

# IQVIA Clinical Technologies Innovation Day



COVER

AGENDA-AT-A-GLANCE

SPEAKERS

VENUE

REGISTER NOW

Wednesday, 15<sup>TH</sup> May 2024

Princeton Marriott at Forrestal

## SUMMARY

Join IQVIA Technologies digital product leaders, customer success experts, and industry leaders for an afternoon of discussions, demos, and networking. We'll share our vision to transform clinical operations, the progress we've made to date, and our roadmap for 2024 and beyond.

## AGENDA-AT-A-GLANCE

12:00 PM – 12:30 PM Registration, Lunch & Networking

12:30 PM – 4:30 PM Interactive Discussions

4:30 PM – 5:30 PM Drinks, Demos, Discussion

[View the detailed agenda here](#)

## INNOVATION DAY SUBJECT MATTER EXPERTS



**Kevin Landells**  
VP, Business Head for IRT  
IQVIA Technologies



**Tim Riely**  
Vice President, Clinical Data & Analytics  
IQVIA Technologies



**KK Rumrill**  
Global Head Trial Management Services  
IQVIA Technologies



**Jim DiCesare**  
Vice President, Financial Management Solutions  
IQVIA Technologies



**Ann Dokus**  
Senior Director, Site & Patient Networks  
IQVIA



**Murray Aitken**  
Executive Director  
IQVIA Institute



**Jane Twitchen**  
Executive Director, Head of Clinical Trial Accelerator Unit, Global Clinical Operations  
Biogen



**Zabir Macci**  
Director, eCOA Business Strategy  
IQVIA Technologies



**Rick O'Hara**  
Director, Clinical Outsourcing  
OncoC4



**Karri Venn**  
VP, Site Advocacy & Mentorship  
SCRS

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12:00 – 12:30 pm	<b>REGISTRATION, LUNCH &amp; NETWORKING</b> Register, meet our team, engage with colleagues and enjoy lunch	
12:30 – 1:00 pm	<b>WELCOME &amp; KEYNOTE: CUTTING THROUGH THE NOISE...</b> What technology is hype and what is working today? Kevin will introduce IQVIA Technologies' vision to transform the site and patient experience, automate digital processes and accelerate the clinical trial model.	Kevin Landells, <i>VP, Business Head for IRT, IQVIA Technologies</i>
1:00 – 1:30 pm	<b>DELIVERING ON THE PROMISE?</b> The latest industry research on how technology is impacting clinical development productivity – or not	Murray Aitken, <i>Executive Director, IQVIA Institute</i>
1:30 – 2:00 pm	<b>INDUSTRY RESPONSE ON THE IMPACT OF TECHNOLOGY</b> Hear from sponsors, sites, and CROs on technology's impact on productivity in clinical development.	MODERATOR: Murray Aitken, <i>Executive Director, IQVIA Institute</i> PANELIST: Jane Twitchen, <i>Executive Director, Head of Clinical Trial Accelerator Unit, Global Clinical Operations, Biogen</i> Rick O'Hara, <i>Director, Clinical Outsourcing, OncoC4</i> Ann Dokus, <i>Senior Director, Site &amp; Patient Networks, IQVIA</i> Karri Venn, <i>VP Site Advocacy &amp; Mentorship, SCRS</i>
2:00 – 2:30 pm	<b>REFRESHMENTS, DEMOS, DISCUSSIONS</b> Enjoy the refreshments and visit demo stations around the room! Engage with product experts to share your trial challenges and see how our technology products may combine to improve your development operations.	
2:30 – 3:30 pm	<b>PANEL – CHANGING HOW CLINICAL TRIALS WORK: A COLLABORATIVE APPROACH</b> Product experts will discuss IQVIA's intelligent applications and integrated clinical technologies that are simplifying the patient and site experience.	MODERATOR: Kevin Landells, <i>VP, Business Head for IRT, IQVIA Technologies</i>
3:30 – 4:00 pm	<b>INNOVATION FORUM: AN OPEN DISCUSSION ON OPTIMIZING TECHNOLOGY INNOVATION FOR CLINICAL DEVELOPMENT</b> Challenge the experts with questions or share your knowledge and lessons learned with the audience	PANELISTS: Zabir Macci, <i>Director, eCOA Business Strategy, IQVIA Technologies</i> Tim Riely, <i>Vice President, Clinical Data &amp; Analytics, IQVIA Technologies</i> Jim DiCesare, <i>Vice President, Financial Management Solutions, IQVIA Technologies</i> KK Rumrill, <i>Global Head Trial Management Services, IQVIA Technologies</i>
4:00 – 4:30 pm	<b>THE ROAD AHEAD: STRATEGIES FOR THE SITE, PATIENT, SPONSOR JOURNEYS</b> Product leaders will share longer-term direction for key products, integrations, and the transformation of clinical trials.	
4:30 – 5:30 pm	<b>DRINKS, DEMOS, DISCUSSION</b> Enjoy the reception and visit demo stations around the room! Engage with product experts to share your trial challenges and see how our technology products may combine to improve your development operations.	

