

**Future Ready<sup>™</sup>**  
**Healthcare** | Indegene  
Digital Summit

September 23-24, 2021 | Virtual

# Prepare now, lead the future

## Enable your purpose with potential

Healthcare organizations' speedy transition to a digital first model when Covid-19 struck has been an arduous journey. It emphasized the need to prepare now and build capabilities that not just make them resilient, but also nimble and agile to lead the future.

Digital Summit is a virtual, no-vendor, no-booth event and the agenda is tailored around customer experience transformation, capability re-organization, data and analytics, and innovation.

Join this #FutureReadyHealthcare initiative on September 23-24, 2021 as experts discuss the sustainable changes organizations should implement to be future ready and fulfil their purpose of -

- Driving better health outcomes
- Accelerating speed and quality of decision making
- Implementing organization wide sustainable changes

25+  
Sessions

70+  
Speakers

3,000+  
Attendees

### Why should you attend?

- Learn from experts in commercial, data analytics, medical, clinical, regulatory, safety, IT, and sourcing functions
- Representation from biopharma, emerging biotech, medical technology, payer, and provider organizations
- Interactive sessions with a mix of panel discussions, case studies, and presentations
- No vendors, no booths, industry professionals only

Register

Hear from our inspirational keynote speakers and learn from their experience on how organizations can become future ready and deliver better outcomes



**Kieran Murphy**  
President and CEO,  
GE Healthcare



**Diana McKenzie**  
Former CIO, Amgen  
and Workday



**Troy C. Sarich Ph.D.**  
Chief Commercial Data  
Science Officer, Janssen  
Pharmaceuticals



**Corinne Le Goff**  
Chief Commercial Officer,  
Moderna



**David Rhew M.D.**  
Global Chief Medical  
Officer and VP of  
Healthcare, Microsoft



**Arpa Garay**  
President, Global  
Pharmaceuticals,  
Commercial Analytics,  
Digital Marketing Merck



**David Shulkin**  
Ninth Secretary, US  
Department of  
Veterans Affairs

# Speakers

70+ speakers for the 2021 summit include:



**Aaron Foster**  
VP, Business Analytics & Insights, Pfizer



**Anurag Thakore**  
Senior Director, Digital Operations, Bayer



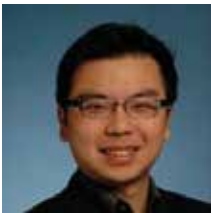
**Arvind Balasundaram**  
Executive Director, Commercial Insights & Analytics, Regeneron Pharmaceuticals



**Bill Krause**  
Chief Strategy and Growth Officer, Solis Mammography



**Brian Cantwell**  
VP, Digital Strategy & Operations, Bayer



**Cecil Lee**  
Content Strategy Advisor, Content Intelligence Team, Eli Lilly



**Chad LaCrosse**  
VP, Head of US Commercial Brand and Commercial Operations IT, AbbVie



**Christine Yeh**  
VP, Customer Experience, AbbVie



**Cristina Carlis**  
VP, Global Marketing-Digital & Innovation, Gilead Sciences



**Anuj Maheshwari**  
VP, HCP and Patient Marketing Enablement, Pfizer



**Daniel Keene**  
Director, PSS Innovation, Novartis



**Jeff S. French**  
VP and Chief Digital Officer, ViiV Healthcare



**Jennifer Dudinak**  
Senior VP, Global Regulatory Strategy & Policy, Bristol-Myers Squibb



**Joyce Lee**  
Group CIO & Global VP, Pharmaceuticals, Johnson & Johnson



**Kristie Gauntt**  
Head of Regulatory Operations, Johnson & Johnson

# Speakers

70+ speakers for the 2021 summit include:



**Marc Schwartz**  
Global Multi-Channel  
Marketing  
Operations Lead,  
Sanofi



**Matt Lasmanis**  
Chief Technology and  
Innovation Officer,  
Sage Therapeutics



**Dr. Michael Kurr**  
Global Head of  
Go-to-Market  
Services,  
Boehringer-  
Ingelheim



**Nerissa Gomes**  
Executive Director,  
Global Customer  
Engagement &  
Digital Capabilities,  
Amgen



**Raakhi K. Sippy**  
Head of Global  
Pharma Marketing  
Operations,  
GlaxoSmithKline



**Saket Malhotra**  
Head of Data, Digital  
& Commercial IT,  
Ipsen



**Sanjana Shishir  
Paranjpe**  
Service Delivery Lead  
DevIT Regulatory,  
Novartis



**Scott Cleve**  
VP Regulatory  
Operations and  
Compliance,  
bluebird bio



**Thomas  
Thestrup-Terp**  
Corporate VP,  
Novo Nordisk



**Vishu Chittibabu**  
CIO, Abbott Diabetes  
Care



**Ranjit Kumble**  
VP, Scientific/Clinical  
Analytics and Analytic  
Innovation, Pfizer



**Tara Stewart**  
Former VP, Worldwide  
Engagement  
Planning & Content  
Capabilities,  
Bristol-Myers Squibb



**Mary Alice Dwyer**  
VP, US,  
Synetic Life Sciences



**Manish Bharara**  
Director, Clinical  
Research, Nevro



**Lisa Tollman**  
Former Executive  
Director, Head of  
US Marketing  
Operations and  
Innovation, Amgen

# Speakers

70+ speakers for the 2021 summit include:



**Mitchell Krassan**  
Chief Strategy  
Performance Officer,  
TherapeuticsMD



**Erin Rapallini**  
Sr. Director, Strategy  
and Customer  
Experience,  
Medtronic



**Edward Jordan**  
Chief Commercial  
Officer, Humanigen



**Debraj Dasgupta**  
Founder and CEO,  
HDrive Consulting



**Eric Fidelin**  
Head of Operation  
Excellence,  
Established Markets,  
Astellas EMEA



**Murray Brozinsky**  
CEO, Conversa  
Health



**Dr. Maria Lopes**  
Chief Medical Officer,  
GHI



**Parker Richardson**  
VP, Omnichannel  
Operations, Astellas  
Pharma US



**Giuseppe Firenze**  
VP, Global Chief  
Information Officer,  
Business Units,  
Eli Lilly

[Check out the complete speakers list](#)

# Agenda at a glance

September 23, 2021 (All times are listed in EDT/EST)

■ Keynote ■ Panel discussion ■ Case study/ Presentation

Timelines	Track 1	Track 2
8.30 - 9.20	■ Kieran Murphy (President and CEO, GE Healthcare)	
9.30 - 10.20	■ Beyond reach and frequency - Get on a fast-lane to Rx	Closing the aspirations-actuality gap to deliver a great customer experience
10.30 - 11.25	■ 10.30 - 10.55 Coming soon 11.00 - 11.25 Customer engagement and content analytics	■ Digital transformation to drive quadruple aim in Med Tech
11.30 - 12.20	■ Diana McKenzie (Former CIO, Amgen and Workday)	
13.00 - 13.50	■ When your customers are dynamic, why is your content strategy static?	Accelerating submission approvals through AI
14.00 - 14.50	■ Atomize and automate your content to drive personalization @ scale	Predicting the next best action in patient engagement
15.00 - 15.50	■ Realizing emerging biotech's True revenue potential	Enhancing the experience of patient access programs
16.00 - 16.50	■ Troy C Sarich (Chief Commercial Data Science Officer, Janssen Pharmaceuticals)	

# Agenda at a glance

September 24, 2021 (All times are listed in EDT/EST)

■ Keynote
 ■ Panel discussion
 ■ Case study/ Presentation



Timelines	Track 1	Track 2
7.30 – 8.20	<span style="color: #004a99;">■</span> Reimagining your customer engagement in the growth markets	-
8.30 - 9.20	<span style="color: #e91e63;">■</span> Corinne Le Goff (Chief Commercial Officer, Moderna)	
9.30 - 10.20	<span style="color: #004a99;">■</span> A roadmap for building a CX centric organization	How can CIOs/CDOs leverage technology to drive enterprise business agility?
10.30 - 11.20	<span style="color: #004a99;">■</span> Has digital acceleration damaged your customers' experience?	Coming soon
11.30 -12.20	<span style="color: #e91e63;">■</span> David Rhew M.D. (Global Chief Medical Officer and VP of Healthcare, Microsoft)	
13.00 - 13.50	<span style="color: #004a99;">■</span> What agile can and can't do for the bio-pharma industry	Leveraging AI solutions to enable HCPs make better prescription recommendations
14.00 - 14.50	<span style="color: #e91e63;">■</span> Arpa Garay (President, Global Pharmaceuticals, Commercial Analytics, Digital Marketing, Merck & Co.)	
15.00 - 15.55	<span style="color: #004a99;">■</span> Scalable MarTech to drive customer experiences	<span style="color: #00a0e3;">■</span> 15.00 - 15.25 Emerging Biotech case study 15.30 - 15.55 EUA GTM Strategy
16.00 - 16.50	<span style="color: #e91e63;">■</span> David Shulkin (Ninth Secretary, US Department of Veterans Affairs)	




Bookmark your sessions here!



## Future Ready Healthcare

Future Ready Healthcare is an independent platform for inspiring conversations and thought-provoking content to build capabilities and culture for the future. Through avenues such as industry councils, thought leadership papers, and Indegene Digital Summit, healthcare leaders explore topics of common interest on the platform. They bring diverse perspectives and share personal stories to provoke and inform their strategy and operations. Indegene is proud to orchestrate these conversations that drive the future of healthcare.

 Indegene, Inc. 150 College Rd W, Suite 104, Princeton, NJ 08540  [www.linkedin.com/company/indegene](https://www.linkedin.com/company/indegene)

 +1 732 750 2901, +1 732 750 7990  [connect@indegene.com](mailto:connect@indegene.com)  [www.indegene.com](https://www.indegene.com)