IQVIA™ / PROVENTA INTERNATIONAL

IQVIA Innovate

Process. Data. Technology. Community

📅 14TH – 16TH November 2023

📍 Hilton Barcelona - Barcelona, Spain

SUMMARY

IQVIA Innovate is the must attend **Global Drug Safety Conference** with agenda topics and discussions centered around how your organization can benefit from enhancing your processes and data with technology.

Through thought-provoking live sessions, hands-on demos, and networking opportunities, IQVIA Innovate 2023 will provide companies an invaluable showcase of the proof points and benefits that accrue when organizations evolve to achieve their ambitions.

Why attend?

The conference will include thought provoking roundtable sessions on the hottest topics in the industry, time to network with your peers, and a variety of other timely pharmacovigilance sessions, such as:

→ The opportunities and risk of Generative AI such as ChatGPT and Deepmind
→ How CROs are using technology to drive efficiency and manage industry's evolution
→ Using a broad range of data such as Real-World Evidence in Signal Detection
→ How Safety Systems and Technology are adopting new capabilities
→ What companies are doing to be successful with new technology

Who should attend?

- Heads of Drug Safety
- CMO
- CIO
- CTO
- Digital Transformation Lead/Head
- Safety IT business partner
- PV Professionals

- PV Case Managers
- PV Operations
- PV Analytics
- PV Aggregate Reporting Leads
- PV IT Liaisons
- PV Innovation Leads
- PV Automation Leads

- PV Center of Excellence Managers
- QPPVs
- Signal Detection Personnel
- Risk Management Personnel
- PV Vendor Management

SPEAKERS

Updesh Dosanjh
Practice Leader, IQVIA Technology Solutions
IQVIA

Marie Flanagan
Director, Offering Management
IQVIA Vigilance Detect

Scott Fonesca
Global Head of Sales Pharmacovigilance and Regulatory Technology Solutions
IQVIA

Axel Hagel
Practice Leader, PV & RM Services
IQVIA

Uwe Trinks
Practice Leader PV & RM Services
IQVIA

SCHEDULE

The meeting will kick-off with a Welcome Reception on Tuesday evening, November 14, at our host hotel, Hilton Barcelona. Wednesday will include a full agenda and a dinner event, wrapping up on Thursday with general sessions in the morning and breakout sessions in the afternoon.

- **Tuesday, 14 November:** 6:30pm–9:30pm cocktail reception hosted by IQVIA
- **Wednesday, 15 November:** 9am–4:30pm meeting
- **Wednesday, 15 November:** 5pm–10pm dinner hosted by IQVIA
- **Thursday, 16 November:** 9am–4pm meeting

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AGENDA-AT-A-GLANCE (PART 1)

NOVEMBER 14, 2023	
6:30 PM CET	**WELCOME RECEPTION**

NOVEMBER 15, 2023		
7:30 AM CET	**REGISTRATION**	
8:00 AM CET	**BREAKFAST**	**LEARNING ZONE OPEN** An exhibition of innovative technologies changing how Safety is operating.
9:00 AM CET	**WELCOME AND INTRODUCTION TO THE EVENT** PLENARY	
9:15 AM CET	**THE CHANGING WORLD OF SAFETY** KEYNOTE: As the pace of change in Safety accelerates, what is coming and what are organizations doing to be prepared.	
9:45 AM CET	**MEETING THE CHALLENGES OF CHANGE** KEYNOTE: Change is inevitable but hard, technology will play a key part in enabling organizations to adapt to changes in the industry. The focus will be on practical tools for organizations to determine where they are today, where they want to go and how to create a plan to get here. Updesh Dosanjh, *Practice Leader, IQVIA Technology Solutions*, IQVIA	
10:15 AM CET	**CLIENT CASE STUDY** CLIENT KEYNOTE: Industry's Safety team has adopted new technology to transform their operating model. This session will show how the organization is using this technology to evolve and keep pace with changing demands. What are some of the lessons learned and how you can use these learnings in your change journey.	
11:00 AM CET	**COFFEE BREAK**	

