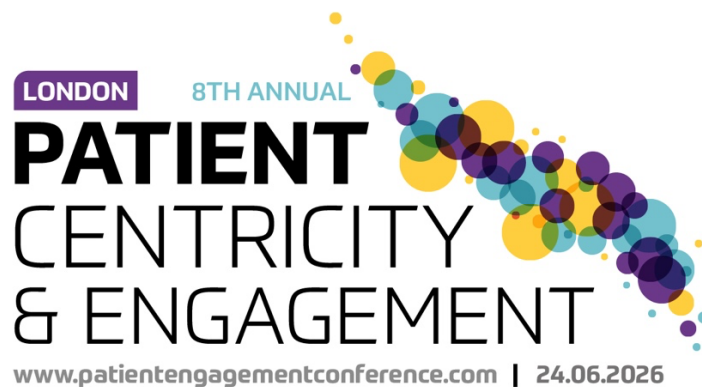


## The Patient Centricity & Engagement Conference 2026

24th June 2026 | Grand Connaught Rooms, 61-65 Great Queen Street, London, WC2B 5DA



# Welcome To The Patient Centricity & Engagement Conference

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



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### 08.30 Registration & Informal Networking

### 09.00 GIC Welcome & Morning Chair's Opening Remarks

Anthony Cuncliffe, National Lead Medical Adviser, **Macmillan Cancer Support**



### Patient Advocacy Collaboration – Perspective 1

#### 09.10 Maximise Long-Term Patient Advocacy Impact By Strengthening Transparent Communication, Unifying Efforts Against Misinformation & Powering Partnerships That Amplify Every Patient Voice

- Clarity builds trust! As patient expectations evolve, how can pharma and advocacy groups build stronger, more transparent communication channels that genuinely elevate patient needs?
- Steps to level-up communication strategies between pharma, healthcare providers and patient advocates, to eliminate the friction that still holds progress back
- Ensuring pharma is delivering the best practical support to advocacy groups to amplify diverse patient voices and drive their impact in health system conversations
- With misinformation and health inequalities on the rise, how can pharma better equip advocacy groups to amplify patient voices and drive meaningful changes?

Debra Montague, President Lung Cancer Europe, Founder & Chair ALK Positive UK, **Lung Cancer Europe**



Patient Involvement In HTA – Panel Discussion

09.25 Overcome HTA Obstacles With Earlier Patient Input, Stronger Real-World Evidence & Collaborative Approaches That Elevate What Truly Matters To Patients In 2026 & Beyond

- How can pharma ensure patient voices genuinely influence HTA frameworks, evidence requirements and value assessments, and not just appear as an add-on?
- As HTA bodies demand more patient-centred evidence, unpack how pharma can partner with patients earlier to strengthen dossiers and reflect what truly matters to those needing the support
- Analyse the barriers to effective patient input in HTA to explore how to overcome hurdles and learn from impactful case studies where patient voices have driven change across Europe

Jose Diaz, Global HEOR, Health Systems Economics & Value of Innovation, **Bristol Myers Squibb**



Sujan Sivasubramaniyam, Senior Director, Head of Global Patient Advocacy & Policy, **CSL**



Olga Alekseeva, Senior Director, Global Digital Innovation, **AstraZeneca**



## Driving Internal Change – Perspective 1

### 09.45 Revitalise Internal Systems & Cultures To Prioritise Patient Voices, Enable Cross-Functional Collaboration & Deliver Inclusive Engagement That Powers More Patient-Centric Outcomes

- Embed patient engagement into everyday decision-making across organisations, rather than treating it as a standalone activity
- From intent to action! How can we overcome internal resistance, siloed working, and competing priorities to create aligned, patient-centred ways of working that accelerate meaningful change?
- With rising expectations for diverse patient representation, create and reinforce internal processes that ensure inclusivity is prioritised early and consistently across programmes

Nicola Lawson, Director, PV System Excellence Lead and UK QPPV, **Jazz Pharmaceuticals**



## 10.00 Patient-Centric Content Increases Outcomes For Health Systems & ROI For The Healthcare Brands: Research & Evidence

Rohin Malhotra, Managing Director, **FIXING US**



## Patient Experiences

### 10.15 Prepare For The Next Era Of Healthcare By Understanding Evolving Patient Expectations & Building Sustainable Systems That Support Patient Self-Management From The Get-Go

- From long waiting times to access issues, deep dive into what truly drives patient perceptions and how these shape the overall experience of health services.
- Beyond “do it yourself” healthcare; how can healthcare teams better support patients as they take on increasing responsibility for monitoring, digital tools, and long-term condition management?
- As demand grows for personalised, partnership-based healthcare, how can teams close the personalisation gap by strengthening shared decision-making and communication so every patient feels heard and understood?

