INSIGHT INNOVATION EXCHANGE HEALTH 2019

6.03.2019 - 6.04.2019
The Westin Philadelphia
Philadelphia

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IIeX Health 2019 is supported by
Download the IleX app.

To submit Q&A for sessions, access the most accurate, up-to-the-minute version of the agenda, and connect with other IleX attendees, download the Bizzabo app for iOS or Android via the app store or the QR code below. Within the app, verify your registration email (or create a new account with your registration email), and select IleX Health 2019 to access the event information.

Using the app for session Q&A

Want to ask a question during a session? Just click on the session within the app, or send a text using the respective QR code below.

PLENARY / TRACK 1

TRACK 2
Welcome to IIeX Health

Ready to discover the newest thinking and technologies in health insights, and network with like-minded MR pros? You’re in the right place. Get ready to hear from thought leaders in the insights space and learn about the changes in the industry that are creating the future of health insights.

We’re so glad to have you be a part of IIeX Health. Prepare yourself for a full day of nonstop learning, collaboration, and connection with other industry leaders. Welcome to IIeX.

Get connected via wi-fi
The network name is WESTIN-MEETING – the password to connect is iiex2019.

Need help?
If you have questions on-site, or need any help, please stop by the registration desk. You can also email us at iiexevents@greenbook.org, and we’ll get back to you ASAP.

Tweet about the event
Join the conversation online using the conference hashtag: #iiex – you can also follow us at @GreenBook for updates!

Downloading presentations
Presentation PDFs will be uploaded to our event website after the event. We’ll send an email to all attendees once they’re available.
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AGENDA: DAY ONE

WELCOME: REGISTRATION

12:30PM-1:30PM
Registration & Welcome Smoothies
Check in at registration, then fuel up with a smoothie before sessions begin.

PLENARY SESSION: BUILDING A BETTER HEALTHCARE ECOSYSTEM

Chaired by Lisa Courtade & Charlotte Sibley

1:30PM-1:45PM
Opening Remarks
Lisa Courtade (Merck) & Charlotte Sibley (Sibley & Associates, LLC)

1:45PM-2:05PM
The Role of Social Determinants of Health in Care Delivery and Clinical Outcomes
Pierantonio Russo, MD, FCPP (HVH Precision Analytics)

2:05PM-2:25PM
Putting Health Back Into Healthcare
Allison Lathrope (Kaiser Permanente) & David Melancon (The Ito Partnership)

2:25PM-2:45PM
Unlocking Truths Through Stories to Re-Imagine the Future of Healthcare
James Warren (Share More Stories) & Erinne Dyer (Envera Health)

2:45PM-3:05PM
Applying the Ethnographic Eye to the Digital Realm: Lessons from Real-World Studies of Virtual Communities
Brad Davidson, Ph.D (Havas Health & You)

NETWORKING BREAK & INNOVATION GALLERY

3:05PM-3:35PM
Network with your fellow insights pros and check out exhibits showcasing innovative new technologies.
## AGENDA: DAY ONE

### TRACK 1

**Pharmaceutical Innovations**  
*Chaired by Michelle Burris*

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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</table>
| 3:35PM-3:55PM | The Pharmaceutical Triple Aim  
Tom Kottler & Vishal Khanna  
(*HealthPrize Technologies*) |                                                                                                    |
| 3:55PM-4:15PM | Innovating Within the Pharmacy – The Role of Human Sciences  
Nadine Hare (*Fresh Squeezed Ideas*) & Marie-Claude Harvey (*McKesson Canada*) |                                                                                                    |
| 4:15PM-4:35PM | Understanding the 'PCP Dilemma': Guidance for Reaching PCPs in Advanced Therapeutic Categories  
Jonathan Weiser (*BuzzBack*) & Diane Waters (*Horizon Pharma*) |                                                                                                    |
| 4:35PM-4:55PM | Pharmaceutical Price Sensitivity Research – How Are We Testing and What Are We Testing?  
Amit Patel (*Medical Marketing Economics*) |                                                                                                    |
| 4:55PM-5:10PM | Closing Remarks  
Michelle Burris (*MedSurvey*) |                                                                                                    |

