

# Clinical Trials & IoT Forum

How mHealth, Wearables, and the Internet of Things will Create the Clinical Trials of the Future



NOVEMBER 8-9, 2017  
PFIZER INNOVATION RESEARCH LAB - CAMBRIDGE, MA



## CORE THEMES:

1. How the Internet of Things can Improve the Clinical Study Participation Process for Patients
2. Bringing Wearables, mHealth, the Internet of Things, ePRO, & Data Capture into the Trials of Today
3. How Digital Tools & Data Analytics can Aid the Treating Physician and Drive Trial Participation
4. How to Evaluate, Validate & Scale Enterprise deployment of Technologies for Current & Remote Trials
5. Increasing Study Effectiveness with Tech to Connect Patients, the Treating Physician, and Investigator

## Day One – Wednesday, November 8<sup>th</sup>

8:00 – 9:00 am Conference Registration Open in Pfizer Lobby

9:00 – 9:15 am Opening Remarks from Conference Chairman

***Dan Karlin, Head of Digital Medical, Informatics, Regulatory Strategy, Pfizer***

9:15 – 10:00 am **KEYNOTE PANEL:** The Internet of Things to Support Clinical Trials – The Next Frontier

The internet of things, mHealth, wearable and sensor-enabled devices paired with remote trials and telehealth present an unprecedented opportunity for how clinical trials monitor, communicate and work with patients. What does it mean for the pharmaceutical clinical trial industry – where are the best applications for connected devices and wearables?

***Craig Lipset, Global Head, Clinical Innovation, Pfizer***

***Jane Rhodes, Sr. Director, Innovation Hub, VBM, Biogen***

***Jason Laramie, Exec Dir, Head, Quantitative Sciences & Innovation, Novartis***

***Matthew Bryant, Head, Clinical Technology & Experience Lab, Amgen***

10:00 – 10:25 am **CASE STUDY:** Novel Digital Endpoint Strategy at Amgen

***Matthew Bryant, Head Clinical Technology & Experience Lab, Amgen***

10:25 – 10:45 am

**CASE STUDY:** Improving Patient Experience in Clinical Trials using Mobile

*Michelle Longmire, CEO, Medable*

10:45 – 11:05 am

**NETWORKING BREAK AT PFIZER INNOVATION RESEARCH LAB**

11:05 – 11:20 am

**PRESENTATION TBA**

11:20 – 11:45 am

**CASE STUDY:** Novartis' Perspective – Innovating at Scale?

Increasing observations suggest that the underlying technologies powering the digital revolution are evolving at an exponential rate. The pharmaceutical industry, however, is significantly behind in its digital transformation. Moreover, we know that the industry is ripe for disruption given the significant advancements of these technologies and the ROI of R&D for large companies has been declining over the last decade and by many estimations is below the cost of capital. Recognizing this, the Global Drug Development Division at Novartis has been grappling with how to successfully innovate at scale. Jacob LaPorte, Head of Digital Development at Novartis, would like to share their journey in the hope of catalyzing a broader discussion amongst peers around how to effectively innovate at scale.

*Jacob LaPorte, Head of Digital Development, Novartis*

11:45 – 12:15 pm

**CASE STUDY:** How the Internet of Things can make Clinical Trial Participation Easier for all Stakeholders and most importantly, the patient!

A look at how digital tools and innovations can better improve connections in the clinical research “triad” - the patient, treating physician and investigator - to ease the burden of clinical trial participation.

*Tim McCarthy, Executive Director, Clinical & Translational Imaging, Pfizer*  
*Joe Mather, Executive Director, Innovation Research Lab, Pfizer*

12:15 – 1:15 pm

**EXECUTIVE NETWORKING LUNCHEON**

1:15 – 1:35 pm

**CASE STUDY:** Using Technology to Collect Standardized, Reliable and Clinically Meaningful Patient Data

- Leveraging technology to develop effective measurement tools
- Empowering patients to self report quantitative data
- Creating efficiencies and improving the consistency of clinical data collection across sites

*Jane Rhodes, Sr. Director, Innovation Hub, Biogen*

1:35 – 2:10 pm

**PANEL DISCUSSION: The State of Remote & Virtual Studies in Clinical Research**

- What are the latest success stories, and failures that we can learn from?
- What are patients saying about their experience with remote studies?
- What indications and therapy areas are the best fit for remote trials?
- What it means for patient safety, HCP engagement, and lines of communication

***Kevin Bateman, Distinguished Scientist, Merck***

***Jason Laramie, Exec Dir, Head, Quantitative Sciences & Innovation, Novartis***

***Hassan Kadhim, IS BP R&DM, Boehringer Ingelheim***

***Jane Rhodes, Sr. Director, New Initiatives, Value Based Medicine, Biogen***

2:10 – 2:30 pm

**PRESENTATION TBA**

2:30 – 2:55 pm

**CASE STUDY: Merck's 'Smart Trials' Initiative: Enabling Patient-Centricity and More Informed Decisions in Clinical Trials through Digital and Home Blood Sampling Technologies**

Smart Trials is a cross-functional innovation project at Merck focused on leveraging digital and new technologies to improve data quality and enrich datasets by accessing clinical endpoints in the outpatient setting. As part of this initiative, clinical pilot studies are conducted to evaluate clinical trial readiness of new technologies in three primary areas: smart sampling (technologies for collection of date/time stamped outpatient PK and PD samples), smart dosing (technologies to accurately record and transmit dosing information), and smart analytics (methods to collect, integrate, and visualize data in real-time). Results from two recent clinical studies will be presented together with key learnings and future opportunities. Challenges and barriers for implementation of digital technologies in clinical trials will also be discussed.

