

# UK One Day Meeting – Programme

21 March 2023



## The meeting is convened by:

Alex Marriott, Lumanity  
Gayle Hughes, Pfizer  
Anna Garofalo, Janssen EMEA Market Research Centre of Excellence  
John Grime, Strategic North

## Venue:

30 Euston Square  
London NW1  
UK

### 09.05 – 09.10 Welcome and Introductions

#### 09.15 – 10.05

#### Session 1:

The Future of Pharmaceutical Market Research: The Next 3 - 5 Years.

Speaker: Lucy Ireland, Partner, Hall & Partners

Convenor: Anna Garofalo, Janssen

#### 10.05 – 10.40

#### Session 2:

Small populations, big challenges: How to conduct quantitative research in rare diseases.

Speakers: Emilie Braund, Director and Richard Goosey, Head of Analytics Research Partnership

Convenor: John Grime, Strategic North

#### 10.40 – 11.00

#### Networking Coffee Break

#### 11.00 – 11.35

#### Session 3:

Giving Inflammatory Bowel Disease (IBD) patients a voice

Speakers: Mauro Morando Brains and Cheek and Camille Hoffman Galapagos

Convenor: Alex Marriott, Lumanity

#### 11.35 – 12.10

Convenors: John Grime, Strategic North and Gayle Hughes, Pfizer

Q&A/Discussion to the Morning Presenters

#### 12.15 – 13.15

#### Networking Lunch

#### 13.15 – 13.50

#### Session 4:

End-to-end patient strategy and the role of market research

Speakers: Sheetal Padania and Mark Corbett, Origins

Convenor: Alex Marriott, Lumanity

#### 13.50 – 14.25

#### Session 5:

Creating engagement in a virtual world

Speakers: Ben Lorkin and Dan Gallagher, Day One Strategy

Convenor: Gayle Hughes, Pfizer

#### 14.25 – 14.45

#### Networking Coffee Break

#### 14.45 – 15.20

#### Session 6:

The evolution of the influencer: How digital HCPs are redefining healthcare practice

Speakers: Mary Fletcher-Louis and Anni Neuman, CREATION

Convenor: John Grime, Strategic North

#### 15.20 – 16.10

#### Session 7:

'Ask the Expert' with all Speakers

#### 16.10 – 16.20

Wrap Up and Thanks

#### 16.20 – 17.00

#### End of Meeting Drinks