PCMG
Pharmaceutical
Contract Management Group

PCMG Annual Conference 2020
3-5 June

Doubletree by Hilton Krakow Hotel, Krakow, Poland

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Conference Programme*

Wednesday 3 June

16:30	Registration and refreshments	Sponsored by	COMAC MEDICAL EXPERTS IN CLINICAL RESEARCH
17:30	**Welcome and introduction to the conference**		
17:35	**Review of the PCMG year** *Richard Scaife, PCMG Chairman* *Gill Roberts, PCMG Vice-Chairman*		
18:05	**Opening keynote: The Human Element in Technology Innovation** *David Kelleher, CEO, 4G Clinical* PCMG's opening keynote speaker provides a different perspective on the motivation to innovate and how it can be harnessed to improve the way we work in practice, not theory. PCMG doesn't often request Service Provider leaders to make a Keynote presentation. This is a worthy exception. • What is the human element in technology innovation, and why does it matter? • Challenge the status quo, be champions for purpose and doing the right thing for the right reasons • Change the dialogue between sponsors, sites and vendors to move the needle in clinical trials • What does success look like – and what can we do as an industry to achieve that success?		
19:00 - 21:30	**Welcome reception** The opportunity for delegates to renew established contacts across the industry as well as meeting delegates new to the PCMG family in this informal opening event	*Sponsored by*	Syneos Health

Thursday 4 June

08:00	Registration and refreshments	Sponsored by	COMAC MEDICAL EXPERTS IN CLINICAL RESEARCH
08:45	**Introduction to Day 1:** **What will you be doing at the dawn of the 4th industrial revolution?**		
08:50	**Blockchain** *Ingrid van Rompaey, Worldwide Clinical Trials & Christophe van Huffel, BCT Group* Implication in clinical trials, virtual trials, patient recruitment and risks related to data protection		
09:20	**Virtual trials and innovative patient care** *Dermot Kenny, Global Head Clinical Technology & Innovation, Novartis*		
09:50	**Future medicine adherence using technologies and data transforming healthcare (Part 1)** • Medicine adherence – getting the patients to take their medicines in the most effective manner using technologies • Health data from multiple sources combined with advanced analytics can be used to deliver more personalised care, improve outcomes, empower patients and make healthcare more sustainable and efficient • New players such as Google, Amazon and Apple are likely to play a larger role in future by using their technologies in Healthcare		

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Time	Session
10:20	**Networking break** *Sponsored by* ERT® Confidence at every turn™
11:05	**Future medicine adherence using technologies and data transforming healthcare and (Part 2)**
11:35	**INNOVATION & COMPLIANCE PANEL DISCUSSION** • **Implementing innovation compliantly** • How do you push the boundaries and implement a great innovation when clinical research is such a conservative discipline? • How will innovations change the way we work in the future? • Overall impact of these multiple innovations (AI, machine learning, virtual trials, RBM, wearables etc.) *Panel: Gareth Milborrow, SVP Data & Applied Analytics, ICON plc; Dermot Kenny, Global Head Clinical Technology & Innovation, Novartis;*
12:15	**Lunch and networking break** *Sponsored by* Cytel
13:30	**Introduction to the afternoon session:** **Working within the regulations**
13:35	**Due diligence – what has to be done and when do you need to do it?** • In a world of ever-increasing laws and regulations how do you ensure you are completing the correct checks and balances before placing work or considering an acquisition • This session will focus on non-GXP due diligence with a particular focus on how small companies can complete this effectively
14:15	**Sustainability – can clinical outsourcing help companies achieve their CSR objectives?** *John Blank, CEO, MediCapital Rent* • A case study on how a clinical trial packaging company is focusing on sustainability goals • Assessing the environmental impact of clinical research and ways of potentially positively impacting it e.g. remote data monitoring
15:00	**Networking break** *Sponsored by* Tech Observer
15:45	**Interactive session**
17:15	Presentation of PCMG Fellowship award
17:30	**Close of conference day 1**
From 19:30	**The PCMG Gala Dinner at Stara Zajezdnia** *Coaches depart at 19:30* *Sponsored by* COVANCE®

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Friday 5 June

Time	Session
08:30	**Morning coffee** *Sponsored by* Tech Observer
09:05	**Introduction to day 2** **Future trends in outsourcing**
09:10	**An alternative contracting approach. Case study: how can we align sponsor and vendor objectives in outsourced projects?** *Andrew MacGarvey, Managing Director, PhaStar & Andrea Robinson-Smith, Head of Alliance Management - AstraZeneca* • Traditional contracting methodology constrains the parties • Dynamic contracts can bring added-value to sponsor/vendor relationship • A review of an example dynamic contract configured to align parties around innovation/efficiency gains
09:50	**Do CROs outsource more effectively than sponsors?** • Effectively managing third party vendors: qualification, contracting and performance • Addressing ICH E6 R2 oversight requirements • Managing 3rd party vendors on a study level
10:30	**Networking break** *Sponsored by* **ACM Global**
11:15	**Best practices in alliance management: any learning from licensing?** *Anthony Hörning, Strategic Transactions Advisory AG and Vantage Partners LLC* • Looking to the Licensing and Alliance Management (AM) context for effective governance approaches • Process differences "doing deals" vs "outsourcing" • Are the skills required for governing licensing - based partnerships comparable with those in outsourcing management? • What tools and resources do AM's use and could they be useful?
	Patient centricity
11:50	**Putting patients first – working with patient organisations in rare diseases** • Why should pharma/CROs engage with patient groups • What are the practical implications to working effectively • The changing role of patient groups in driving change (Zoya's Law)
12:35	Closing remarks
12:40	**Lunch & networking** *Packed lunches will be available for instant departures*
From 12:45	**Coach transfers to airport**

Acknowledgements
Our thanks to the PCMG Annual Conference Steering Committee and PCMG Committee for their time and dedication in creating an engaging conference for all

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