Space & Networking Break



Danny Sigurdson

11 am – 11:45 am: Panel #1 Adopting Innovation:

- How to surround your innovation with systems and people open to change
- How to work with AI rather than against it
- Change management: How to optimize processes and teams for change

Moderator: Amir Lahav, Advisor, Pharma & Medtech, Founder & CEO, SkyMed Digital

Panelists:

Danny Sigurdson, CEO & Founder, Courier Health

Danny founded Courier Health in 2020. Courier Health is an innovative startup dedicated to developing an integrated patient engagement platform designed to deliver personalized patient experiences from awareness to adherence.

Edith Hodkinson, Head of Omnichannel Strategy and AIM XR, IQVIA

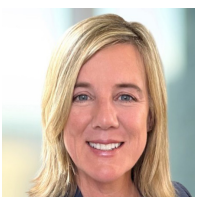
Edith is a strategic leader driving innovation in digital healthcare technology. IQVIA is a leading global provider of advanced analytics, technology solutions and clinical research services to the life sciences industry.

Alex Kooluris, SVP, Experience & Solution Lead, ConcentricLife

Alex is an experienced transformation and growth leader with the ability to think strategically, creatively, and technically to build unique solutions that achieve business goals. Alex has experience in product launches in both rare disease and cardiovascular conditions; supporting many organizations, including Pfizer, Novartis, and Gilead.

Lynnette Hunter, EVP, Director of Client Services, AbelsonTaylor

Lynnette has a deep understanding of the unique challenges that surround healthcare marketing and advertising—and has helmed multiple successful digital marketing and consumer engagement initiatives. AbelsonTaylor is a life sciences healthcare agency which emphasizes ROI—A Return On Imagination.



Edith Hodkinson



Alex Kooluris



Lynnette Hunter



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Omri Shor

11 am - 11:45 am: Panel #1 Adopting Innovation: Panelists (Continued)

Omri Shor, Founder, President & CEO, Medisafe

Omri is an expert in digital medicine applications and works closely with major pharma companies in developing and guiding direct connection to patients via innovative platforms. Medisafe is a leading digital companion platform that provides personalized treatment support to more than seven million users.



Scott Snyder

Scott Snyder, Chief Digital Officer, Eversana

Scott is a recognized thought leader in emerging technologies, digital transformation, and innovation. Eversana is a leading independent provider of global services to the life sciences industry.

11:45 am - 12:00 pm: Exhibitor Hall/Personal Meeting Space & Networking Break



Josh Righter

12:00 pm - 12:45 pm: Panel #2 Life Sciences Industry and Healthcare Marketing in the Next Decade:

Moderator: Kurt Mueller, Senior Partners, Bracken Group

- What innovative solutions are in the pipeline for life sciences now?
- Using AI to better engage patients while preserving humanity and privacy
- The evolving role of Medical Affairs, specialty pharma marketing, and HCP engagement in a transforming healthcare landscape
- How AI is going to be used to evolve different aspects of healthcare

Panelists:

Josh Righter, Associate Managing Director, Amino, a division of Calcium + Company

Josh is a dedicated oncology marketer for Amino, developing their creative vision, tactics, and campaign executions for multibillion dollar products. Amino, Calcium + Company's dedicated oncology marketing division.

Karan Walia, CEO & Co-Founder, Cluep

Karan Walia is a ground-breaking internet entrepreneur, programmer, & inventor who co-founded an artificial intelligence (AI) proprietary algorithm powered advertising company. Cluep is an artificial intelligence (AI)-powered advertising company that connects brands with people based on their behaviors and feelings.

Kendra Fanara, Executive Director, Marketing, Urogen

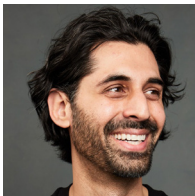
Kendra leads development and execution of integrated commercial strategies within Urogen's clinical stage urology-focused specialty pharmaceutical company.

Moriah Weissman, East Director, Medical Oncology Strategic Accounts, GSK

Moriah is a pharmacist, and the team lead for an innovative Medical Affairs Directors group supporting Oncology Strategic Accounts. Moriah is dedicated to helping cancer patients and survivors live longer, happier lives.

Nick Lucente, Executive Director of Oncology Patient Marketing, & Executive Director of XOFIGO, Bayer

Nick's passion is fostering innovation to improve patient outcomes. He has led the digital transformation of four oncology brands spanning prostate cancer & precision medicine.



Karan Walia



Kendra Fanara



Moriah Weissman



Nick Lucente

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12:45 pm – 1:45 pm: Lunch



Sam Glassenberg

1:45 pm – 2:15 pm: Keynote #2 AI in Healthcare Visual Presentation

Sam Glassenberg, Founder & CEO, Level Ex will deliver an inspiring, demonstrative keynote speech spanning the seemingly endless possibilities of AI in healthcare using cutting edge technology from the video game sector.



Chris Mycek

2:15 pm – 3 pm: Panel #3 Commercialization and Utilizing AI:

Guidelines and Guardrails
Lessons learned and case studies
Generative AI/platform demo

Moderator: Scott Snyder, Chief Digital Officer, Eversana

Panelists:

Chris Mycek, VP Enterprise Technology Solutions, Evolution Health Group

Chris fosters digital transformation initiatives with EHG's proprietary SaaS-based, artificial intelligence (AI) powered software solutions. Chris serves as a board advisor to the group Work Different with AI. Evolution Health Group is a full-service, global healthcare communications organization that strives to deliver innovative technology & strategic medical marketing services to the pharmaceutical industry.

