

## Seminar Highlights 2019

According to **Tamás Berezcky, from the European Patients Forum and EUPATI**, patients talk to each other more than doctors – and patient communities know more than doctors because they talk to each other. The voice of patient is growing, patient involvement is widening – to the point where patients are even becoming involved in ethics boards. As patients live with the condition and know most about it, industry needs to figure out how to work more closely with them within an ethical, transparent framework, without breaching regulations and or law. While this can be tricky to navigate, efforts are being made. For example, some patient groups have established community advisory boards to promote meaningful engagement. Likewise, patients involved in the development of congress session agendas provide a very different insight than if there is no involvement.



**Laura McKeaveney from Novartis** highlighted how the company is collaborating with patients via its recently established roadmap for patient engagement. While still a work in progress, it clearly sets out the intention to drive patient-focused medicines development. The presentation generated a great dynamic in the room, which carried over into an interactive roundtable discussion on ways to better bring patients and patient experience into our everyday work.

The keynote address was delivered by **Ajay Dhankhar and David Champagne from McKinsey on the role of artificial intelligence and advanced analytics in healthcare**. An ageing population, better medicines, connected health and techno-acceleration are disrupting healthcare, with profound implications for risk and compliance in the biopharmaceuticals field. Right now, it is unclear how well most pharmaceutical companies are changing their risk functions and capabilities to address this. – while 80 % of banks are already digitizing their risk management. They explained how holistic risk management in

pharma requires assessing multiple types of risks, and how advanced analytics and AI can help, using case studies to highlight the role they could play, the implications they can have. And the changes they believe needed to manage these new risks, from governance to operating models to new technologies.

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## Highlights - Focus on Patients