

The Renaissance Series

Transforming Value Transforming Trust

Building patient trust and belief in the value of medicines

PARIS

10th June 2022 - Le Meridien Etoile

PROGRAMME

09:30 Delegate arrivals/Coffee

Welcome Introductions and Vision

Stuart Cooper, CEO Adelphi Group

Responding Positively in the Eye of the Storm

Investigating the challenges of trust and belief in an environment of scientific advances, public scrutiny around cost, misinformation and Covid

David Gillen, Chief Medical Officer, Norgine

11:00 Break

Delivering What Patients Value

Are we our own worst enemy when it comes to patient trust? The art of the possible in a highly regulated industry

John-Kenneth Sake, Medical Lead Neurology & Immunology Merck KGaA

Patient insights: Breaking out of our silos

How all stakeholders in the healthcare system need to be using and sharing insights from patients across the whole medicine lifecycle

Neil Bertelsen, Patient Advocate & Patient Engagement Specialist
Active membership of HTAi & PFMD.org (board member)

12:30 Lunch

Beyond Payors - Defining Full Value

Narrow definitions of value are overlooking what matters most to patients and those around them. Pushing the boundaries to explore novel solutions

John Irwin Consultant in Market Access; Expert Orphan Medicines & ATMPs (Advanced Therapeutics)

Nicola Williamson Associate Director, Adelphi Values Patient Centred Outcomes

Technology: Changing Possibilities for Patient Value

Leveraging therapeutic education to collect data for real world evidence. Visionary approaches to harnessing technology, and surprising insights from ongoing work

Bernard Revaz, Technologist CEO, Ayaru

Where to Next: A Call to Action - Panel Discussion

Stuart Cooper, CEO Adelphi Group

16:00 Closing Remarks

Followed by informal drinks and further conversations until 17:00