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1. Patient: Putting the patient at the center

2. Trust: Building trust with society

3. Reputation: Reinforcing our reputation

4. Business: Developing the business

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Heather Dean, Takeda, on how a focus on patients, trust, and reputation come before a focus on developing the business.

“ **Nothing about us without us!** ”

Freda Lewis-Hall, Lifetime Achievement Award Winner, on the original rallying cry for patient-centricity in pharma

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4x more Android devices are activated every minute than babies are born.

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David Blair, Google, on the power of digital and how the smartphone is singlehandedly radically changing healthcare.

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Pharma companies must champion their patients to ensure that their voices are heard.

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Perry Sternberg, Shire, on being an authentic advocate for patients.

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Pharma needs a way to:

1. Get targeted digital content to customers more quickly and easily.

2. Ensure that once the content gets there, it means something.

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Sunny Verma, viihealth, on the power of data-driven customer insights to build a story that resonates with HCPs and patients.

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How can “value” to patients be transformed while keeping corporate goals balanced? Who bears the cost?

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Audience, eyeforpharma, on the #1 Question to the keynote speakers

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We have an innovation gap. We invest in R&D at twice the rate of competing industries. But we haven't made the progress we want to.

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Paul Simms
(from Bioscience: Lost in Translation?
by Paul Barker)

“ **The definition of ‘value’ has evolved to helping patients live their best life.** ”

Andy Schmeltz, Pfizer, on putting patients first.

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What happens when your website visitors are no longer anonymous?

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David Reim, DMD, on the power of being able to identify HCPs by name at your website without a login.
