

DHC Live Hybrid Summit

Hosted by The DHC Group and GlaxoSmithKline

January 20, 2022, 12:00 - 4:30pm eastern

Data-Driven Decision Making

WELCOME by DHC

12:10 - 12:40

Keynote Speaker

Dr. John Brownstein

Chief Innovation Officer, Boston Children's Hospital

John Brownstein is a Canadian epidemiologist and Professor of Medicine at the Harvard Medical School as well as the Chief Innovation Officer at Boston Children's Hospital. His research focuses on development of computational methods in epidemiology for applications to public health. He is also the founder of several global public health surveillance systems including HealthMap. He is most known for his work on global tracking of disease outbreaks.

How to Structure so that Data Analytics, Marketing and Brand Are Working Together Well

12:40 - 1:10

Setting the Right Foundation for Data-Driven Decision Making

Ben Waters, Director, Crossix Analytics Services, Veeva

Today's innovative marketers are looking beyond reporting and using data to optimize and improve marketing in real time. In this session, Veeva Crossix will share best practices for setting up the right foundation to maximize the impact of data on business results. In addition to privacy-safe, connected health and media data, Crossix will discuss the ideal infrastructure, expertise and processes to enable nimble, data-driven decision making. We'll also share ways that marketers are combining historically siloed data sets to better understand the synergies between field force interactions and non-personal promotion. This multi-touch attribution (MTA) analysis will demonstrate how marketers are using MTA to adjust the sequence and frequency of customer engagements to increase prescribing.

1:10 - 1:45

Panel Discussion

Ozge Uluscu, Senior Director, Insights and Analytics, GlaxoSmithKline
Ben Waters, Director, Crossix Analytics Services, Veeva
Jim DeLash, Marketing Director, Customer Experience (CX), Professional Vaccines, US, GlaxoSmithKline
Amy Turnquist, Principal, North Highland

The Real Issue: The Last Mile - How to Create the Most Value from Data Analytics

1:45 – 2:15

AI-Driven Next Best Message, Action and Timing

Nataraj Dasgupta, VP of Advanced Analytics with RxDataScience, a Syneos Health Company

With limited access to physicians during the pandemic, pharma companies have been forced to explore new ways to reach doctors. Supplementing the traditional approach with intelligent insights from AI/ML has led to a paradigm shift in commercial research. This talk explores the emerging ways pharma companies are leveraging advanced analytics to transform their commercial operations and furthermore integrate best practices of agile data science to create transformative and scalable omnichannel marketing pipelines.

2:15 – 2:45 BREAK

2:45 – 3:15

Innovations in Data Analytics

Vivian DeWoskin, GM, Commercial, Komodo Health
Maureen Grandzol, AVP Life Sciences, Komodo Health

Practical innovation often requires out of the box thinking and a willingness to reinvent the business as usual approach. During this informative discussion we'll look at several ways companies are reinvigorating their strategies and existing data investments to yield transformative results and unlock hidden potential.

Use Cases - Sales Force Next Best Action, Predicting Compliance/Behavioral Health

3:15 – 3:25

The Physician Lens – What HCPs are Saying
Erin Fitzgerald, CMO, SERMO

3:25 - 3:55

Data Driven Decision Making to Drive Scalable Mass Intimacy
Hans Kaspersetz, Chief Innovation Officer, Relevate Health

This presentation will feature a live demonstration of how to identify key influencers and their spheres of influence in a locally relevant, near personal manner and how best to optimize from an omnichannel perspective to optimize engagement. Learn more about what makes a KOL relevant, determining who the right target audience is by sub-national KOL and identifying the optimal content themes and topics that your targets want to hear and learn about to provide you with a competitive edge.

3:55 - 4:25

Panel Discussion

Dr. Susan Dorfman, CEO, CMI Media Group
Andy Kennemer, VP, Customer Experience and Digital Innovation, GSK
Hans Kaspersetz, Chief Innovation Officer, Relevate Health