

The Pharma & Healthcare Comms & Reputation Conference

30<sup>th</sup> November 2023

1 America Square, Crosswall, London, EC3N 2LS



30.11.23

*Advances*

**PHARMA & HEALTHCARE**  
**COMMS & REPUTATION**  
www.thepharmaconference.com

# Welcome To The Pharma & Healthcare Comms and Reputation Conference

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By:**



**Registration, Informal Networking & GIC Welcome**

08.30 – 09.00

**Morning Chair's Opening Remarks**

09.00 – 09.10



Lesley Ferguson White  
Chief Communications Officer  
**Vectura Fertin Pharma**



Zuzanna Grzeskiewicz  
Communications Lead, UK & Ireland, Vaccines  
**Sanofi**

**Reputation, Trust & Perception- Panel & Q&A**

**09.10 – 09.45 Safeguard Against Profiteering Finger-Pointing, Reframe The Narrative & Lessen Lingering Prejudices To Build Reputational Excellence Which Ultimately Unites Payers, Regulators & Physicians & Ensures Innovations Reach As Many Patients As Possible**

- How can pharma and healthcare overcome the understandable nervousness in society in 2023?
- Ensure confidence in the production processes of your products by clearly conveying to the public the developmental steps, strict regulations and quality control processes to remove the dark perception around healthcare solutions
- How can you develop long-term, trusting relationships with consumers so that you're already foreseeing pushback and challenges and are able to sustain reputational excellence even in times of crisis?
- Utilise digital channels to communicate your commitment to corporate social responsibility and build an association of your brand with first-class ethics using best-practice tips and tricks



Luke Mircea-Willats  
Senior Director, International Communications  
**Moderna**



Eoin Weldon  
Head of Communications, UK and Ireland, Merck Life Science  
**Merck Group**



Johanna Gehring  
Head of Communications  
**Roche**



Adam Davison  
Group Corporate Affairs Director  
**Holland & Barrett**



Paul Lehmann  
Corporate Affairs Director  
**Spire Healthcare Group plc**

## Engaging Storytelling, Effective Messaging

### 09.45 – 10.10 Sharpening stakeholder focus on YOUR stories by leveraging the power of Trust, Innovation, Collaboration and Knowledge

- Trust: Creating a foundation of trust using authenticity and grassroots storytelling.
- Innovation: Positioning paradigm-shifting innovations to create a societal pull for the next generation of medicine.
- Collaboration: Leveraging co-creation in communications to enhance engagement and stakeholder impact.
- Knowledge: Unearthing knowledge gaps using data insights that open up relevant communication pathways.



Krysia Sommers  
Head of Communications at Bayer Germany  
(Pharma & Consumer Health)  
**Bayer**

## Bonus Session; Reserved For Medico Digital

### 10.10 – 10.25 The Science of Simplicity: How Health Psychology and Behaviour Change can Revolutionise Trust and Reputation in the Digital Age

- Unveiling the hidden link between trust, simplicity, and reputation in the digital age
- Why health innovations remain inaccessible to so many patient populations (and the simple step to tackle it head-on)
- The often-overlooked step that can make or break your KOL engagement strategy
- Three practical ways to make your communications campaigns more impactful today (in five minutes or less!)



Lizz Summers  
Head of Brand and Marketing  
**Medico Digital**

## Morning Refreshment Break With Informal Networking

10.25 – 10.55

## Bonus Session; Reserved For GCI Health

10.55 – 11.10 **Is creativity the New Normal in healthcare communications?**

- The art of storytelling and how we tell and engage with stories
- The creativity in health fear. What can we learn from the advertising industry and how can we apply this to pharma?
- How we've seen the needle move over the past 5 years - what lessons we can learn and what's here to stay
- Building creative storytelling into the everyday of healthcare and how it can improve the future of comms.



