European Epidemiological Forum VIRTUAL

6 October 2020

epi forum

The value of Real-World Evidence in Drug Life Cycle: promises, barriers and pathways to success

All times indicated on the Agenda are CEST

10:00 - 10:20 **Welcome**

10:20 - 10:45 **Fostering trust among RWE stakeholders: Would medium to long-term partnerships help?**

Maurille Feudjo Tepie - *Observational Research Director* at Amgen

10:45 - 11:10 **Critical thinking and Real world Evidence**

Elena Peruzzi - *Evidence Generation & Data Analytics Head* at Novartis Pharma

11:10 - 11:20 **Break**

11:20 - 11:45 **NICE Guidance - Widening the evidence base: use of broader data and applied analytics in NICE's work**

Adrian Jonas - *Associate Director for Data and Analytics* at NICE

11:45 - 12:10 **HTA, RWD and RWE: Validating and leveraging the different sources of evidence**

Oriol Solà-Morales - *CEO* at HITT- Health Innovation Technology Transfer

12:10 - 12:30 **What did we learn this morning?**

Christian Agboton - *Sr Global Brand Medical Director* at Takeda

12:30 - 13:50 **Lunch break**

13:50 - 14:15 **Value Based agreements & Innovative Contracting with Medicines : The value of Real-World Evidence for improving access & reimbursement**

Omar Ali - *Visiting Lecturer Value Based Pricing* at University of Portsmouth & Former Adviser to NICE

14:15 - 14:40 **Data Transparency and Privacy in Real-World Research**

Raquel Billiones - *Subject Matter Expert on Medical/Regulatory/Scientific Writing, Data Disclosure and Protection, Pharma/Medical Devices*

14:40 - 15:05 **Digitalization in Data Capturing Impacts Scalability of Patient Recruitment - Using the 2D Matrix Code of Outer Drug Packages as Patient Identifier for ePRO studies – The DePRO study**

Christian Müller - *Teamleader Data Generation* at Bayer

15:05 - 15:15 **Break**

15:15 - 16:15 **WORKSHOP | Covid-19 Pandemic: RWE, Opportunities and Challenges**

16:15 - 16:30 **Conclusion**

LIFE SCIENCE ACADEMY