Geoff Rollason, **Patient Advocate**



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## 10.35 Morning Refreshment Break With Informal Networking

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### 11.05 Patients Don't Live in Silos: Why Patient Engagement Needs To Move Beyond Programmes

Ruper Watts, Senior Statelist, **Kanga Health**



Yoshika Sherring, Global Patient Advocacy Lead, **Takeda**



## Patient Trust – Double Perspective

### 11.20 Restore & Reinforce Patient Trust By Tackling Root Causes, Building Confidence In AI, & Tailoring Engagement To Diverse Generational & Cultural Needs Across All Levels

- Go beyond surface-level discussions and identify the true roots of distrust, by analysing the underlying experiences, expectations, and system gaps that continue to erode patient confidence today
- As AI becomes embedded in healthcare, how can pharma address concerns around accuracy, bias, and privacy to strengthen patient trust in digital decisions?
- What does “trust” really mean across different patient groups? Unpack generational, cultural and experiential differences, instead of treating trust as a one-size-fits-all concept

#### 11.20 Perspective 1

Swati Bhagat-Jones, Expert by experience/patient carer/physiotherapist



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#### 11.40 Perspective 2

Tom Bishop, Head of Patient Information, **Anthony Nolan**



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Louise Jones, Health Information Manager, **Anthony Nolan**



### Patient Perspectives In Treatment – Panel Discussion

#### 12.00 Transform Treatment Experiences By Prioritising Quality Of Life, Clear Guidance & Joined-Up Support That Mirrors The Real Challenges Patients Face In 2026

- From meaningful involvement in decisions to support that improves everyday life, and not just clinical outcomes, uncover what patients truly expect from pharma today
- As ageing populations prioritise quality of life over longevity, adapt and strengthen healthcare systems and pharma to deliver care that supports independence, comfort, and day-to-day wellbeing
- Unpack how patients define “real value” in 2026! What do clarity, joined-up care, and real-life solutions look like for people managing chronic conditions?

Isabelle Lonjon-Domanec, VP Clinical, Medical & Regulatory Affairs  
France, **Novo Nordisk**



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Debra Montague, President Lung Cancer Europe, Founder & Chair ALK Positive UK, **Lung Cancer Europe**



Geoff Rollason, Patient Advocate



Victoria Clare, CEO, **Ovacome**



Anita Powell, Founder, **Menopause Alliance CIC**



## Whose Voice Shapes The Story? Integrating The Patient Voice In Marketing Campaigns

### 12.30 Deliver Creative, Compliant & Customer-Centric Content That Stands Out, Drives Response & Builds Long-Term Trust

- Ever wondered how to embed the patient voice in your marketing campaigns, whilst also remaining true to your commercial messaging?
- In this session, we will delve into not only why it is so important to embed the patient voice, but we will also share practical tips on how to do this in a way that is sensitive and true to the voice of your community.

Ben Freeman, Senior Analyst, **Costello Medical**



### 12.45 Topic Generation Submission

*We would love to hear your thoughts on potential topics or ideas of one-day brand led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

### 12.50 Lunch & Informal Networking For Speakers, Delegates & Partners

## 13.50 Afternoon Chair's Opening Remarks

Cheryl Tackie, Lived Experience Patient Partner, **SELCA**



## Driving Internal Change – Perspective 2

### 13.55 Revitalise Internal Systems & Cultures To Prioritise Patient Voices, Enable Cross-Functional Collaboration & Deliver Inclusive Engagement That Powers More Patient-Centric Outcomes

- Embed patient engagement into everyday decision-making across organisations, rather than treating it as a standalone activity
- From intent to action! How can we overcome internal resistance, siloed working, and competing priorities to create aligned, patient-centred ways of working that accelerate meaningful change?
- With rising expectations for diverse patient representation, create and reinforce internal processes that ensure inclusivity is prioritised early and consistently across programmes

Sally Dews, Health Equity Publications Specialist, **Pfizer**



**14.15 Bonus Session; Reserved for Open Health**

**Patient Advocacy Collaboration – Perspective 2**

**14.30 Maximise Long-Term Patient Advocacy Impact By Strengthening Transparent Communication, Unifying Efforts Against Misinformation & Powering Partnerships That Amplify Every Patient Voice**

- Clarity builds trust! As patient expectations evolve, how can pharma and advocacy groups build stronger, more transparent communication channels that genuinely elevate patient needs?
- Steps to level-up communication strategies between pharma, healthcare providers and patient advocates, to eliminate the friction that still holds progress back
- Ensuring pharma is delivering the best practical support to advocacy groups to amplify diverse patient voices and drive their impact in health system conversations
- With misinformation and health inequalities on the rise, how can pharma better equip advocacy groups to amplify patient voices and drive meaningful changes?

