

# Annual Assembly 2024

5 - 7 June, NH Hotel, Den Haag, The Netherlands



## OUTSOURCING AT A TIPPING POINT


How to leverage the latest in technology, process, & relationship management for outsourcing success.

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All times are stated in CEST






DAY 1	WEDNESDAY 5 JUNE
16:30	Check-in, registration, and refreshments
17:30	Welcome to the 2024 PCMG Annual Assembly <i>Rob Aitchison &amp; Tara Garavan – Conference chairs</i>
17:40	<b>30 years of PCMG</b> <i>Gill Slater, PCMG Chair</i>
18:10	<b>Opening keynote: From Behind the Scenes to the Front Stage: The Hidden Techniques of Unlocking Negotiations</b> <i>Chairs: Richard Scaife and Peyton Howell</i> <ul style="list-style-type: none"> <li>• Key insights from a renowned mediator of international conflict: <ul style="list-style-type: none"> <li>○ How to identify what is critical for reaching agreement/compromise</li> <li>○ Essential skills &amp; practices to prepare and optimise partner discussions</li> <li>○ Tuning into the individuals around the table e.g. empathy, hearing vs listening, openness to all views, culturally diverse viewpoints, understanding the “narrative”, humility to learn facts &amp; elements that are not known</li> <li>○ How to steer the mind and heart to put oneself in the other’s shoes for truly effective negotiation</li> </ul> </li> </ul> <i>Nomi Bar-Yaacov, International Negotiator and Mediator, Chatham House</i>
19:15-21:15	Welcome reception – PCMG’s first networking event to meet old and new friends and colleagues.
	

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THURSDAY 6 JUNE	
08:00	<p>Registration coffee: Wake up and grab a drink, pastry and prepare for the tasty treats ahead! <i>Sponsored by Comac Medical</i></p> <p style="text-align: right;"><b>COMAC MEDICAL</b></p>
08:50	<p>Day 2 Introduction. Phones off, brains on! <i>Tara Garavan</i></p>
09:00	<p><b>Tipping or tripping point?</b> <i>Chair: Nachichet Chandak</i></p> <p>A critical assessment of how the role of the Outsourcing Manager emerged from contract management and how it needs to evolve to be a core function. Models, chemistry, organisational fit, regulatory need. Learning from the past to retain and grow relevance in future for companies of all sizes, structures, and strategies. What will you add to <b>your</b> next job description?</p> <p><i>Richard Scaife, Consultant and PCMG Director, OM360 Ltd</i> <i>Sabine Hutchison, Chief Executive Officer and Co-Founder, Seuss+</i></p>
09:50	<p><b>Giving the Digital Twin a brain</b> <i>Chair: Tim Bearpark</i> <i>Moderator: Karen Roy</i></p> <p>Everyone's focus is on the patient to optimise patient retention and outcome. This is the ultimate - how patients respond physiologically and behaviourally, bringing together the body and the mind.</p> <p><i>Kevin Dolgin, Co-Founder, Observia and Affiliated Professor at the Sorbonne</i> <i>Professor Pablo Lamata, Head of Cardiac Modelling and Imaging Biomarkers Group – CMIB and Director, Centre for Doctoral Training in Digital Twins for Healthcare, King's College London</i></p>

10:40 - 11:20	Refreshment break: Time to mix, mingle, meet and assess the morning's highlights. <i>Sponsored by Fortrea</i>	
11:25	<p><b>Balancing act – An external perspective on making relationships productive</b>  <i>Moderators: Anna Matranga and Birant Osman</i></p> <p>PCMG is pleased introduce an out-of-industry expertise to help unlock the potential of outsourcing within the development team, identifying components to build a long-term relationship with 'purpose'. We turn a critical eye on current approaches to developing and maintaining relationships, improving collaborations, and generating genuine value for all parties.</p> <p><b>Amy Brann, Founder, Synaptic Potential</b></p>	
12:05	<p><b>Spin the Wheel of Collaboration!</b>  <i>Chair: Rob Aitchison; Moderator: Varun Grover</i></p> <p>Natural selection – only the fittest relationships will survive: Industry pressures are forcing CRO-Sponsor relationships to evolve; with new challenges, new outsourcing models and new levels of trust now needed. If managed correctly, a strong relationship can deliver true quality, time and cost value that can tip the balance between success and failure. How do we get there and what are our options?</p> <p><b>Werner Gladinnes, VP, Clinical Development Operations and Program Management, Immunic Therapeutics</b>  <b>Terttu Haring, Clinical Operations Executive, Syneos Health</b>  <b>Piet Theisohn, VP, Clinical Development &amp; Operations, Bayer Pharma R&amp;D</b></p>	
13:00	Lunch: Chance to digest more than the morning's feast of information. <i>Sponsored by Eurofins</i>	   <b>BioPharma Services</b>
14:10	<p><b>Outsourcing Superpowers: How Technology Can Transform Outsourcing Manager Productivity</b>  <i>Chair: Eleanor Clark</i></p> <p>Assessing the impact of technology advancements in clinical sourcing. Embracing the potential of AI and other technology solutions to reduce errors, non-value added tasks and de-risk the sourcing process.</p> <p><b>Anca Copaescu, Founder and Chief Executive Officer, Strategikon Pharma</b>  <b>Brenda Medina, Global Head of Clinical Business Operations, Kyowa Kirin</b></p>	
15:00	<p><b>Sustaining Sustainability. An update from the PCMG Sustainability Initiative</b></p> <p>The world is at an environmental tipping point. Plug in to the latest information on PCMG's team investigating how outsourcing practices can contribute to improvements in operational practices today and tomorrow since we launched this initiative in 2023 and through the February 2024 workshop.</p>	

