

# 2021 VIRTUAL CONFERENCE

JUNE 17- 18

## LIVE SESSION SCHEDULE

*Subject to change*

**ALL TIMES ARE EASTERN STANDARD TIME**

### Thursday, June 17

<b>11:00 AM EST – 11:15 AM EST</b>	<b>Welcome Session</b>
<b>11:15 AM EST – 11:45 AM EST</b>	<b>Keynote Session</b> <b>A New Era in Pharma: Data &amp; Digital</b> <i>Alexis Burckhardt, Global Head &amp; Digital, Novartis Oncology</i>
<b>12:00 PM EST – 12:45 PM EST</b>	<b>Topic Based Breakouts</b> Next Generation Engagement with HCPs This session will be broken out into small working breakout rooms for the first set of attendees. Additional attendees will move into one larger room for discussion.
<b>1:00 PM EST – 2:00 PM EST</b>	<b>Break with Exhibits &amp; Posters</b> Chat with exhibitors while you view their exciting content! Peruse the poster hall and get your questions ready for our interactive poster session!
<b>2:00 PM EST -2:45 PM EST</b>	<b>Leveraging Advanced Analytics for HIV Co-Pay Card Program Optimization</b> <i>Yafen Huang, Manager, Axtria</i> <i>Sean Gracey, Director, ViiV Healthcare</i>
<b>3:00 PM EST - 3:45 PM EST</b>	<b>Machine Learning and Rule based NPP/CRM Engagement Scoring for HCP Evaluation and Targeting</b> <i>Ketul Shah, Sr. Director, Strategy and Insights, Epsilon Data Management Inc.</i> <i>Lingrui Jiang, Sr. Director, Analytic Consulting Group</i>
<b>4:00 PM EST – 5:00 PM EST</b>	<b>Poster Session</b>
4:00 PM– 4:12 PM:	<b>S.M.A.R.T. Activity Planning for Hcps in the New Normal</b>

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*Ashvin Bhogendra, Senior Director, Atria*  
*Inderpreet Kambo, Client Partner, Atria*

## **Approaches to Correct For COVID-19 in Marketing-Mix Modeling**

*Stefano Alberti, Senior Director, Atria Inc.*  
*Amit Verma, Director, Atria Inc*

4:15 PM – 4:27 PM:

**Applying the COM-B Model to Quantitative Data Sets**  
*Madhuri Pawar, Analyst, KMK Consulting*

## **Improving GTN Predictability Using AI/ML Based Approaches**

*Komal Gurnani, Associate Principal, ZS*  
*Prakash Prakash, Associate Principal, ZS*  
*Vishal Jalan, Manager, ZS*

4:30 PM – 4:42 PM:

**Social Determinants of Health: Impact of Social Factors on Specialty Product Adoption**

*Srivatsan Gopalakrishnan, Partner, Spekle, Solutions*  
*Shamant Hegde, Spekle Solutions*

## **Solving the Tradeoff Between Precision and Privacy in Healthcare Consumer Targeting**

*Virginia Evans, VP Performance Analytics & Account Management, Medicx Health*  
*Ira Haimowitz, SVP Analytics Services & Insights, Medicx Health*

4:45 PM – 4:57 PM:

**A Simple Empirical Approach to Estimate Market Size and Number of Treated Population for Each Segment Derived from a Survey Sample**

*Ming Liu, Sr. Associate Director, IQVIA*

## **Commercialization in the Time of COVID**

*Grady Behrens, Director, Crossix Analytics Services, Veeva*  
*Mark Schulman, Senior Director, Crossix Analytics Services, Veeva*

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## Friday, June 18

**11:00 AM EST – 11:15 AM EST**

**Welcome Session**

**Track Themes:**

Track 1: Accelerate your Analytics with New ML Techniques

Track 2: Impact of COVID-19 on Marketing Analytics

**11:15 AM EST – 11:45 AM EST**

**Track 1**

**Applications of Interpretable Machine Learning in Commercial Pharma: Predicting Brand Adoption Through HCP-Profiling**

*Rajnish Kumar, Decision Science Principal, Atria*

*Chandresh Awadhwal, Decision Science Senior Manager, Atria*

**Track 2**

**Sales Force in the New Normal: Findings from Advanced Promotion Measurements for COVID-19**

*Adnan Patel, Decision Analytics Manager, ZS Associates Inc.*

*Andrea Thomas, Director of Analytic Excellence, GSK*

**12:00 PM EST - 12:45 PM EST**

**Track 1**

**Patient AI: Progress thus far and Path forward**

*PKS Prakash, Associate Principal, ZS Associates*

*Srinivas Chilukuri, Principal, ZS*

**Track 2**

**Covid-19 Impact on Forecasting New-to-Brand Sales**

*Aneesh Gupta, Senior Director, CustomerInsights.AI*

*Karthik Somadri, Lead Data Scientist, CustomerInsights.AI*

**1:00 PM EST – 2:00 PM EST**

**Mentoring Session (Pre-registered)**

**Break with Exhibits & Posters**

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Peruse the poster hall!

**2:00 PM EST - 2:45 PM EST**

**Track 1**

**Improving KOL Engagement through Unstructured Data Analytics**

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*Ritu Kohli, Head of Delivery, Indegene*  
*Tahira Shafiulla, Market Intelligence Lead, Indegene*  
*Digvijay Yeola, Data Science Lead, Indegene*

## **Track 2**

### **Evolution and Innovations in Promotion Mix Analytics**

*Saswati Dasgupta, Manager, Axtria Inc.*  
*Ramesh Krishnan, Principal, Axtria Inc.*

**3:00 PM EST - 3:45 PM EST**

## **Track 1**

### **Predicting Endometriosis Onset Using Machine Learning Algorithms**

*Ewa Kleczyk, PhD, VP, Advanced and Custom Analytics, PRA Health Sciences*

## **Track 2**

### **Predicting New Patient Starts from SD Data Using Bayesian Reasoning**

*JP Tsang, Bayser and Bayser*

**4:00 PM EST – 4:45 PM EST**

## **Panel Discussion**

### **Analytics at Scale**

**Panelists:**

*Steve Sbar, Senior Director, Execution Effectiveness & Transformation at Novartis*  
*Jeff Headd, Senior Director, Commercial Data Science at the Janssen*  
*Paul Jens, Executive Director, Commercial Operations at CSL Behring*

**Moderator:**

*Kedar Naphade, Senior Principal, Axtria*  
*Kaiwen Zhong, Product Manager at Veeva Systems*

**4:45 PM EST – 5:00 PM EST**

## **Closing Remarks**

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## Virtual Poster Hall

### **S.M.A.R.T. Activity Planning for Hcps in the New Normal**

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Mark Schulman, Senior Director, Crossix Analytics Services, Veeva  
Eric Solis, Director, Lead Data Scientist, Takeda



**PMSA**  
PHARMACEUTICAL MANAGEMENT  
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