Peter Goulding, **Patient Advocate**



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**Patient Centricity In Action: Best Practices For Internal Cultural Transformation**

**14.50 Patient-Centricity Succeeds When Strong Leadership Drives Organisation-Wide Engagement, Supported By Solid Policies, Tools & Training, Resulting In Initiatives That Deliver Real Value To Patients' Lives**

- Establishing the essential foundations; policies, toolkits, and training, to enable effective patient engagement
- Securing strong executive committee backing to drive an organization-wide patient-centricity campaign
- Delivering direct patient-impact initiatives that create meaningful value in patients' lives

Ravindra Deore, Senior Medical Director, Global Medical Affairs, **Mundipharma**



Stakeholder Collaboration – Panel Discussion

15.10 Secure Patient-First Partnerships Through Smarter Collaboration & Continuous Co-Design Strategies That Break Down Silos & Ensure Every Decision Reflects Real Patient Needs

- Break down long-standing communication silos between pharma, healthcare providers and patient groups, to build faster, clearer and more coordinated partnerships with all-round benefits
- With digital health, AI, and decentralised care reshaping the landscape, investigate how stakeholders can co-create solutions, share data responsibly, and streamline decision-making to improve patient experiences and outcomes
- Patients as co-designers... how can pharma shift from one-off consultation to continuous co-creation, making patients genuine partners in trial design and comms?

Calvin Johnson, Head of International Patient Safety, **Bristol Myers Squibb**



Peter Goulding, Patient Advocate



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Patricia Jones, Client Partnership Team Lead, **Amiculum**



### 15.35 Evaluation Form & Feedback

*We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!*

### 15.40 Afternoon Refreshment Break With Informal Networking

Patient Engagement in Clinical Trials – Panel Discussion

16.10 Ignite Trial Innovation Through Patient-Led Design, Seamless Experiences & 2027-Ready Metrics That Deliver Faster Recruitment, Better Retention & Stronger Outcomes

- As we shift from patient “reviewers” to patient “authors,” empower participants to co-create trial protocols, endpoints, materials, and digital tools from the very start
- How can pharma embed lived experience into early trial design to reduce burden, improve recruitment and retention, and ensure studies reflect real patient priorities?
- Deep-dive into 2027-ready KPIs that go beyond activity metrics, to uncover the real impact of engagement on outcomes and shift from counting participants to measuring true quality!

Chelsea Moran, Senior Director, Patient Partnerships, **Astellas**



Nikul Bakshi, Research Involvement Lead, **Parkinson's UK**



Kayuri Odedra, Associate Director Patient Inclusion, EMEAR Region, **Abbvie**



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Swati Bhagat-Jones, Expert by experience/patient carer/physiotherapist



**PATIENT  
ADVOCATE**

Anita Powell, Founder, **Menopause Alliance CIC**



**Patient Engagement, Voice & Sensitivity – Double Perspective**

**16.35 Boost Holistic Patient Engagement Through Genuine Listening, Authentic Understanding & Meaningful Actions That Truly Reflect Diverse Patient Needs**

- Match the pace of engagement to patient needs and not industry timelines, while recognising that patients are also managing their own conditions
- Patient engagement grows when people feel genuinely heard and respected, so how can we train our staff to better listen and act on what truly matters to them?
- AI with a heart! Design and implement AI-driven engagement that supports, not replaces, compassionate and sensitive communication across diverse patient groups
- With patients wanting more control over how and when they engage, how can pharma create flexible approaches that respect individual needs and reduce burdens?

**16.35 Perspective 1**

Neil Betteridge, Patient Advocate, Senior Director, **Global Alliance for Patient Access**



**16.55 Perspective 2**

Victoria Clare, CEO, **Ovacome**



## Measurement & Impact

### 17.10 Supercharge 2026 Success & Move Beyond Activity Metrics & Shift Towards Patient-Driven Standards, By Leveraging Transparency, Outcome-Led Measurement & Proof Of Real-World Change

- Patients often give feedback without seeing meaningful change, so how can pharma create clear transparency loops that show exactly how patient insights shaped decisions, priorities, and outcomes?
- Outcomes over outputs! Analyse the metrics that truly capture the impact of patient engagement beyond activity counts, and how organisations can measure what actually matters to patients, clinicians and regulators
- Quality not quantity... 2026 demands a new approach to measurement, where engagement success is defined by patient-defined quality outcomes and not the volume of touchpoints

Catherine Brant, Patient and Professional Partnerships Lead, **Novo Nordisk**



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### 17.30 Afternoon Chair's Closing Remarks & Official Close Of Conference

Cheryl Tackie, Lived Experience Patient Partner, **SELCA**