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**Kevin Landells**  
*VP, Business Head for IRT*  
IQVIA Technologies

Kevin has over 25 years of experience in the IRT/ RTSM industry, having worked across many technical and project management leadership roles. Experienced with developing and leading global teams delivering managed services spanning operations, project management, client partnerships and Business transformation. Kevin is passionate about improving healthcare and utilizing technology that makes a real difference to patients' lives. Kevin holds a Bachelors' Degree in Computer Science from Hertfordshire University in the UK.



**KK Rumrill**  
*Global Head Trial Management Services*  
IQVIA Technologies

KK Rumrill has more than 25 years' experience in product development, customer support, and implementation services teams in clinical trials. She was a key leader in client operations at BBK Worldwide, driving growth in global patient recruitment, site engagement, and trial optimization. In 2013, KK moved to TrialNetworks, which was acquired by DrugDev and subsequently by IQVIA in 2017. She now leads several key product teams in IQVIA Technologies' Orchestrated Clinical Trials platform.



**Ann Dokus**  
*Senior Director, Site & Patient Networks*  
IQVIA

Ann Dokus is the Senior Director of Experience Optimization in the Patient and Site Centric Solutions organization. An industry veteran of with over 30 years experience in Pharmaceutical R&D, Medical Devices, Information Technology and Clinical Research, Ann's journey has spanned start ups, Fortune 100 companies and ultimately a role at IQVIA. Ann is a passionate advocate for Patients, firmly believing in delivering clinical research opportunities to the community. She has spearheaded technology initiatives in Identity and Access Management, Clinical Trial Matching, Patient Recruitment, Medical Records Retrieval and is now excited about the power of Artificial Intelligence to deliver accessibility to trials. A firm believer in meeting the patients where they are, Ann's focus at IQVIA is supporting sponsors and sites in delivering the promise of the "last mile" ... enrolled, supported and sustained patient engagement while optimizing the patient experience throughout the journey.



**Jane Twitchen**  
*Executive Director, Head of Clinical Trial Accelerator Unit, Global Clinical Operations*  
Biogen

Jane Twitchen graduated with a BSc in Medical Physics from the University of Exeter, UK and commenced her career with Covance, supporting a number of trials investigating radioisotope image optimisation. Having developed a keen interest in processes and systems, she then joined SAS, where she worked in the Alliances team collaborating with partners such as PWC, McKinsey and Accenture to define and implement solutions for pharmaceutical clients. During her tenure with SAS, Jane was also sponsored to complete her MBA. She proceeded to a number of software and service providers prior to joining Biogen in 2013, initially joining the Global Regulatory Affairs Quality and Operations team and moving to Global Clinical Operations in 2015. In her current role, Jane is Executive Director, Head of Biogen's Clinical Trial Accelerator Unit and is responsible for delivery of Biogen's goals for accelerated study start-up cycle time, in addition to embedding innovative operational delivery through the use of technology.

Biography TBA



**Rick O'Hara**  
*Director, Clinical Outsourcing*  
OncoC4



**Tim Riely**  
*Vice President, Clinical Data & Analytics*  
IQVIA Technologies

Tim has 20 years of experience delivering business intelligence, data management and analytical solutions in both leadership and consulting roles. Tim currently leads the IQVIA Clinical Data Analytics Suite (CDAS), providing both SaaS solutions for the market as well as IQVIA's internal CRO needs. As head of CDAS, Tim is responsible for full lifecycle delivery of R&D data and visualizations solutions for clinical operations, clinical data management, and analytics-as-service products. Tim's background includes a unique combination of payer, provider, and clinical research technology experience.