***Kevin Bateman, Distinguished Scientist, Merck***

***Jane Croft Harrelson, Executive Director, Bioanalytics, Merck***

2:55 – 3:25 pm

**NETWORKING BREAK AT PFIZER INNOVATION RESEARCH LAB**

3:25 – 3:50 pm

**CASE STUDY: SAAMA**

3:50 – 4:15 pm

**PANEL DISCUSSION: How the Development of Blockchain can Completely Change the way that Patient Study Data can be Collected, Accessed and Secured for Clinical Research**

***Moderated by Munther Baara, Head of New Clinical Paradigm, Pfizer***

4:15 – 4:35 pm

**PRESENTATION TBA**

4:35 – 5:00 pm

**PANEL DISCUSSION: How can IoT Enabled Technology Drive Adherence to Improve Outcomes?**

Hear pharma and technology providers improving adherence by leveraging the internet of things. Where can tech fill in the gaps that currently exist? What does the future hold? What types of insights can be gleaned from available sources to determine the effect of adherence improvements on outcomes?

**Moderated by Moe Alsumidaie, Annex Clinical**

5:00 – 7:00 pm

**Tour of Pfizer Innovation Research Lab & Networking Drinks Reception**

Day Two - Wednesday, June 28<sup>th</sup>

8:00 – 9:00 am

Registration and Check-In in Pfizer Lobby

9:00 – 9:15 am

Chairman's Day One Recap and Opening Remarks

**Dan Karlin, Head of Digital Medical, Informatics, Regulatory Strategy, Pfizer**

9:15 – 10:00 am

**MORNING KEYNOTE: Hearing the Voice of the Patient – How Ambient Listening Devices Can Improve the Clinical Trial Experience**

The healthcare industry, and in particular, the clinical research sector, has recently focused its attention on achieving "patient-centricity". Driven by the desire to better engage clinical trial volunteers, coupled by the need to demonstrate value-added medical products, this has become much more than the latest buzz word. Within the planning stages of clinical research, we are seeing physicians and patients actively contribute to the design of the protocol. However, once the trial begins, the patient oftentimes may feel isolated in the process – quite simply, they need to ask questions and receive answers that they can understand. Is this an opportunity to effectively and efficiently use an ambient listening device?

**Cindy Geoghegan, CEO, Patients and Partners LLC**

**Joris VanDam, Director PMP, Strategic Projects Planning, Novartis**

Moderated by: **Bill Tobia, Lead Clinical Research Instructor, GSK**

10:00 – 10:25 am

**CASE STUDY: The Internet of Clinical Things**

The Internet of Things is driving change for clinical research and development. Oracle Health Sciences delivers innovative solutions that leverage the Cloud and enable researchers to design more precise studies with improved patient outcomes.

**Jonathan Palmer, Senior Director, Product Strategy, Oracle**

10:25 – 10:55 am	<p><b>Driving Healthcare Innovation from within: Opportunities &amp; Challenges</b></p> <ul style="list-style-type: none"> <li>· How traditional pharma perceives the Digital Healthcare Innovation?</li> <li>· Exploring best practices for implementing a Digital Healthcare Strategy</li> <li>· Opportunities &amp; Challenges in the era of Digital Innovation</li> </ul> <p><b>Georgia Mitsi, Sr. Director Search and Evaluation, Digital Healthcare Initiatives, Sunovion Pharmaceuticals</b></p>
10:55 – 11:15 am	<p><b>NETWORKING BREAK AT PFIZER INNOVATION RESEARCH LAB</b></p>
11:15 – 11:45 pm	<p><b>PRESENTATION TBA</b></p>
11:45 – 12:25 pm	<p><b>PANEL DISCUSSION: Now that we have the DATA, what do we DO WITH IT?</b></p> <ul style="list-style-type: none"> <li>• Patient data is coming in from every direction and source on the market today – how can the industry collaborate to identify what is most important?</li> <li>• Understand data layering techniques to identify key trends</li> <li>• Considerations for pharma companies interested in a wearable device pilot program</li> </ul> <p><b>Jyoti Shah, Sr. Scientist, Scientific Data Strategy, Merck</b>  <b>Jason Laramie, Exec Dir, Head, Quantitative Sciences &amp; Innovation, Novartis</b>  <b>Munther Baara, Head, New Clinical Paradigm, Pfizer</b>  Moderated by: <b>Moe Alsumidaie, Annex Clinical</b></p>
12:25 – 12:55 pm	<p><b>REGULATORY UPDATE:</b> Hear about the Industry’s Top Concerns around Patient Data and the Internet of Things</p> <p>PanAgora Pharma has polled top industry minds to gather questions that the industry is struggling with. Precision for Medicine and the FDA will address these key concerns with relevant research.</p> <p><b>Austin Speier, VP, Emerging Technologies, Precision for Medicine</b>  <b>Bakul Patel, Associate Center Director for Digital Health, FDA</b></p>
12:55 – 2:00 pm	<p><b>EXECUTIVE NETWORKING LUNCHEON</b></p>
2:00 – 2:30 pm	<p><b>CONCLUDING PANEL DISCUSSION AND Q&amp;A</b></p>
2:30 pm	<p><b>END OF CONFERENCE</b></p>