Elizabeth Fairley, Chief AI Officer, Talking Medicines

Elizabeth Fairley is a data mining visionary. She has led the development of the proprietary Drug-GPT, which employs artificial intelligence (AI), machine learning (ML), & natural language processing (NLP) and proprietary data mining methods to extract patient sentiments, experiences, and behaviors in real-time. Talking Medicines works across the Healthcare sector offering unique value propositions in automating access to real-world healthcare intelligence with Advanced Data Science, Artificial Intelligence, and Large Language Models.

Justin Mardjuki, COO & CoFounder, Lifelink Systems

Justin oversees the company's commercial go-to-market operations, strategy, and execution for life science companies. Lifelink Systems brings conversational AI to healthcare.

Sanjeev Menon, Head of Partnerships, Ubie

Sanjeev is a product development-focused leader who helps to expand access to innovative technology that helps people in their daily lives. Ubie is a global healthcare AI platform that works at the intersection of patients, providers, and life sciences to guide everyone to better care.

Kim Middleton, SVP, Head of Affiliate, EVERSANA INTOUCH

Kim is an account leader and industry pioneer who focuses on delivering measurable business results through relevant, actionable strategies that ultimately lead to a competitive advantage. She appreciates the invaluable mentors she's had throughout her career and pays it forward by mentoring through the Healthcare Businesswomen's Association as well as for EVERSANA INTOUCH's own mentorship program.



Elizabeth Fairley



Justin Mardjuki



Sanjeev Menon



Kim Middleton

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3 pm – 3:15 pm: Exhibitor Hall/Personal Meeting Space & Networking Break



Amir Lahav

3:15 pm – 4 pm: Panel #4 Blueprint for Start-up Success:

Developing a sound business plan with clear vision for your start-up
How to distinguish yourself with limited resources in the life sciences industry
From start-up to commercialization

Moderator: Laxmi Slider, PhD, Senior Scientific Director, BOLDSCIENCE

Panelists:



Abhay Kakde

Abhay Kakde, Director Strategy & Operations, Global Innovation (A. Catalyst) Network, AstraZeneca

Passionate about bridging priorities between the business and health sectors across industry, academia, governments and startups, Abhay's work focuses on digital health to provide accessible, affordable and high quality healthcare to patients across the world, thereby accelerating a people-centric business model & shaping global health systems to ultimately improve patient outcomes.



Kurt Mueller

Amir Lahav, Advisor, Pharma & Medtech, Founder & CEO, SkyMed Digital

Amir is a technology-driven clinical leader, & an established neuroscientist specializing in digital health. He is focused on combining artificial intelligence (AI)-powered clinical data intelligence with real-world evidence digital measurements to enable the discovery of unique clinical insights. He is the former Head of Digital Innovation for Rare Diseases at Pfizer.



Mike Marett

Kurt Mueller, Partner, Bracken Group

Kurt is the Chief Digital and Innovation Officer creating digital and omnichannel solutions for the life sciences industry. Bracken Group is a consultancy offering regulatory marketing and analytic services to the life sciences.

Mike Marett, CEO and Founder, Confideo, LLC.

Mike launched Confideo in 2014. His award-winning company is the leading provider of immersive healthcare media, developers of a broad range of multidimensional media tactics, and pioneers of progressive engagement strategies. Mike brings a vibrant entrepreneurial and creative spirit to identifying emerging marketing trends & advancing technology platforms to better educate & inspire healthcare stakeholders.



Steven Collens

Steven Collens, CEO & Founder, MATTER

Steven cultivates and brings strategies to commercialize and fund healthtech startups. MATTER is a healthcare tech incubator and innovation hub which nurtures entrepreneurs & innovators building next-generation health IT, medical device, diagnostic & biopharma technologies.



Steven Wardell

Steven Wardell, Managing Partner, Wardell Advisors, LLC.

Steven Wardell is a digital health entrepreneur and Wall Street equity research analyst. He authored The Future of Digital Health, and founded the Boston Chapter of Health 2.0.



AGENDA

4 pm – 4:45 pm: Exhibitor Hall/Personal Meeting Space & Networking Break

4:45 pm – 5:15 pm: Startup Challenge: Pitch Session

How Does Your Innovation Address Challenges in the Healthcare Landscape?

Exhibitors pitch their solution (that have table set ups) within 3-4 minutes

We ask guests 'Who is best harnessing innovation to concur healthcare challenges?'

Guests vote real-time to choose a winner. Winner receives sponsored prize!

Moderator: Steven Wardell, Managing Partner, Wardell Advisors, LLC.

Pitch Session Competitors:

Caitlin West, CEO & Founder, 4Alivio

Alivio Technologies

Empowers individuals to feel normal and promote longevity in their daily baseline vs. dealing with flare ups.

Vinay Tharayil, Co-Founder & CEO, Discreedly

Discreedly

Discreedly is a transformative omnichannel platform that enhances the dynamic between Medical Affairs and HCP's to foster excellence in patient care.

Sean Moloney, Founder & CEO, EmbodyXR

EmbodyXR

Removes barriers and revolutionizes XR adoption in healthcare education.

Dedicated to bridging the gap of traditional medical education to improve patient outcomes.

Dr. Dave Sanders, Founder & CEO, CodyMD

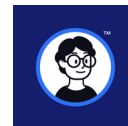
CodyMD

Free 24/7 Doctor chat platform powered by AI and trained by licensed physicians.

Rich Sokolosky, CEO and Co-Founder, Sentier Analytics, Drug GPT

Sentier Analytics (Velocity)

The first AI platform purpose built for Pharma maximizing return on investment by democratizing insights, fostering innovation and lowering costs.



5:15 pm – 7:00 pm: Networking Cocktail Hour

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