11:15 AM CET	**REGULATION UPDATE AND HOW THEY WILL IMPACT SAFETY** ROUNDTABLE DISCUSSION: An overview of upcoming regulations and how they will impact Safety practices and technologies used by sponsors. Followed by a Q&A to help you understand the impact to your products.
12:00 PM CET	**LUNCH, NETWORKING AND LEARNING ZONE OPEN**
1:00 PM CET	**CLIENT CASE STUDY: HOW SANDOZ ARE USING A NEW TECHNOLOGY TO ENHANCE LEGACY SYSTEMS AND SUPPORT AN IN** CLIENT KEYNOTE: After demerging from a larger organization, Sandoz set themselves a challenging goal of setting up new processes and teams within 12 months. With a mission to drive innovation through all aspects of their processes. This session will provide an overview of how Process, Technology and People combined to deliver the goals. Sandoz Speaker, Sandoz
1:45 PM CET	**THE OPPORTUNITIES AND THREATS OF GENERATIVE AI SUCH AS CHATGPT AND DEEPMIND** A short session on examples of how AI such as ChatGPT can be used to produce Auto-narratives, Literature Searching and provide Auto-assessments for cases. As well as how the PII and technical challenges can be over come. Followed by an discussion on how these technologies could be used by you. Uwe Trinks, *Practice Leader PV & RM Services*, IQVIA
2:30 PM CET	**COFFEE BREAK AND NETWORKING**
3:00 PM CET	**AUTOMATION FOR INTEGRATING YOUR CALL CENTER INTO YOUR SAFETY SYSTEMS** Call centers represent an ever growing but unstructured source of AEs. See how technology can overcome the barriers of collecting AEs with confidence and removing the manual activities of getting AEs into your Safety system. Followed by a discussion on use cases you might have. Axel Hagel, *Practice Leader, PV & RM Services*, IQVIA

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AGENDA-AT-A-GLANCE (PART 2)

NOVEMBER 15, 2023 (CONTINUATION)	
3:30 PM CET	**QPPV ROLE EVOLUTION AND HOW TECHNOLOGY CAN HELP: PANEL** PANEL: The role of the QPPV is evolving and expanding, with other HAs looking to emulate the European model. This session will describe how the role is changing, what is coming, how technology can support the QPPV and how the QPPV is a partner in driving technology decisions. Followed by questions to the panel.
4:00 PM CET	**INDUSTRY SURVEY FEEDBACK** ROUNDTABLE DISCUSSION: IQVIA has run regular surveys with Safety Teams to understand what challenges they face, the barriers to change and how they are adapting to the changing demands on Safety. This session will feedback results from the latest survey and time to address your questions on the points raised by the survey. Scott Fonesca, *Global Head of Sales Pharmacovigilance and Regulatory Technology Solutions*, IQVIA Updesh Dosanjh, *Practice Leader, IQVIA Technology Solutions*, IQVIA
4:45 PM CET	**DAY 1 CLOSING REMARKS** PLENARY
5:00 PM CET	**LEARNING ZONE OPEN**
7:30 PM CET	**OFF-SITE DINNER**

NOVEMBER 16, 2023		
7:30 AM CET	**REGISTRATION**	
8:00 AM CET	**BREAKFAST**	**LEARNING ZONE OPEN**
9:00 AM CET	**INTRODUCING DAY 2** PLENARY	
9:15 AM CET	**BRINGING SAFETY, REGULATORY AND QUALITY TOGETHER TO DRIVE INNOVATION** KEYNOTE: Overview of how the industry is breaking down the silos of Safety, Regulatory and Quality and technology is allowing data to be leveraged across the teams to improve monitoring and compliance.	
9:45 AM CET	**HOW CROS ARE USING TECHNOLOGY TO DRIVE EFFICIENCY AND MANAGE INDUSTRY'S EVOLUTION** CROs need to adapt faster than the industry to meet the increasing needs of safety teams. Learn how IQVIA's CRO team is leveraging technology to provide a better service and helping customers be more efficient and compliant with product safety monitoring. Followed by questions you might have on how you can apply these ideas with your CROs.	
10:30 AM CET	**COFFEE BREAK**	
10:45 AM CET	**USER FRIENDLY DATA ANALYTICS** Easily accessing your data and engaging with it is critical to timely assessment and understanding safety risks. A new wave of technologies allows end users to quickly build reports even with no previous experience. This session will show how modern tools can leverage usability to simplify analytics.	
11:45 AM CET	**WALKTHROUGH THE AFTERNOON** PLENARY	
11:55 AM CET	**LUNCH, NETWORKING AND LEARNING ZONE OPEN**	

