

Online Conference  
**Lifecycle  
Management  
in Pharma**

7<sup>th</sup> of July 2021  
3:00 pm CET



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We are pleased to welcome you to **Lifecycle Management in Pharma Online Conference** that will take place on **7<sup>th</sup> of July** at **3 pm CET** time on BigMarker platform.

Join us for an event which offers a meeting place for top manufacturers, researchers, academics, decision-makers and other business professionals who are keen to share their knowledge and experience in newest strategies in the Pharmaceutical industry and opportunities for further development.

The conference represents a unique opportunity for learning, exchanging opinions, and expanding one's network enabled by live presentations followed by dynamic Q&A sessions – providing the attendees with valuable insights from specialists in the sphere of Pharmaceutical industry.

#### Benefits of Attending **Lifecycle Management in Pharma Online Conference:**

- Networking with professionals in design industry
- Recorded video with limitless access
- Post-conference materials

If you would like to participate, kindly book your spot. The seats are limited. Broadcast Link will be provided via email post registration.

## KEY POINTS

- Effective Lifecycle Management to Decrease Costs & Risks
- LSM Approaches in Pharma
- Pre & Post Launch Difference
- ICH Q 12 Timelines

## WHO SHOULD ATTEND

Senior Executive in the pharmaceutical industry with responsibilities in the following areas:

- Product Lifecycle Management
- Research and Development
- Portfolio Management
- Business Development
- Strategic Planning
- Licensing
- Mergers and Acquisitions
- Brand Management
- Clinical Research
- Patent Law
- Regulatory affairs
- Drug Development
- Sales and Marketing

3:00 pm – 3:05 pm CET

Welcome and Opening Remarks from the Moderator

3:05 pm – 3:25 pm CET



**Patrick Goncalves**  
Senior Sales Manager  
Inhalation Technology  
**Harro Höfliger**

Drug Delivery Devices  
as Consideration for LCM in Pharma  
+ Q&A

3:25 pm – 3:50 pm CET



**Mayur Patel**  
Pharma Digital Innovation Expert -  
Managing Consultant  
**PA Consulting**

Digital Health-connected Devices  
LCM aspects  
+ Q&A

3:50 pm – 4:00 pm CET

Coffee Break

4:00 pm – 4:25 pm CET



**Agnieszka Sondej**  
Regulatory Affairs Manager  
**AstraZeneca**

Benefits of LCM Approach in Pharma  
+ Q&A

4:25 pm – 4:50 pm CET



**Ketan Patel**  
Vice President, Cortellis Product Platform  
**Clarivate**

Strategies to Increase the Value  
of a Medicine - Indication Prioritization  
and Use of Real World Data + Q&A

4:50 pm – 4:55 pm CET

Closing Session remarks

until 04/06/2021

260 €

CONFERENCE RECORD € 80

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**Patrick Goncalves**  
Senior Sales Manager  
Inhalation Technology  
**Harro Höfliger**

Patrick has been working as a sales engineer in the pharmaceutical industry for more than 7 years now. He has experiences in the field of various pharmaceutical processing equipment among other for powder and capsule filling, and also in the world of dry-powder inhalation. During his master thesis he was working on life cycle management for drug device combination products. He holds a bachelor degree in business administration and a MBA in sales engineering



**Ketan Patel**  
Vice President,  
Cortellis Product  
Platform  
**Clarivate**

Ketan's background spans 15 years of experience working in industry at Lilly, Pfizer, Oracle HSGBU and most recently at Astrazeneca. Ketan studied computer engineering and AI (MSc from Edinburgh), after which he did a PhD in Bioinformatics (Oxford). Over the years Ketan has led and worked on data science projects in the industry from early stage drug discovery through to clinical development, product launch and medical affairs. At Oracle Ketan worked in pre-sales before moving to product strategy for Precision Medicine applications. More recently he was a Health informatics Director working on Big Health data (claims, EHRs, digital, genomics etc.) for AZ to optimise clinical trials, product launch and post-marketing and life cycle management. Before joining Clarivate, Ketan was an industry consultant working with Life Sciences companies at Teradata on large data and analytics projects.



**Agnieszka Sondej**  
Regulatory  
Affairs Manager  
**AstraZeneca**

Sr Regulatory Manager from AstraZeneca, professional lead with 15 years of experience in the pharmaceutical industry including innovative and generic products.



**Mayur Patel**  
Pharma Digital  
Innovation Expert -  
Managing Consultant  
**PA Consulting**

TBA

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