

**ECPM Seminar 6:  
Continuing Education Series – Frontiers in Drug Development**

**The Power of Data Science in Drug Development**

Online, June 24, 2021

---

**Thursday, June 24, 2021**

**Chairperson:** Karen M. Facey, Edinburgh

<i>Time</i>	<i>Duration</i>	<i>Topic</i>
08:00-08:30	45	<b>Opening of Zoom Meeting by ECPM as Host</b>
08:30-09:15	45	Data Science – A New Discipline in Drug Research and Development (from Bioinformatics to Medicine) <i>Bryn Roberts, F. Hoffmann-La Roche Ltd, Basel</i>
09:15-10:00	45	Exploiting Clinical Data for the Benefit of Patients <i>Luca Finelli, Novartis Pharma AG, Basel</i>
10:00-10:30	30	<b>Coffee Break</b>
10:30-11:15	45	Big Data 2021 - Big Data Landscape from a Regulatory Perspective <i>nn</i>
11:15-12:00	45	Acceptance of Real World Data versus Randomized Clinical Trial Data for Marketing Authorization <i>Lorenzo Hess, Swissmedic, Berne</i>
12:00-13:00	60	<b>Lunch</b>
13:00-13:45	45	Data Analytics in Pharmacovigilance <i>Bertrand Limoges, Novartis Pharma AG, Basel</i>
13:45-14:30	45	How Real-World Evidence can Support Value Propositions and Access <i>Karen M. Facey, Evidence Based Health Consultant, Edinburgh</i>
14:30-15:00	30	<b>Coffee Break</b>
15:00-15:45	45	Using Real World Evidence for Policy Making <i>Mimi Choon-Quinones, International Myeloma Foundation &amp; Partners for Patients, Basel</i>
15:45-16:30	45	How do Payers Utilise Data? Health Services Research Based on Claims Data <i>Andri Signorell, Helsana, Zurich</i>