

# THE DHC SUMMIT ON DIGITAL TRENDS AND AI

Hosted at Amgen | June 25, 2024 | Deerfield, IL

## DHC SUMMIT AGENDA

**12:00PM NETWORKING LUNCH, COURTESY OF PATIENTPOINT**

**1:00pm WELCOME**

- Christine Franklin, Executive Director, DHC Group
- John Kinney, Enterprise AI Enablement Lead, Amgen

**1:10pm FIRESIDE CHAT**

- Hillary Gurber, Head of Industry, Healthcare, Google
- Simon Smith, EVP of Generative AI, Klick Health
- Paulo Machado, Founder/CEO, Health Innovation and Digital Health Investor
- Mark Bard, Co-Founder, The DHC Group

## AI, DIGITAL TRENDS AND THE CUSTOMER EXPERIENCE

**1:35PM PHYSICIAN SOCIAL EXPERIENCE - NEW HCP RESEARCH**

- Dave Emery, Managing Director, M3 MI

**1:50PM SOCIAL MEDIA PANEL DISCUSSION**

- Claudia Kanaszyc, Associate Director, Amgen
- Amanda Phraner, Senior Director, Product Communications, Amgen
- Bill Veltre, EVP, Head of Media, Deerfield Agency

**2:15PM PHYSICIANS' PERSPECTIVES ON AI IN ADVERTISING**

- Dr. Patrick Fleming, Dermatologist + Sermo Medical Advisory Board
- Dr. Kyle Lee, Family Medicine physician + Sermo Medical Advisory Board
- Bill Canfield, Director, Business Development, Sermo

**2:35PM CASE STUDY ON GENAI ENGAGING HCPS**

- Nick Abruzzo, Custom Platforms and Orchestration, Global Commercial Operations, Amgen
- Karl Svensson, Senior Director, Data Science & Advanced Analytics, Amgen

**3:00PM BREAK**

## PAST ATTENDEES SAID

“Super helpful to our team, particularly with the context and “so what” behind it. We like to stay informed.”

- John Fish, Global Director, Experience Design Lab, AstraZeneca

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## DIGITAL TRENDS IMPACTING PATIENT/PROVIDER RELATIONSHIPS

### **3:30PM THE ART OF CREATING PRACTICAL WIN-WIN-WIN INNOVATION FOR PATIENTS, PROVIDERS, AND PHARMA**

- Alexander Kerman Gergory, Head of Growth, Ubie Health
- Nandini Nayar, Global Digital Health and Innovation Lead - Patient Experience, Sanofi Specialty Care.
- Jose Maria (Chema) Guido Avila, Global Patient Experience Lead, Sanofi Specialty Care

### **4:00PM DIGITAL TOOLS IN ACTION - IMPROVING DIAGNOSIS, TREATMENT AND OUTCOMES IN OPHTHALMOLOGY**

- Liz Phillips, EVP Enterprise Insights, PatientPoint
- Dr. Steven Bloom, MD, FACS, Bennett & Bloom Eye Centers (Virtual)
- Dr. Priya Desai, Chief Medical Officer, Prism Vision Group (virtual)

## DIGITAL TRENDS IN A PRIVACY-FIRST ENVIRONMENT

### **4:30PM ADDRESSING PRIVACY CONCERNS: CREATING SAFE AUDIENCES AND DOING THE RIGHT THING WITH DATA**

- David Reim, Sr Director, Information Governance and Privacy, IQVIA Digital Enablement, IQVIA
- Zach Farrell, Principal, Consulting Services, IQVIA Digital Enablement, IQVIA

**SESSION CONCLUDES - FOLLOWED BY COCKTAIL RECEPTION, COURTESY OF IQVIA**

PLEASE SCAN FOR FULL  
SESSION DESCRIPTIONS



\*Please note - agenda times are approximate and may shift based on content flow.

## ABOUT THE SUMMIT

The Digital Health Coalition serves as the collective voice and industry rallying point for the discussion of the current and future issues relevant to digital marketing of healthcare products and services. DHC Summits feature case studies, thought leader POVs and panel discussions with key stakeholders. This Summit will focus on The role of digital in optimizing patient outcomes and care in response to latest research on social determinants of health. Subject matter experts will explore how marketers can make an impact on this key issue. [Click here to register.](#)