	<b>Andrew Goodvin, Thierry Escudier and Stuart McGuire</b>	
15:15	<p><b>PCMG OUTSOURCING IMPACT – Hyperlinking to the future of outsourcing practice</b>  <i>Sponsored by 4C Associates</i></p> <p>If outsourcing is at a tipping point, let's push it in the right direction. PCMG has engaged with external expertise to stimulate and guide the whole assembly to define practical innovations in outsourcing practice. We will go beyond interaction and create new material for publication and implementation across the industry including:</p> <ul style="list-style-type: none"> <li>• Data quality</li> <li>• Governance</li> <li>• Data &amp; technology</li> <li>• Site/Patient engagement</li> <li>• Internal collaboration &amp; training</li> <li>• Trial ecosystem collaboration</li> </ul> <p><b>Kailash Swarna, Managing Director, Accenture</b></p>	
16:00	<p>Refreshment break: Time for tea and outsourcing tips  <i>Sponsored by Fortrea</i></p>	
16:30	<p><b>PCMG OUTSOURCING IMPACT CONT'D</b>  Further development, consolidation and reporting of the working groups leading to conclusions, summary and next steps to produce new outsourcing standards and guidance.  <i>Sponsored by 4C Associates</i></p>	
17:45	<p><b>Lifetime achievement award</b>  PCMG's recognition of an individual who has contributed to the world of outsourcing. Raise your glass to.....  <i>The Toast is sponsored by Advarra</i></p>	
18:00	Close Day 1	
19:00	Coach transfer to dinner – all aboard for a very special event!	
19:30	<p><b>The PCMG 30<sup>th</sup> Anniversary Gala Dinner</b>  <i>Sponsored by Parexel</i></p> <p>1994 saw the opening of the Channel Tunnel and the formation of another great way to bring people together... PCMG! We have a very special anniversary event to celebrate our 30 years. Everyone is invited!</p> <p><b>Dress code: Black tie and posh frocks please!</b>  The Louwman Museum</p>	

DAY 3	FRIDAY 7 JUNE
08:30	Registration coffee: Wakey wakey! <i>Sponsored by Comac Medical</i>
	<b>COMAC MEDICAL</b>
09:00	Introduction to the final day Impact session – the final vote
09:15	<p><b>Opening Pandora’s Box: Unlocking untapped potential in Outsourcing partnerships</b>  <i>Chair: Steven De Hertefelt</i>  <i>Moderators: Charlotte Perrin &amp; Najet Ben Salah</i></p> <p>Suppliers have expertise gained from across many more trials than most sponsors. Suppliers also have to ensure profitability through efficiency so why don’t sponsors engage and use this resource earlier and more effectively? This session will examine how to break the barriers to engaging suppliers’ knowledge, processes, innovations to improve trial delivery and outcomes.</p> <p><i>Elham Pazirandeh-Micol, Director, Clinical Operations, Nestlé Health Science</i>  <i>Libbi Rickenbacher, Director, Strategy, 4G Clinical</i>  <i>Tertius Hough, Director of Vendor Management, Laboratory Services, PSI CRO AG</i></p>
10:10	<p><b>Falling-together, not failing apart</b>  <i>Chair: Christine McGrath</i>  <i>Moderator: Thierry Escudier</i></p> <p>Relationships matter. Relationships between the main parties involved in the delivery of a clinical trial cannot be left to chance. Understanding the mechanisms and motivations of Sponsor, CROs, Sites and Regulators can make the difference between productive or destructive interaction and clinical trial outcomes.</p> <p><i>Professor Saul Faust, Professor of Paediatric Immunology &amp; Infectious Diseases, University of Southampton</i>  <i>Christian Felter, Sanofi</i>  <i>Yvonne Enever, Founder and Chief Executive Officer, PHARMEExcel</i></p>
11:10 - 11:50	Refreshment break

11:50	<p><b>The Practical Reality of Artificial Intelligence</b>  <i>Chair: Tim Hardman</i>  <i>Moderator: Mark Bee</i></p> <p>Looking at how the Pharma &amp; Biotech sector is and (should be) collaborating to use AI most impactfully and <i>intelligently</i>. Practical applications and real-life use cases shared for exploration and implementation in day-to-day workplace reality.</p> <p><i>Leon von Wouwe, Clinical Innovation Director, Volv Global SA</i>  <i>Benoit Cuyvers, Product Manager, ArtiQ</i>  <i>Nicolas Huet, CluePoints</i></p>
12:50	<p><b>The Bleeding Edge</b>  <i>Chair: Birant Osman</i></p> <p>Sourcing practices in Pharma have remained relatively unchanged for decades. What opportunities might we have overlooked outside our sector? We assess the progress of external industries progress to identify what can carve and what may cut new opportunities and redefine vendor relationships for the future.</p> <p><i>Will Sillar, Managing Partner, 4C Associates</i></p>
13:30	Closing remarks
13:40	Lunch and departure