

Pharma Comms 2022 Draft Programme & Session Outlines

Please see the speaking options below, as per our draft agenda.

NB: In addition to the presentation/panel options below, **Chair roles** are available for those interested, and we welcome **Case Study proposals** too where there is space in the agenda. We may also have space for more than one presentation, i.e., a **Double Perspective**, on some of the presentation topics below.

Chair/Co-Chair The Conference

Share opening/closing remarks, introduce speakers and facilitate panel discussions for the morning or afternoon

Present A 20-minute Case Study

Propose a presentation with your own insights based around your work on a relevant topic

Public Perception, Education & Misinformation – PRESENTATION

How Can Pharma Shake Off The Cloud Of Negativity & Misinformation To Increase Transparency & Trust With The Public & Be Perceived As A Credible Information Source?

- COVID isn't the only epidemic at our gates... how can pharma mitigate the impact of fake news online to create space for trusted, medically-sound information sharing?
- Are there better approaches for pharma and healthcare authorities to work with media to combat the spread of misleading coverage or wilful disinformation and build trust?
- Can we better harness the positivity of pharma's role in the pandemic to further develop a strong, receptive public health environment for new treatments and innovation in other therapy areas?
- From obesity to mental health to anti-microbial resistance, how can pharma achieve cut-through with the public while shining a light on preventative healthcare to improve wellbeing and patient outcomes?
- Public trust is going to be paramount to future innovations and successfully leveraging healthcare data – so how can we lay the groundwork with our comms to increase transparency and secure buy in?

Reputational Challenges & Opportunities – PANEL DISCUSSION

Seize Comms Opportunities To Reframe The Narrative & Boost Company Reputation Across Key Pharma Stakeholders Within The Lens Of A Rapidly-Changing World

- We're in a changing world! To what extent do healthcare budget squeezes, swinging political affiliations, volatile supply chains, new governments and wider worldwide events shape the overall perception of the industry – and how can we positively influence that?

- Safeguard against profiteering finger-pointing: enhance your voice and presence on key societal and welfare issues to continue to justify the investment in healthcare and be seen as critical partners to public health
- All tarred with the same brush? Cultivate a strong company presence to break away from a single industry perception when there is a negative incident or crisis elsewhere in the sector
- When many elements of the pharma industry are built on commercial sensitivity and intellectual property, how can we balance holding our cards close to our chest with an openness and transparency that consumers have come to expect from business?
- Reputation stagnation: explore opportunities to reframe the sector and shift certain lingering prejudices from the last 20 years

The Impact Of Pricing On Pharma's Reputation - PRESENTATION

Perceptions Around Pricing: The Ongoing Battle To Communicate Complexity To Manage Multiple Stakeholder Backlash Around Pharmaceutical Product Pricing, Prove Value & Mitigate Reputational Damage

- There are no quick, cheap wins in drug development! So how can we best clearly communicate the science and production complexities to justify price – and translate that to the public, patients, media, government, HCPs and payers?
- When pharma is having to make difficult decisions to achieve affordability and market access – how can we clearly convey the negative impact this has on healthcare innovation?
- Are there strategies that actually land well with the public and media to prevent the profiteering narrative from resurfacing and impeding traction with politicians and other key stakeholders?

Patient Engagement – PANEL DISCUSSION

Strategic, Engaging & Interactive Patient Communications Which Build Trust, Bolster Long-Term Relationships & Provide Holistic, Meaningful Support At Every Stage Of The Patient Journey

- Go beyond one-off campaigns for sustained engagement with patient communities that increase trust, provide accurate information and truly add value to the patient-pharma interaction to encourage further contact
- With healthcare systems under strain, waiting times up and critical treatments overshadowed by COVID, how can we communicate with patients to mitigate frustrations and minimise healthcare inequality in the face of ongoing challenges?
- Seize every opportunity to close the loop and draw meaningful insights from patient journeys and communications to further improve patient resources and services
- In the room where it happens... how can you leverage communications to ensure that patients have a seat at the table?