Jock McEwan  
GCI Health  
**Head of Digital**

## Patient Engagement – Panel Discussion

### 11.10 – 11.45 Go Above & Beyond With Engagement Strategies Which Add Real Value To Patient-Pharma Relationships By Mitigating Frustrations, Minimising Inequalities & Maximising Holistic & Meaningful Support

- The public are more engaged with their health, but what conversations can pharma companies have on a daily basis to point them in the right direction to the best solutions and cement a productive and trusted two-way relationship?
- When speaking to marginalised communities what are the barriers and what topics need to be most urgently addressed to overcome challenges and result in more reflective research?
- When online, how much patient interaction is too much and how should pharma companies deal with negative posts without risking a viral explosion that harms your overall image?
- Benchmark your clinical trials to identify why certain audiences are excluded and devise comms strategies to bring them into patient groups to promote a broader and reflective production of medicines



Aleks Krygiel-Nael  
Head of Government Affairs and Policy, MedTech  
EMEA  
**Johnson & Johnson**



Rene Rust  
Head of Global Scientific Affairs, Vaccines R&D  
**GSK**



Philippa Pristera  
Strategy Director – Patient Insights and  
Engagement  
**Cuttsy & Cuttsy**

## Digital Comms Advances

### 11.45 – 12.10 Power Digital & Social Comms Strategies Which Deliver Engaging, Informative Narratives That Influence Stakeholder Investment & Reinforce Public Perception Of Your Brand's Message

- How can pharma and healthcare brands compliantly leverage ChatGPT and other generative AI tools to create exciting new opportunities and place pharma at the forefront of the tech evolution?
- With another pandemic not beyond possibility, learn from mistakes and successes to benchmark your digital crisis comms to ensure you are well prepared to continue promoting external stakeholder investment with future-proofed strategies
- Establish the main challenges cutting-edge automation and tech pose to the future of pharma communicators and ways to leverage new tools which safeguard and supercharge your brand narrative for maximum impact



Amanda Stuart

Head of Communications & Engagement

**Novartis UK**

**Bonus Session; Reserved For Evoke**

**12.10 – 12.30 Balancing ESG commitments with other business priorities.  
How to build a credible reputation for sustainability in pharma**

ESG is front of mind for companies across a range of sectors. Those that effectively communicate their ESG commitments are seeing both reputational and commercial benefits. Though for the pharma industry, things can be a little more complex. As one of the world's highest emissions sectors, how can we reconcile the vital need to reduce our carbon footprint with the urgent demands of research, development, and production? How does this impact a patient's choice? And how do we communicate commitments in a way that genuinely resonates with our audiences?



Joe Marshal  
Senior Strategist  
**Evoke**



Trystan George  
Senior Account Director  
**Evoke**



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### Lunch & Informal Networking For Speakers, Delegates & Partners

12.30 – 13.30

### Informal Breakout Discussions

13.05 – 13.30

- A) Patient Centricity
- B) Clinical Trials
- C) AI, Automation & New Tech
- D) VPAS

### Afternoon Co-Chair's Opening Remarks

13.30 – 13.40



Jacqui Macdonald  
Corp. Comms, Sustainable Dev. & CSR Lead  
**Boehringer Ingelheim**



Sarah Heming  
Public Affairs & Communications Director,  
Northern Europe Cluster  
**Zoetis UK**

**Bonus Session; Reserved For Hanover Communications**

13.40– 13.55

- Businesses and other organisations rightly spend a great deal of time designing and delivering their own story: what they want to focus on, how their leadership should be presented and what values drive their employees.
- But these well-laid plans can be completely undone with one unforeseen event, crisis or other reputational challenge.
- Without thoughtful preparation for responding to moments of crisis, and effective resilience planning, organisations risk being unable to move quickly and successfully in their public and internal communications when problems arise.
- In this session, James Mole, Director at Hanover Communications and former Head of Media for the NHS, will set out how organisations can build resilience into their communications planning, not just to respond to external events, but anticipate them, design for them and use them to advantage too.
- James will draw on his experience of leading the NHS' communications response to the Covid pandemic, as Deputy Director of Communications and Head of Media for NHS England.



hanover

James Mole

Director, Healthcare Comms

**Hanover Communications**

## Social Media Success- Panel & Q&A

### 13.55 – 14.30 Cut Through The Noise & Leverage Social Media To Ensure Simultaneous Growth & Protection Of Your Reputation Across Multiple Touchpoints Whilst Developing A Strong & Robust Digital Presence

- How can pharma and healthcare utilise the full suite of channels and digital opportunities available today to achieve desired results?
- Tackling the critical interaction questions... how much interaction on social channels is good, and how should you engage and interact with negative posts?
- Uncover fresh and innovative insights in order to roll out social strategies across different platforms which are both compliant and creative to signify the dawn of pharma truly cracking social media
- With TikTok leading the way, does video have a place in the landscape of pharma social media and how do you create content which engages rather than alienates stakeholders?
- Clinicians or industry? Influencers or governments? Who should be leading the pharma conversation on social media and can an inclusive, multi-stakeholder model be pursued in order to maximise reputational standing and raise awareness across the board?



