

Take a look at our line up so far:



Tuesday 24 June

Using AI to unearth the 'past stories' to guide our future decisions.

Speaker: Lucy Ireland, Branding Science

From Glitches to Insights: The Journey of AI Avatars in Healthcare Research

Speakers: Katy Irving and Rory Mitchell, HRW

The Power of Passive - how it addresses the Omnichannel Challenge

Speakers: Xierong Liu, Ipsos and Hiren Odedra, Roche

Cracking the Engagement Code: Modelling to Maximise Social Media Success for Disease Awareness

Speakers: Jamie Doggett, Lumanity and Stephane Lebrat, Takeda

Case study: Driving acceptance and actionability of Engage 360 - A Multicounty Corporate Reputation

Speakers: Virginie Kraif, BMS and Allen Titto, ZS Associates



Wednesday 25 June

Who's really steering the ship? - translating global brand strategy into insight-driven local plans

Speakers: Clare Carroll, UCB and Rhodri Williams, Accenture Songs

Reaching for the top - how a client/agency partnership conquered new heights in brand tracking

Speakers: Richard Head, Research Partnership and Mattias Blomgren, Johnson & Johnson

Driving Change in Prescribing Behaviour: What Actually Works

Speakers: Aurora Albert, Branding Science and Saumya Soni, UCL University

Piecing Together the Caregiver Experience: A Mosaic of Challenges and Insights

Speakers: Kilian Teutsch, Boehringer-Ingelheim and Abigail Graham, HRW

Using simulated patients' cases to assess the clinical decision-making process of HCPs

Speaker: William Neill, Adelphi

The Treatment Persistence Puzzle: Cracking The Code of Treatment Adherence

Speakers: Mandira Kar, Research Partnership and Ana Claudia Alvarez, Sanofi



Wednesday 25 June cont'd

Human-Out-the-Loop? When is Human In the Loop actually hindering our insights?

Speakers: Viv Farr and Sian Guthrie, Narrative Health



Thursday 26 June

Patient Voice-the red threat through drug development lifecycle

Speakers: Susann Walda, IQVIA and Victoria Siegrist, Roche

Bringing patient centricity to a broader audience via academic publication: Insights from a global patient experience study on genetic testing in mCRPC

Speakers: Rob Seebold, Buzzback and Ruhee Jain, Johnson & Johnson

Unlocking Prescription Drivers: Integrating a Driver Analysis Suite with Behavioural Science

Speakers: Daniel Kok, SKIM and Bipul Ayan, BMS

The Virtual Moderator Revolution: How AI Chatbots Are Driving Innovation in Healthcare MR

Speakers: Samy Issaoui and Joe Perluzzo, Instar Research

Building Synthetic Participants – Leveraging Generative AI to bring the customer to life and deliver

Speakers: Damian Eade, Lumanity and Kristina Ogneva, Johnson & Johnson

The 360° approach: Unlocking the power of patient voice and co-creation

Pauline Piens, SKIM and Nassima Trad, BMS

Amplifying patient voices: an ERG and community-based approach to LGBTQIA+ POC patient research

Kyle Haynes, Elma Research and Christine Taylor, Gilead

Some Stress is Good for You

Speaker: James Pickles