Sustainable Health Outcomes & Corporate Responsibility - PRESENTATION

Cultivate & Communicate A Clear Corporate Purpose To Deepen Organisational Impact, Enhance Reputation & Make A Difference

- Health is wealth... how can we increase pharmaceutical-stakeholder collaboration to advance community healthcare initiatives, advocate for preventative healthcare and unlock investment in critical future treatments?
- With governmental measures around social value and the UN Sustainable Development Goals, pivot your investor relations and finance strategies to drive ESG performance
- More than lip service: creative yet compliant approaches to go deeper than top-line on therapy areas to demonstrate real thought-leadership and create strong advocacy partnerships and secure post-COVID funding
- As healthcare inequality enters the spotlight on global, regional and local levels, how can we join the conversation to evidence pharma's positive impact and tangible advances?

Digital Communications & Social Media Evolution – PANEL DISCUSSION

Drive Digital Communications & Social Media Strategies Forwards For Pharma & Healthcare Organisations With New Channels & Engaging & Informative Content To Increase Cut-Through With Key Stakeholders

- Employ the best digital and social media channels for your comms mission to engage audiences creatively, create compelling narratives and achieve the results you want
- Create strong digital communications strategies which keep pace with the latest public trends, tech and algorithm updates to ensure that your messages are relevant, impactful, compliant and in line with the brand
- In a noisy, crowded digital landscape, how can you best manage multi-channel comms capacities to optimise resources and develop strong, online presences on key platforms
- From education to support, what role can social media play in improving the health and wellbeing of the public and raise awareness and reputational standing for pharma?

Communicating Value & Stakeholder Cut-Through - PRESENTATION

Strategic Communications Approaches To Create Compelling, Convincing Cases Which Win Over Key Stakeholders

- With incoming legislation on equity and reach, what comms approaches actually resonate with key stakeholders to demystify market access, the cost of innovation and switch the narrative from “price” to “value added”
- Build the business case for better: how can you convince stakeholders of the importance of investing in future health outcomes now instead of short-term mindsets driven by economic pressures
- How can pharma best harness genuine patient advocacy around ground-breaking innovations in genomics, rare diseases, oncology, dementia and more to cut through to decision-makers?

Internal Communications & Buy-In - PRESENTATION

Strategic Approaches For Strong, Impactful Internal Communications Which Win Over Internal Colleagues, Build Pride & Advocacy & Cultivate Resilient, Engaged Workforce Cultures

- Build pride in what we do! Share success stories internally to increase employee connection to the company purpose and help everyone feel a sense of shared ownership and advocacy

- As the digital workplace and available channels have exploded, how can we be mindful of information overload and digital fatigue in our communications?
- On the pulse! Dial up surveys and feedback to be mindful of what colleagues really want from their company and own careers, and anticipate and tackle challenges in hybrid workspaces
- Evidence the impact of comms on strategic goals to raise the internal profile of communications internally with leadership and ongoing secure investment and backing

Measuring Impact – PRESENTATION

Harness Data Insights & Unlock Understandings Around Campaign Impact To Consolidate Your Comms Directions & Inform Strategy Across The Business

- From impressions and likes to responses and beyond... tap into campaign data to measure and understand areas where you can tangibly improve your communications and reputation
- A messy science... with so many local and external factors influencing uptake, what controls and methods can you use to reliably measure the impact of your comms?
- Successfully track the engagement across different internal and external industry stakeholders to establish which channels and comms tactics are most effective

Government Relations & Policy Spotlight – PANEL DISCUSSION

From “In It Together” To Economic Squeezes, How Can We Create Clear Communications Between Pharma, Healthcare Organisations & Government To Build Back Better Post-COVID & Secure Long-Term Engagement

- Harness the “whatever it takes” pandemic spirit and pharma-government collaboration to see us through the current “the coffers are empty” stage... how can we improve relations to protect future investments?
- Change on a massive scale: with upcoming changes in market access across Europe, how can we prepare ourselves and communicate clearly throughout this new process to increase understanding around value added
- Partner with other industry stakeholders and carry your voice to government and media to highlight the boost in jobs and healthcare that can result from investment and protection of innovation in the sector
- Beyond COVID... there are infinite other health conditions which need a spotlight, so how can we better communicate with the Government around health?

Lead an Informal Peer-to-peer Discussion on one of the following topics:

- a) New Treatments & Innovations
- b) Health Data
- c) Regulation & Compliance
- d) Anti-Microbial Resistance
- e) Diversity & Inclusion
- f) Environmental Goals/Net Zero
- g) Media & Journalism
- h) Vaccines
- i) Supply Chain

- j) Digital Influencers
- k) Crisis Response
- l) Preventative Healthcare
- m) Health System Backlog