Advances
PHARMA & HEALTHCARE
COMMS & REPUTATION

OFFICIAL PROGRAMME

Welcome To The 7th Annual Pharma & Healthcare Comms & Reputation Conference

Wednesday 18th November 2026
Grand Connaught Rooms

Please note that these 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

gic
GLOBAL INSIGHT CONFERENCES

THE DAY AT A GLANCE

Programme Overview

08.30	Registration & Informal Networking
09.00	GIC Welcome & Morning Chair's Opening Remarks
09.10	EFFECTIVE PATIENT PARTNERSHIPS – PANEL Q&A Harness Patient Influence, New Channels & Shared Expertise to Shape Meaningful Partnerships & Deliver Demonstrable Impact
09.45	DISEASE AWARENESS Adapt Disease Awareness to Changing Patient Behaviours Through Trusted & Inclusive Communications That Inform and Build Connections
10.05	BONUS SESSION FOR CONFERENCE PARTNER – RESOLVER Signals in the Noise
10.20	Morning Refreshment Break with Informal Networking
10.50	If Misinformation Can Scale on Social, Why Can't Science?
11.05	GEOPOLITICS: AGILITY IN UNCERTAINTY – PANEL Q&A Balance Agility & Messaging Consistency As Geopolitical Forces Reshape Reputation & Drive Durable Organisational Reputation
11.40	Why Pharma Needs To Start Treating Social Media As Social Media
12.00	BONUS SESSION RESERVED FOR CONFERENCE PARTNER – WE COMMUNICATIONS Narrative Distortion in Health
12.20	Lunch & Informal Networking For Speakers, Delegates & Partners
12.50	P2P DISCUSSION ZONES Strategic Role of Comms
13.20	Afternoon Chair Opening Remarks
13.30	The Trust Gap
13.50	EVOLVING STAKEHOLDER ECOSYSTEMS – PANEL Q&A Navigate Complex Stakeholder Landscapes with Cohesive Strategies that Drive Collaboration & Trust
14.30	MISINFORMATION, TRUST & CREDIBILITY Turn Insights into Action
14.50	BUILDING REPUTATION ABPI's Value of Industry Campaign
15.10	Afternoon Refreshment Break with Informal Networking
15.40	FIRESIDE CHAT Health Equity
16.00	The Strategic Role of Employee Engagement and Leadership Communication in Building Trust and Driving Performance
16.20	Afternoon Co-Chairs' Closing Remarks & End of Conference


MOMENTUM
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FULL PROGRAMME

Sessions & Speakers

08.30 REGISTRATION & INFORMAL NETWORKING

09.00

WELCOME

GIC Welcome & Morning Chair's Opening Remarks

MORNING CHAIR

Rachel James-Owens
Vice President Corporate Communications & Media Relations
Zealand Pharma



09.10

EFFECTIVE PATIENT PARTNERSHIPS – PANEL Q&A

Harness Patient Influence, New Channels & Shared Expertise to Shape Meaningful Partnerships & Deliver Demonstrable Impact

- Amplify patient voices and go beyond storytelling to build long-term relationships and trust between patients, patient groups and pharma companies
- Harness the rise of the patient as an influencer and maximise the value of collaborative relationships for greater reach through trusted voices
- Find the balance between the clinical expertise of pharma and the patients' lived experience to promote co-creation and shared decision making
- How can Pharma and patients collaborate on campaign-led patient advocacy and deliver tangible examples of impactful patient partnerships?

PANELLISTS

Sarah Whelan
Director of Communication
Kyowa Kirin



Lisa Timothy
Head of Public Affairs & Patient Advocacy
Takeda



Pia Beltrao Hansen
Senior Director, Head of Commercial Communications
Ascendis Pharma



Claire Murray
Executive Director, Client Services
Spectrum Science



09.45

DISEASE AWARENESS

Adapt Disease Awareness to Changing Patient Behaviours Through Trusted & Inclusive Communications That Inform and Build Connections

- Make use of practical approaches to disease awareness with content that brings accurate information and real patient experiences together to amplify impact
- Identify the changes in the way patients interact with healthcare and adapt approaches to disease awareness to reflect both their information needs and lived experiences
- How can organisations tackle the rise of misinformation with meaningful contributions to patient education and awareness?
- Enforce allyship across disease areas that recognises the diversity of patient voice and go beyond box-ticking, creating space for sharing experiences that reflect the realities behind each condition

SPEAKER

Alessandra Fonseca
Global External Communication Director
Kedrion Biopharma



10.05

BONUS SESSION FOR CONFERENCE PARTNER – RESOLVER

Signals in the Noise: An Intelligence-Led Framework for Partnership Vetting

Brand partnerships build authentic patient trust, but standard screening misses critical risks. This session introduces an open-source intelligence framework for uncovering risks and vulnerabilities. Learn how digital footprinting helps comms

teams safeguard campaigns, maintain narrative control, and protect spokesperson wellbeing.

