PharmaState ACADEMY
From You to You +

Presents

NOW & NEXT SUMMIT

PHARMA MARKETING: Evolving Landscape & New Age Strategies



Day 1 : RWE | HEOR| Market Access
Day 2 : Digital Transformation
AI | Influencers

EVENT AGENDA

16th & 17th February 2024
(Friday & Saturday)

Mumbai

Why to Attend?

We are exploring Real-World Evidence, HEOR, Key Account Management (KAM), Data Analytics & Digital Transformation in the dynamic landscape of Pharma in this edition of the summit. This initiative aligns with the ongoing transformation in pharma digital, marketing and market access empowering industry professionals to adapt to the latest advancements and drive innovation within the sector.



The Now & Next Summit isn't just an event; it's a platform for innovation, insight, and inspiration that will redefine perspectives of the pharmaceutical world.

Join us in Shaping the Future:

We invite you to become a catalyst for innovation, a collaborator in progress, and a vital part of the Now & Next Summit's success story.

Who should Attend?

Professionals from the following departments:



- Marketing , Brand Management
- C-Suite
- Digital Marketing
- RWE/Data/Analytics/Strategy
- HEOR, Market Access, KAM
- Medical Affairs
- Market Research
- Commercial Excellence
- Pricing/Reimbursement
- Clinical Operations/Development
- Regulatory Affairs/Policy/Legal
- Drug/Patient Safety Department





AGENDA, 16th February 2024

(Tentative)

Day One Agenda

08:30 AM - 09:30 AM

Breakfast and Handshakes

09:30 AM - 10:00 AM

Lamp Lighting, Welcome Address and Key note Address

Real World Evidence

10:00 AM - 10:40 AM

Power of Real-World Evidence (RWE): Understanding its significance in evaluating product efficacy, safety, and real-world outcomes

PANEL

10:50 AM - 11:10 AM

Real-World Success Stories: Product Journeys Enhanced by RWE Narratives

PRESENTATION

Health Economics & Outcomes Research

11:20 AM - 11:50 AM

Know your Patient: The HEOR Way of knowing/meeting expectations

PRESENTATION

12:00 PM - 12:30 PM

Regulations in HEOR/ Regulation on open source digital content on social media

TALK SESSION

12:40 PM - 01:15 PM

ACE the CASE through RWE/HEOR for specific disease outcomes

WORKSHOP

01:20 PM - 02:00 PM

LUNCH

Please Note that the timing for the panel discussion is subject to potential modification.

*****Quizzes and videos showcase will be interspersed between sessions***





AGENDA, 16th February 2024

(Tentative)

Day One Agenda

Key Account Management & Market Access

02:15 PM - 02:20 PM

A day in the life of a Key Account Manager

VIDEO

02:30 PM - 03:10 PM

Indian Pricing Challenges : Future Outlook

PANEL

03:15 PM - 03:40 PM

Role of Key Account Management in Achieving Successful Market Access

PRESENTATION

03:45 PM - 04:20 PM

Government Regulation vs. Market Forces: What Should Drive Pharma's Market Access Strategies?

DEBATE

Pharma Commercial Excellence

04:30 PM - 05:00 PM

EXPERT OPINION : Pharma Commercial Excellence for improved Patient Outcome

TALK SESSION

05:00 PM Onwards

VALEDICTION. HIGH TEA AND NETWORKING

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Day Two Agenda





17th February 2024

(Tentative)

08:30 AM - 09:30 AM

BREAKFAST, HANDSHAKES & OVERVIEW OF THE DAY'S AGENDA

Digital in Pharma & Healthcare Marketing

9:45 AM - 10:15 AM

Recent report presentation on digital healthcare & pharma by consulting firm

PRESENTATION

10:15 AM - 10:30 AM

Question & Answer session on report presentation

Q&A

10:30 AM - 10:45 AM

Quiz - Forecasts of the digital healthcare & Pharma market

Digital Therapeutics & IoT

11:00 AM - 11:40 AM

Significance of an effective partnership between DTx & Pharma

PANEL

OR

IOT devices & their role in continuous patient monitoring

PANEL

11:50 AM - 12:20 PM

Content by AI: Ethical Crossroads in Pharma Marketing - Weighing Information Accuracy against Trust in Medical Messaging

CASE STUDY

12:30 PM - 01:10 PM

Presentation by Academia Partner

PRESENTATION

01:15 PM - 02:00 PM

LUNCH

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*****Quizzes and videos showcase will be interspersed between panel breaks.***

Day Two Agenda

17th February 2024

(Tentative)



Omnichannel Marketing in Pharma

02:10 PM - 02:50 PM

The next of omnichannel marketing : discovering platforms for better reach

PANEL

03:00 PM - 03:30 PM

Evolving influencer landscape in healthcare : Real v/s AI Influencer

PRESENTATION



Data Analytics - The Right Way!

03:40 PM - 04:20 PM

How to utilize data piles for informed decision in Pharma

CASE STUDY /WORKSHOP

Training Aspects of Digital Healthcare Content

04:30 PM - 05:00 PM

Imperative need of continuous training in Pharma in VUCA environment

DISCUSSION

05:05 PM - 05:10 PM

A day in the life of a digitally engaged HCP

VIDEO

05:15 PM Onwards

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Queries?

+91-92126 66662

or Scan to connect on WhatsApp

For more details

Mail us at info@pharmastate.com