REGISTER NOW! **Contact Kath De Vela** ✉ kv@proventainternational.com 📞 +1 (617) 4534896 ext 325 ✈ www.proventainternational.com

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AGENDA-AT-A-GLANCE (PART 3)

NOVEMBER 16, 2023 (CONTINUATION)

1:00 PM CET

NEW PRODUCT FEATURES AND DIRECTIONS FOR ORACLE'S ARGUS DATABASE.
BREAKOUT: Understand what is coming in the latest updates to Argus and then a discussion on how you might want to use these in your team.

Axel Hagel, *Practice Leader, PV & RM Services*, IQVIA

TRACK A: Maximizing your current Safety System in

BRINGING YOUR DATA TOGETHER
BREAKOUT: Data is everywhere and in different formats and all of it is important. This session will explore how the traditional issues of standardizing data, connecting data and accessing data can be overcome with Data Hubs, allowing you, faster, deeper and newer insights into your products. Followed by your questions on how this technology could be used.

Scott Fonesca, *Global Head of Sales Pharmacovigilance and Regulatory Technology Solutions*, IQVIA

TRACK B: The Future of Data Analytics and Integra

1:45 PM CET

CLIENT CASE STUDY: EXTENDING THE FUNCTIONALITY OF ARGUS
BREAKOUT: How a client is continuing to innovate on their legacy safety database to improve efficiency and managing growing case volumes.

TRACK A: Maximizing your current Safety System in

FINDING ADVERSE EVENTS IN UNSTRUCTURED DATA
BREAKOUT: The sources of data an organization needs to investigate are growing faster than the ability of traditional processes to absorb. This session will show how AI/NLP technology can quickly and very accurately, detect adverse events, whether the sources are structured or unstructured, in almost any format from hand-written to social media to voice calls. This will be an interactive session to understand your use cases for each of the examples provided.

Marie Flanagan, *Director, Offering Management*, IQVIA

TRACK B: The Future of Data Analytics and Integra

2:30 PM CET

COFFEE BREAK AND NETWORKING

3:00 PM CET

PANEL: WHERE NEXT FOR YOUR SAFETY SYSTEM
BREAKOUT: The Safety technology market is evolving in terms of regulations and technologies. This interactive session will focus on how you can get more from your existing system and what we should consider for the future. How do we as an industry expect we will change over the next 5 years.

Axel Hagel, *Practice Leader, PV & RM Services*, IQVIA

Uwe Trinks, *Practice Leader PV & RM Services*, IQVIA

TRACK A: Maximizing your current Safety System in

USING REAL WORLD EVIDENCE IN SIGNAL DETECTION
BREAKOUT: Real-world evidence provides a rich and exciting source of information during Signal evaluation. This session will is being used in the pharmacovigilance process and the industry trends for using real-world evidence. As this is an emerging concept in Safety, we welcome your participation in ideas for how we can make it easier for the industry to benefit from this data source.

TRACK B: The Future of Data Analytics and Integra

3:45 PM CET

CLOSING REMARKS
PLENARY

Please note: This agenda is subject to change.

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SPEAKERS

Updesh Dosanjh
Practice Leader, IQVIA Technology Solutions
IQVIA

Updesh has 25+ years of experience in managing, developing, implementing, and operating systems and processes within life sciences and other industries. He currently designs and manages Safety/Pharmacovigilance projects for clients of all sizes across all major geographies.

