

# Basel Meeting

## 19 September 2024



**Venue:** Novartis Campus, Basel

**Meeting time:** 08.30 to start at 08.45 and finish at 16.30 local time

### **Meeting Convenors:**

Ana M. Aguirre Arteta, Novartis  
Angela Duffy, Research Partnership  
Fenna Gloggnier, Insmmed  
Sanjana Bose, F Hoffmann La Roche  
Hannah Osborn, Pure Healthcare Strategy

#### **08.30 – 08.45 Registration and Welcome Coffee**

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#### **08.45 – 09.00 Welcome to Novartis and the EPHMRA Chapter meeting.**

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Introduction to our Convenors.

Ana M. Aguirre Arteta Global Governance Director in Global Medical Affairs Excellence, Operations and Governance (GMA EO&G)

#### **09.00 – 09.30 The Inevitability of Bias; The Challenge of Achieving Diversity**

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This paper sets the foundation by discussing the challenges of achieving diversity in healthcare. It introduces the concept of bias, which is a crucial factor in discussing disparities in healthcare delivery and outcomes.

**Speakers: Hafsa Rana and Sandra Flierl, IQVIA**

**Convenor: Ana M. Aguirre Arteta, Novartis**

#### **09.30 – 10.00 Ethnic Disparities in Multiple Myeloma Treatment: A Holistic Analysis from Real-World Data**

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The paper provides a specific case study analyzing disparities in a particular disease's treatment. This paper builds on the understanding of bias and showcases how it affects real-world healthcare outcomes.

**Speakers: Siegfried Ertl and Manuel Guzman Martin, APLUSA**

**Convenor: Hannah Osborn, Pure Healthcare Strategy**

#### **10.00 – 10.30 Coffee**

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#### **10.30 – 11.00 The Patient Life Experience (PLE) approach: Using social science methodology to examine diverse patient lives and reduce health disparities**

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This paper demonstrates the importance of using social science methodology to examine diverse patient lives and reduce health disparities. Here we add depth to the discussion by introducing a patient-centric perspective and methodology for understanding and addressing disparities.

**Speaker: Rebekah Park, Gemic**

**Convenor: Fenna Gloggnier, Insmmed**



**11.00 – 11.25** **Q&A to morning speakers – moderated by Angela Duffy, Research Partnership and Sanjana Bose, F Hoffmann La Roche**

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**11.30 – 12.00** **Knowing Novartis, in the Pavillon.**

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There will be a visit to the Novartis Museum, Pavillon. A new place for encounter and learning and home to the exhibition Wonders of Medicine.

**12.00 – 13.15** **Lunch**

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**13.15 – 13.45** **Closing the Gap in Health Equity; An Asthma Case Study**

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Here we further explore the concept of health equity by focusing on a specific case study related to asthma. This paper complements the previous papers by providing a practical example of addressing disparities and achieving health equity in a specific context.

**Speaker: Lucy Oates, Narrative Health**

**Convenor: Hannah Osborn, Pure Healthcare Strategy**

**13.45 – 14.15** **Beyond Side Effects: Using social media to give a patient-centric understanding of medication adherence**

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This presentation expands the perspective beyond health disparities to discuss medication adherence. It demonstrates the patient-centric approach by utilizing social media as a tool for understanding patient experiences with medication adherence.

**Speaker: Jeremy Hollow, Listen and Learn Research**

**Convenor: Angela Duffy, Research Partnership**

**14.15 – 14.45** **Coffee**

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**14.45 – 15.15** **Evaluating Consumer Preferences and Attitudes Through AI-Driven Patient Interviews**

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Here in this paper we explore consumer preferences and attitudes. It introduces AI-driven patient interviews as a method for understanding and incorporating patient perspectives in decision-making.

**Speaker: Mattia Marco Caruson, mama health technologies GmbH**

**Convenor: Fenna Gloggnier, Insmmed**

**15.15 – 16.15** **Ask the Experts**

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Session with all Speakers

**Session Introduced by: Sanjana Bose, F Hoffmann La Roche**

This is an opportunity to further delve into topics raised. Speakers will move around the room to delegates in small groups to answer questions and further discuss. Speakers will then move to a different group when EPHMRA rings the bell.

**16.15 – 16.30** **Convenor Summary and Meeting Close**

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**17.00 – 18.00** **Novartis ART Tour**

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Please mention at registration in the morning and before 10am if you wish to join this tour.