**Jim DiCesare**  
*Vice President, Financial Management Solutions*  
IQVIA Technologies

Jim DiCesare is passionate about delivering innovative Cost Benchmarking, CTA Negotiation and Site Payment services that support clinical research conducted by sponsors and CROs. With over 25 years of industry experience leading clinical operations teams at Merck, DrugDev, and now IQVIA Technologies, Jim has expertise across the contracting, budgeting, and investigator grant payment management continuum. He is a frequent speaker at industry conferences and has written for a variety of publications. He has a B.S. in Accounting from Kutztown University.



**Murray Aitken**  
*Executive Director*  
IQVIA Institute

As head of the IQVIA Institute for Human Data Science, Murray Aitken provides policy setters and decision-makers in the global health sector with evidence, analysis, and insights that contribute to the advancement of Human Data Science to improve human health outcomes. Aitken is tasked with creating and managing a research agenda that leaders in global governments, payers, providers, academia, and the life sciences industry use to accelerate the understanding of global trends in disease patterns, data science, and technology. This research is used to foster innovation critical to evidence-based decision-making and the advancement of human health.



**Zabir Macci**  
*Director, eCOA Business Strategy*  
IQVIA Technologies

Zabir brings over 15 years of learning across risk-based and centralized monitoring, eCOA, business analysis, clinical technologies, process improvement, and analytics for clinical trials. He is part of IQVIA's DP&S (Digital Products and Solutions) team involved in the development and execution of business strategies working closely with the cross-functional leadership teams to influence strategic priorities and ensure it exceeds customer expectations and market demands. He holds a Bachelor of Engineering degree in Computer Science from India and has an MBA in Management and Marketing from Texas Tech University.



**Karri Venn**  
*VP Site Advocacy & Mentorship*  
SCRS

Karri Venn brings over 25 years of clinical research experience working at clinical research sites. The ride has been monumental both in personal and professional growth. Ms. Venn started her career at LMC Healthcare in 1999 and that progressed to LMC Manna Research and ended with Centricity Research. A wide variety of positions Ms. Venn has held throughout the years in this wonderful organization and focused much of her role as a leader in operations growing the Canadian enterprise to one of the most successful integrated research organizations (IROs) in Canada. Always at the center of attention, was the importance to provide better healthcare to patients and has utilized the research experience as one way to achieve this goal. In maintaining this mission, Karri Venn has opened her own independent consulting company to further provide support to various organizations ie. Sponsor/ CRO, Clinical Research Sites, Private Equity and is presently VP, Site Advocacy & Mentorship for SCRS (Society for Clinical Research Sites).

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## VENUE



### PRINCETON MARRIOTT AT FORRESTAL

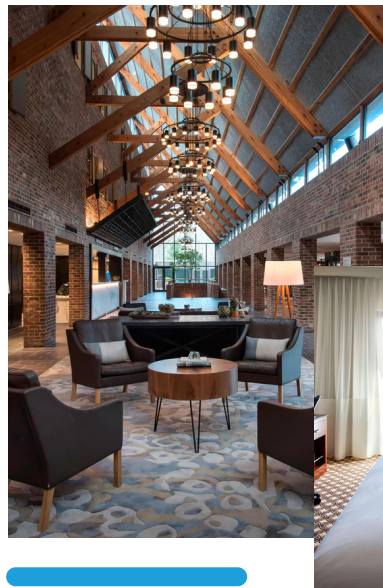
100 College Road East  
Princeton NJ 08540

MAP & DIRECTIONS 📍

*Nestled on 25 wooded acres and conveniently located near downtown, Princeton Marriott at Forrestal is an upscale hotel in Princeton, NJ, with resort-style accommodations. Recharge at our family hotel in beautifully designed modern rooms and suites enhanced by stylish decor, in-room streaming services, generous workspaces and boutique amenities. Enjoy our coveted location near Mercer County Park and the historic campus of New Jersey's Princeton University.*



*Step into a mesmerizing world after hours! Immerse yourself in a captivating fusion of light and sound, intricately blending art and nature through projection mapping. Embark on a unique journey at Grounds For Sculpture—an unforgettable multisensory experience awaits you!*



*Enjoy boutique-style comfort at our hotel in Princeton, NJ*