### TRACK 2

**Learning from HCPs & Employees**  
*Chaired by Wesley Michael*

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| 3:35PM-3:55PM | An Experience Perspective; Daily Life Interaction With Touchpoints Among Doctors  
Catherine Rickwood (*MESH Experience*) |                                                                                                    |
| 3:55PM-4:15PM | How to Capture the Voice of the Health System Employee in the Era of Burnout  
Jim Borton (*MedStar Health*) & Jeff Walkowski (*NRC Health*) |                                                                                                    |
| 4:15PM-4:35PM | Meeting Respondents Where They Are – User Experience Data for High-Quality Insights  
David Varner & Philip Moyer (*InCrowd*) |                                                                                                    |
| 4:35PM-4:55PM | Adapting to New Norms: Recruiting Health Professionals From Specific Facilities  
Nick Lapolla (*MedSurvey*) |                                                                                                    |
| 4:55PM-5:10PM | Closing Remarks  
Wesley Michael (*Rare Patient Voice*) |                                                                                                    |

### NETWORKING EVENT

**5:10PM-6:10PM**  
**Evening Reception Sponsored by Dynata**  
Join us in the exhibit gallery for wine, beer, and hors d’oeuvres to celebrate the first day of IIeX Health!
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EXHIBITORS

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MEDIA PARTNER

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AGENDA: DAY TWO

WELCOME: REGISTRATION

8:30AM-9:15AM
Registration & Welcome Smoothies
Check in at registration, then fuel up with a smoothie before sessions begin.

TRACK 1
Driving Change, Driving Growth
Chaired by Monica Corbett

9:15AM-9:30AM
Opening Remarks
Monica Corbett (Independent)

9:30AM-9:50AM
Making Consumer Insights Actionable for Stakeholders
Darrell Beneker (Advocate Aurora Health)

9:50AM-10:10AM
Going Younger: Using Concept Surveys to Understand and Appeal to a New Target
Terry Hockens (Life Line Screening)

10:10AM-10:30AM
Experimentation for Organizational Change in the Healthcare Industry
Ben Singer (Humana) & Thor Ernstsson (Alpha)

10:30AM-10:50AM
Revealing a Physician’s Reality with Virtual Reality
Julia Calhoun, Ph.D & Christen Scalone (Adelphi Research)

TRACK 2
Patient POV
Chaired by Marc Rappin

9:15AM-9:30AM
Opening Remarks
Marc Rappin (Currnt)

9:30AM-9:50AM
To Discover Diamonds You Have to Dig Deep
Lisa Courtade (Merck) & Elys Roberts (Beesy)

9:50AM-10:10AM
How Express Scripts Uses Data and Empathy to Improve (Digital) Patient Experience
Tanya Feinstein (Express Scripts)

10:10AM-10:30AM
Understanding the Patient’s Emotional Journey Using Healthcare Communities
Jim Durkin (The Martec Group, Inc.) & Frank Hayden (Op4G)

10:30AM-10:50AM
The Elusive Win-Win: Identifying Interventions to Improve Adherence and Your Bottom Line
Lynn Clement & Chris Claeyts (KJT Group)

NETWORKING BREAK & INNOVATION GALLERY

10:50AM-11:30AM
Network with your fellow insights pros and check out exhibits showcasing innovative new technologies.
## AGENDA: DAY TWO

### TRACK 1

**Hard-to-Get Insights**  
*Chaired by Rob Ramirez*

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<tbody>
<tr>
<td>11:30AM-11:50AM</td>
<td>Intercept Interviews in Extreme Situations</td>
<td>Katrina Noelle &amp; Katy Carew</td>
<td>Know Research</td>
</tr>
<tr>
<td>11:50AM-12:10PM</td>
<td>Behind Closed Doors With Role Play</td>
<td>Elizabeth George</td>
<td>Escalent</td>
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<tr>
<td>12:10PM-12:30PM</td>
<td>Reluctant Populations &amp; Longitudinal Research: Engaging Pregnant Women in a Perinatal Depression Study</td>
<td>Beth McGee</td>
<td>BabyCenter</td>
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### TRACK 2

