



Danish Pharmaceutical Society
The Biopharmaceutical Section

How will digitalisation transform the clinical ball game?

Thursday 3th October 2019, kl 14.30-17, Københavns Universitet Panum
Hannover Auditorium, Blegdamsvej 3B, 2200 København N

Digitalisation holds promise of transforming the pharmaceutical world – this within the entire value chain from drug discovery to routine medical use.

Within the clinical field, use of big data, artificial intelligence (AI), connectivity and digitalisation will provide a wealth of opportunities such as capturing real time data and real-world evidence from the patients and improving patient compliance by use of connectivity of e-devices and smart phones. China is a front-runner within some applications, for example using online consultation with the physician and ordering and paying for prescribed medicine, rather than queuing up alongside other patients at the doctors' consultation.

Imaging technologies and AI has shown to be a powerful combination and is already on par with experienced dermatologists when it comes to correctly diagnose skin diseases. The app SkinSkan is an example of this.

Virtual clinical trials are another area taking advantage of technology enabling the patients to participate from their home.

This meeting will provide an outlook to the future with real-world examples.

Program

- 14:30 – 14:35 **Welcome and Introduction**
- *Niels Christian Felumb & Lise Sylvest Helledi, The Biopharmaceutical Section of the Danish Pharmaceutical Society*
- 14:35 – 15:20 **The Future Patient Journey is happening now**
- how digital solutions are changing healthcare in China
By Jørgen Damsbo, EVP Region International, LEO Pharma A/S
- 15:20-15:40 **Break with refreshments**
- 15:40 – 16.10 **Futurizing your clinical trials; how to take full advantage of technology**
- *By Kathrine Eduardsen, Product owner, Digital Lighthouse, Global Development, Novo Nordisk A/S*
- 16:10 – 16:50 **Novo Nordisk: first steps and core beliefs in Digital Health to improve patient compliance**
- *By Anders Dyhr Toft, Corporate Vice President, Commercial Innovation, Novo Nordisk A/S*

**Registration no later than 31th September at www.farmaceutisk-selskab.dk
No entry fee, non-members are also welcome to participate in the meeting.**