Marie Flanagan
Director, Offering Management
IQVIA Vigilance Detect

As Director, Offering Management, of IQVIA's Vigilance Detect (powered by AE Tracker®), Marie's focus is on developing the Detect portfolio and ensuring the offerings meet client and regulatory needs. Marie joined Quintiles Drug Safety over 16 years ago. In her tenure, Marie has successfully held many leadership positions in operations and project management and leveraged learned skills and competencies across a broad spectrum of pharmacovigilance (PV) services. In 2017, as the Global Head of PV Services Integration, Marie led a team of PV Product Specialists that focused on the strategic expansion efforts of IQVIA's PV department, conducting PV landscape assessments and analyzing emerging trends. Throughout the years, she has supported Global Business Operations, Strategic Pricing, Business Development, PV Operational Management and the integration of Safety Technology and Services.

Scott Fonesca
Global Head of Sales Pharmacovigilance and Regulatory Technology Solutions, **IQVIA**

Over 25 years of experience within the life sciences industry in development, product management and sales executive roles. Executive with Foresight Group now part of IQVIA. Within IQVIA manages global commercial responsibility regarding Safety, Regulatory, Quality Technology solutions. Works with internal RDS and Commercial teams regarding strategy, solution building and successful client outcomes. Enterprise background in Clinical, Safety, Data Warehousing, and Content Management.

Axel Hagel
Practice Leader, PV & RM Services
IQVIA

Mr. Axel Hagel has over 21 years of experience in the life sciences industry, specializing in the deployment of drug safety applications in North America, Europe, and Japan. He has unique experience and implementation skills for the Argus Safety Suite, including Argus J, and is recognized in the drug safety sector as a Pharmacovigilance industry leader. Prior to Foresight, Mr. Hagel served as the North American Practice Partner at Deloitte, and as Vice President of Drug Safety at Relsys International, Inc., the developer of Argus Safety Suite before its acquisition by Oracle. Mr. Hagel completed his Bachelor of Computer Science with High Honors at Carleton University in Ottawa, Canada.

Uwe Trinks
Practice Leader PV & RM Services
IQVIA

Dr. Uwe Trinks, Director, Argus and Drug Safety SME, has over 30 years of life sciences experience. Prior to joining Foresight, he served as the CIO of Sentrx where he led hosting and managed services for over 25 Argus safety database instances for 10 years. Previously, he served as the Executive Director and Head of Research Information Management for Novartis. Dr. Trinks earned a M.S., Major: Organic Chemistry and Natural Products Chemistry, from Federal Institute of Technology in Zurich, Switzerland and a Ph.D. Organic Chemistry also from Federal Institute of Technology. He has also completed Postdoctoral Research in Biochemistry at Stanford University.

Sandoz Speaker
Sandoz

Final Speaker & Biography to be Announced

Further speakers to be announced

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VENUE

Hilton HONORS™

HILTON BARCELONA

Avenida Diagonal 589-591
Barcelona, 08014

MAP & DIRECTIONS 📍

Featuring an impressive lobby, the stylish Hilton Barcelona offers free WiFi, access to its 24-hour gym and rooms with city views and plasma TV. The hotel is a 15-minute walk from FC Barcelona's Camp Nou Stadium.

Each stylish, soundproofed room at the Barcelona Hilton features air conditioning, iPod docking stations and tea and coffee-making facilities.

Hotel Hilton Barcelona is just 100 metres from L'Illa Shopping Centre and 300 metres from María Cristina Metro Station. Plaça Catalunya and the historic city centre are 15 minutes away by Metro. You can drive to Sants Station in 5 minutes, and El Prat Airport is a 15-minute drive away.

Discounted Conference Rate:

€210 *per night, single occupancy*

€230 *per night, double occupancy*

Reserve your room

Costs:

The conference is free to attend and includes all meals during the allotted conference hours.

We have negotiated a reduced rate at the Hilton Barcelona should you wish to stay overnight. Room block link will be provided in registration confirmation email.

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