



Digital Health Coalition Midwest Summit
October 4 | 1pm – 5pm | Takeda Headquarters

SECTION ONE

Welcome

The Future of Healthcare with AI
Casey Bennett, Keynote Speaker, AI Expert

Understanding the Role of Voice Interface in Mobile and AI
Hillary Gruber, Head of Industry, Healthcare, Google

The Future Rep Visit – How AI-Based Insights Will Change the Game
Justin Chase, Intouch Solutions

Pharma Applications and Discussion for the Future of AI Panel Discussion
Kirsty Whelan, imre health
Dan Gandor, Takeda
Neal Bloomfield, Horizon

Agility of Innovation and Experimentation in Marketing
Sid Chadha, Partner, McKinsey

BREAK

SECTION TWO

Innovation Inspiration
Dr. Alex Leow – Inventor of BiAffect

How Patient Services Are Redefining The Patient Relationship
Dave Ormesher, CEO, Closerlook

Transforming the Patient/Physician Experience through Digital Innovation
Linda Ruschau, Chief Client Officer, PatientPoint
Lisa Chengary, Manager, Multi-Channel Marketing – GI Customer Engagement
and Marketing Innovation, Takeda

The Current Leader in Consumer Perception and Where We Go From Here
A Social Media Research Update
Brad Einarsen, Senior Director, Social Media, Klick

Data Analytics Tools to Innovate Drug Ratings
Erin Fitzgerald, SERMO

Executive Fireside Chat
Mark Bard, Co-Founder, Digital Health Coalition
Steve Schaefer, Senior VP, General Medicine Business Unit, Takeda

POST-SUMMIT COCKTAIL PARTY at J. ALEXANDERS