SPEAKER

Megan Ardis
Senior Brand Risk Intelligence Analyst and Subject Matter Expert
Resolver, a Kroll Business



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A KROLL BUSINESS

Resolver.
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Pharmaceutical compliance.

Engage confidently from owned channels to the wider web, with triple-checked pharmacovigilance designed to exceed regulatory requirements.



Built for Confident Engagement and Trusted Compliance

FDA and EMA certified, fully compliant vendor aligned with the new AI guiding principles. We deliver an audit-ready compliance framework with 10-year data retention, built to meet the latest 2026 FDA E2D mandates for pharma vendor partnerships.

100% SLA adverse event detection

Capture every adverse event with pharmacovigilance-trained analysts and triple-checked accuracy. Gain control with automated, prioritized alerts, centralized reconciliation reports, and 10-year data retention.

Fully managed & scalable service

Grow your campaigns while we handle compliance 24/7, 365 days a year. With scalable FDA and EMA compliant coverage across brands, markets, and regions in 25+ languages.

Global & comprehensive monitoring

Maintain a safe digital presence with active moderation on owned and paid channels. We continuously monitor the wider web, Digital Opinion Leaders, and 2-way messaging apps like WhatsApp and Viber.

Executive-ready reporting

Go beyond basic keyword detection to understand the why. Access intelligence reports built by experts for clear, strategic insights into hidden vulnerabilities and emerging online risks.

FDA

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Trusted by global marketing and communication leaders

Resolver's team understands our product better than most vendors I've ever worked with. The coverage, the proactivity, and the care you show - it's rare to find. When other teams hear Resolver, it's always a positive association."

Senior Manager of Digital & Social Engagement, Global Pharmaceutical Brand



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10.20 **MORNING REFRESHMENT BREAK WITH INFORMAL NETWORKING**

10.50

SESSION

If Misinformation Can Scale on Social, Why Can't Science?

Rethinking pharma's influence in the creator era

- Why the rules of influence in healthcare have changed and expertise alone is no longer enough to drive attention or trust
- How the way people discover and consume information is creating a growing influence gap for pharma
- What organisations need to do now to build creator ecosystems that make credible science more discoverable, influential and culturally relevant

SPEAKER

Emma Robertson
Associate Director, Social Media
Langland



LANGLAND

11.05

GEOPOLITICS: AGILITY IN UNCERTAINTY – PANEL Q&A

Balance Agility & Messaging Consistency As Geopolitical Forces Reshape Reputation & Drive Durable Organisational Reputation

- How can pharma companies preserve identity under the pressure of political polarisation and remain a trusted voice amongst patients?

- How can organisations develop comms strategies that are agile, flexible and durable enough to withstand volatile external conditions?
- How can teams communicate strategically during times of tension, balancing values, business interests and external stakeholders into a consistent narrative?

PANELLISTS

Rene Rust
Head of Corporate Communications & Government Affairs
Almirall



Diana Trojanus
Communications Director, EMEA Region
Merz Aesthetics



Lucie Sabikova
Head of Communications MCO Eastern Europe
Takeda



Emma Gorton
Director
Hanover



11.40

SESSION

Why Pharma Needs To Start Treating Social Media As Social Media

- **Why Pharma Still Struggles on Social Media –** The impact of risk aversion and reputation concerns, how compliance is often blamed when mindset is the real barrier
- **Social Media Isn't a Digital Noticeboard –** The difference between publishing and participating, and why audiences engage with people and stories, not only corporate messaging
- **Challenging Assumptions About Audiences –** Case study of TikTok in the care sector and what happened when audience behaviour was prioritised
- **The Opportunity for Pharma –** Practical actions for teams to take away with them

