



Danish Pharmaceutical Society
The Biopharmaceutical Section

Big Data

- a Game Changer in Health Care?

March 22, 2018, 14.30-17.00

Benzon Auditorium

Department of Pharmacy, University of Copenhagen
Universitetsparken 2, 2100 Copenhagen

Big data is data sets that are so large and complex that traditional data processing is inadequate for data analysis. Big data may be used for a wealth of purposes in predictive and behaviour analytics. Real world evidence of effectiveness and safety surveillance of new medications are some of the current applications in the health care field.

However, we are only beginning to see the full potential of big data and numerous applications are likely to appear in life sciences in the years to come. Here, we intend to provide a general introduction to big data and present some applications in epidemiology, pharmacovigilance and drug discovery and development.

Program

- 14:30 – 14:35** **Welcome and Introduction**
Lise Sylvest Helledi & Steen Hvass Ingwersen, Danish Pharmaceutical Society
- 14:35 – 15:20** **Digital health: a new paradigm in health science**
Christian Mulvad Sejersen, CTO, LEO Innovation lab.
- 15:20 – 15:50** **Generating real world evidence from big data and advanced analytics**
Anders Rething Borglykke, Manager, Data Science, Novo Nordisk A/S
- 15:50 – 16:10** **Break with refreshments**
- 16:10 – 16:35** **Lundbeck's approach to utilizing big data in R&D**
Alastair Clewlow, Director of Bioinformatics, H. Lundbeck A/S
- 16:35 – 17:00** **Medical treatment surveillance: use of big data**
Nikolai Constantin Brun, Head of Medical Evaluation & Biostatistics, Danish Medical Agency

**Registration no later than March 19 at www.farmaceutisk-selskab.dk
No entry fee, non-members are also welcome to participate in the meeting.**