Bhavin Vaid  
Head of Corporate Communications & Public Affairs

**Ferring Pharmaceuticals**



Iris Buttinoni  
Communications Director Merck Italy

**Merck Group**



Miriam Tormo  
Senior Associate Global Digital Communications

**Amgen**



Jes Broe Frederiksen  
Global Communications Manager

**LEO Pharma**



Jackie Cuyvers  
CEO of Convosphere and Co-Founder

**Convosphere**

## Engaging Stakeholders

### 14.30 – 14.50 Maximise Strategic Communication Approaches To Build Compelling & Convincing Business Cases Which Win Over Key Stakeholders & Secure Long-Term Buy-In

- With stakeholders looking at pharma companies and anticipating your next big move, how can you communicate that part of your mission is to maintain relevance in society and achieve sustained top-line growth?
- How can social media be leveraged to demonstrate your values to external stakeholders in order to cement confidence and create sufficient trust in your brand?
- What strategies can be employed as a pharma communicator when there is a limit to what you can share to ensure compliant and engaging digital comms which sustains stakeholder engagement?
- Carefully select your channels and messaging to avoid delivering a non-compliant message and turning away user interest in your brands digital comms



**SANDOZ** A Novartis  
Division

Mark Grossien  
Head of Strategic Communications  
**Sandoz**

## Bonus Session; Reserved For We Worldwide

### 14.50 – 15.05 Brands in Motion – It's Personal

- New data from WE Communication annual report – Brands in Motion
- Expectations are changing. Brands need new rules to balance their attention and priorities
- Staying relevant in a changing and unstable world
- The behaviours and characteristics that a health audience value most



Ben Fisher  
Head of Health  
**WE Communications**

## Afternoon Refreshment Break With Informal Networking

15.05 – 15.35

## Education & Misinformation

15.35 – 16.00 **Encourage A Shift In Public Mindset By Moving Away From Simply Challenging Disinformation & Instead Building Democratising, Lifelong Relationships Of Trust With End Users**

- How can you bridge public disconnects and overcome nervousness in society around new products by communicating fact over fiction to promote public health excellence?
- With the global pandemic shaking trust in the overall vaccine community, leverage multifactorial strategies to work in conjunction with governmental bodies to reduce vaccine hesitancy in 2023 and beyond
- How best can you get your scientists in front of the general public to educate them and portray findings from your research up front to strengthen your authentic messaging?
- Explore new strategies to develop trusting relationships with consumers that foster long-term consciousness so when a crisis hits the public know where to turn for reliable information



Monica Escusa Campos  
President's Office & Public Affairs Director  
**Cofares**

## Internal Communications & Buy-In

### 16.00 – 16.25 Increase Employee Connection, Secure Vital Buy-In & Create A Sense Of Shared Ownership, Pride & Advocacy With Strategic Internal Communications Which Foster An Engaged & Motivated Workforce

- No work phone, no email and a separate canteen... how can you get in touch with people in your production line to encourage generally relevant communication throughout your organisation?
- Explore effective strategies to overcome challenges when producing a company-wide social media campaign likely to cut across different markets and regulatory requirements to avoid lengthy legal headaches
- Create a brand identity built around your people to foster an inclusive, transparent workplace that employees are proud to be part of in order to build and maintain internal buy-in



Jes Broe Frederiksen  
Global Communications Manager  
**LEO Pharma**

## Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference

16.25 – 16.35



Jacqui Macdonald  
Corp. Comms, Sustainable Dev. & CSR Lead  
**Boehringer Ingelheim**



Sarah Heming  
Public Affairs & Communications Director,  
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*Many Thanks For Joining Us*