

The Pharma & Healthcare Comms & Reputation Conference

30<sup>th</sup> November 2023

1 America Square, Crosswall, London, EC3N 2LS



# Welcome To The Process Excellence & Business Improvement 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:**



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### 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 Grzekiewicz, 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

Mélanie Yammine, Director, Governmental Affairs, Astellas Pharma Europe Ltd.

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

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- 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.

Kryisia Sommers, Head of Communications at Bayer Germany (Pharma & Consumer Health), Bayer

### Bonus Session; Reserved For Medico Digital

10.10 – 10.25

Lizz Summers, Head of Brand and Marketing, Medico Digital

### Morning Refreshment Break With Informal Networking

10.25 – 10.55

### Bonus Session; Reserved For Evoke

**10.55 – 11.10 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

### 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?

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- 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

Stephen Head, Senior Director, Patient Partnerships, Patient Centricity, Astellas Pharma Europe Ltd.

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

Sofia Cochado, Market Access & Corporate Affairs Head, Takeda

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

Faraz Kermani, Global Head of Comms, PPTA (formerly Behring)

### 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 Hanover Communications

12.10 – 12.25

James Mole, Director, Healthcare Comms, Hanover Communications

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

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12.25 – 13.25

### Informal Breakout Discussions

13.55 – 13.25

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

### Afternoon Co-Chair's Opening Remarks

13.25 – 13.35

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 GCI Health

13.35 – 13.50

### Social Media Success- Panel & Q&A

**13.50 – 14.25 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?

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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

### Engaging Stakeholders- Delegate Discussion

#### **14.25 – 14.45 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

### Bonus Session; Reserved For We Worldwide

14.45 – 15.00

### Afternoon Refreshment Break With Informal Networking

15.00 – 15.30

### Education & Misinformation

#### **15.30 – 15.55 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

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### **Internal Communications & Buy-In**

#### **15.55 – 16.20 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, Senior Manager, Product and Data Communications, LEO Pharma

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

16.20 – 16.30

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

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

***Many Thanks For Joining Us***