**Startup Series**  
*Chaired by Tim Edbrooke*

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<tbody>
<tr>
<td>11:30AM-11:50AM</td>
<td>Why Cultural Intelligence Matters in Understanding Today's Patient Journey</td>
<td>Enrique Arbelaez</td>
<td>CIEN+</td>
</tr>
<tr>
<td>11:50AM-12:10PM</td>
<td>The Power of Interoperability: De-identification and Patient Mastering Across the Enterprise</td>
<td>John Cappiello</td>
<td>HealthVerity</td>
</tr>
<tr>
<td>12:10PM-12:30PM</td>
<td>Together at Last: Bringing Together Market and Clinical Research</td>
<td>Matthew Amsden</td>
<td>ProofPilot</td>
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### LUNCH BREAK & INNOVATION GALLERY

**12:30PM-1:50PM**  
*Network with your fellow insights pros and check out exhibits showcasing innovative new technologies.*

### TRACK 1

**Power in Numbers**  
*Chaired by Madeline Warren*

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<tbody>
<tr>
<td>1:50PM-2:10PM</td>
<td>MS Patients’ Voices Call Pharma to Action</td>
<td>Nicola Bailey &amp; Hannah Brown</td>
<td>Ipsos Health</td>
</tr>
<tr>
<td>2:10PM-2:30PM</td>
<td>Insights Driving Critical Tower Design</td>
<td>Colleen Hennegan &amp; Dave Krier</td>
<td>MarketVision Research &amp; Cincinnati Children's Hospital</td>
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### TRACK 2

**How to Do Digital in 2019**  
*Chaired by Mark Antonacci*

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<tr>
<td>1:50PM-2:10PM</td>
<td>Machine Learning for the Identification of True Market Opportunity for Rare Diseases</td>
<td>Keshia Maughn, MPH</td>
<td>Decision Resources Group</td>
</tr>
<tr>
<td>2:10PM-2:30PM</td>
<td>Ten Ways to Stay HIPAA Compliant in Web-Enabled Market Research</td>
<td>Rebecca West</td>
<td>Civicom</td>
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</table>
## AGENDA: DAY TWO

### NETWORKING BREAK & INNOVATION GALLERY

3:10PM-3:40PM
Network with your fellow insights pros and check out exhibits showcasing innovative new technologies.

### PLENARY SESSION: BUILDING A HEALTHY DATA ECOSYSTEM

3:40PM-4:00PM
**The Human and the Machine: Empathy-Focused Research in a World of Automation and AI**
Kathryn Ticknor (inVibe Labs)

4:00PM-4:20PM
**Rethinking Language: New Tools to Understand, Identify and Connect with Your Customer**
Scott von Lutcken (Merck) & Ben Hookway (Relative Insight)

4:20PM-4:40PM
**Building a Stronger, Healthier World with Data**
Sarah Harper (Healthline Media)

4:40PM-5:00PM
**The Transformational Power of Data and Intel in the Build of a Brand**
Jannienne Jones Verse (Geisinger)

5:00PM-6:00PM
**Closing Remarks & Champagne Farewell**
Join your new friends in the exhibit hall for a champagne toast to close out IIeX Health!
DON’T MISS OUR UPCOMING EVENTS.

“If you haven’t been to IleX, you might want to get your ass on the next plane here.” – Jeff Krentz (Kantar)

• IleX Latin America
  June 12-13, 2019 in Medellín
  iiex-la.insightinnovation.org

• Attribution Accelerator
  October 17, 2019 in New York City
  attribution.insightinnovation.org

• IleX Behavior US
  November 12-13, 2019 in Boston
  iiex-be.insightinnovation.org

• IleX Behaviour UK
  November 18, 2019 in London
  iiex-be.insightinnovation.org

• IleX Asia Pacific
  December 4-5, 2019 in Bangkok
  iiex-ap.insightinnovation.org

• IleX Europe
  February 25-26, 2020 in Amsterdam
  iiex-eu.insightinnovation.org

• IleX North America
  April 14-16, 2020 in Austin
  iiex-na.insightinnovation.org