SPEAKER

Katie Vickers
Social Media & Digital Communications Manager
AbbVie



12.00

BONUS SESSION RESERVED FOR CONFERENCE PARTNER – WE COMMUNICATIONS

Narrative Distortion in Health

SPEAKER

Ben Fisher
Head of Sectors, Health & Technology
We Communications



12.20 LUNCH & INFORMAL NETWORKING FOR SPEAKERS, DELEGATES & PARTNERS

12.50

P2P DISCUSSION ZONES

Strategic Role of Comms

SPEAKER

Mark Grossien
Head of Strategic Communications
Sandoz



13.20

WELCOME BACK

Afternoon Chair Opening Remarks

AFTERNOON CO-CHAIRS

Marina Moustaka
Director, International Medical Communications
AbbVie



Karen Borrer
Head of Communications
UCB



13.30

SESSION

The Trust Gap: Why Expertise Isn't Enough

Session Overview

In pharma and healthcare, credibility is built on expertise, evidence and trusted relationships. But when it comes to communicating, expertise alone isn't always enough.

Every interaction sends signals that either reinforce or weaken trust before your audience has fully considered your message. Whether you're speaking to HCPs, patients, colleagues or the media, the way your expertise comes across can have just as much impact as the expertise itself.

In this interactive session with Alina Jenkins from Body Talk, we'll explore one often overlooked element of credibility: presence. You'll discover how subtle

behavioural cues influence trust and leave with one simple technique you can apply immediately to communicate with greater impact.

Key Takeaways

- Why expertise is only one part of credibility
- How audiences form impressions that influence trust from the moment you begin communicating
- The subtle behaviours that can either strengthen or undermine your presence
- One practical technique to help you communicate with greater confidence and credibility

SPEAKER

Alina Jenkins
Head of Communications & Training
Body Talk



13.50

EVOLVING STAKEHOLDER ECOSYSTEMS – PANEL Q&A

Navigate Complex Stakeholder Landscapes with Cohesive Strategies that Drive Collaboration & Trust

- How can teams leverage integrated communication plans to promote collaboration with different stakeholder groups?
- Streamline communications through multiple channels to meet the needs of complex stakeholder audiences
- Maximise the impact of comms strategies across key audiences and build trust in a changing environment

PANELLISTS

Chiara Antoniucci
Global External & Internal Communication Director
Angelini Pharma



Eoin Weldon
Head of EMEA Communications
Merck Life Sciences



Katherine Jordan
Senior Director
Novo Nordisk



Jérôme Dévé
Director of External Communications
Pfizer



Marie-Louise Møller Lange
Head of IO RA Policy & Advocacy
Novo Nordisk



Julia Bloes
Senior Global Communications Manager
Merz Therapeutics



14.30

MISINFORMATION, TRUST & CREDIBILITY

Turn Insights into Action: Measurable Strategies To Combat Misinformation & Build Lasting Trust Across Stakeholder Audiences

- How people access healthcare is changing fast: what are the current trends and what are the implications for communicators?
- In a strict compliance environment, what do these trends mean for pharma?
- How can industry show leadership and build trust over the longer term?

SPEAKER

Robert Ede
Senior Director & Head of Corporate Affairs
Lilly



14.50

BUILDING REPUTATION

ABPI's Value of Industry Campaign

- What role can social media campaigns play in efforts to raise public awareness of the UK pharmaceutical industry?
- How do you translate a complex narrative into something a public audience will relate to?
- How best do you quantify and communicate impact from social media engagement?

SPEAKER

Andy Collier
Senior Policy Manager – Reputation
ABPI



15.10 AFTERNOON REFRESHMENT BREAK WITH INFORMAL NETWORKING

15.40

FIRESIDE CHAT

Health Equity

- As a scientist by training, what does Health Equity mean to you, and how does it connect with scientific innovation?
- We often associate Health Equity with lower-income countries. What does inequity look like closer to home, in a city such as Vienna?
- Pharma invests enormously in scientific innovation. How can we make sure that progress actually translates into better health outcomes for different patient populations?

— If barriers differ significantly between communities and countries, what role can communications play, and how do you translate a global Health Equity ambition into meaningful local action?

SPEAKER

Alvaro Ingles Prieto
Senior Manager Innovation Unit Communications, Corporate Affairs
Boehringer Ingelheim



16.00

SESSION

The Strategic Role of Employee Engagement and Leadership Communication in Building Trust and Driving Performance

— In a constantly changing world, how can communications teams help organisations build a stronger reputation and greater trust among key stakeholders?

— With the rapid adoption of AI and new technologies, how is internal communications evolving?

— How can communications professionals effectively partner with senior leaders to drive engagement and performance?

SPEAKER

Marco Gerometta
Global Internal Communications Lead
CSL Seqirus



16.20

CLOSE

Afternoon Co-Chairs' Closing Remarks & End of Conference