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# IIEX HEALTH 2017

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04.04.2017

WHYY in Philadelphia

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# WELCOME TO IIEX HEALTH

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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, meet new startups making their debut at IIEX, and learn about the changes in the industry that are creating the future of health insights.

We'd like to thank Lisa Courtade and the team at Merck for their continued support of this event, and their dedication to sharing their unique viewpoint of the healthcare industry with other researchers in the IIEX community.

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.

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## DOWNLOAD OUR MOBILE APP

To access the most accurate up-to-the-minute version of the agenda and to connect with other attendees, download the Bizzabo app for OSX or Android, search for **IIEX Health 2017**, and press **Join** to access the event information. The access code to join the IIEX community is **iiex**.



## GET CONNECTED VIA WI-FI

The network name is **WHYY Guest** – no password is required to connect.



## NEED HELP?

If you have questions on-site, or need any help, please stop by the GreenBook table. You can also email us at [iiexevents@greenbook.org](mailto:iiexevents@greenbook.org), and we'll get back to you ASAP.



## TWITTER

Join the conversation online using the conference hashtag: **#iiex** – you can also follow us at **@InsightNovation** for updates!



## DOWNLOADING PRESENTATIONS

All presentation PDFs will be uploaded to our event website within the next few weeks. We'll send an email to all attendees once they're available.

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# IIEX HEALTH AGENDA

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## REGISTRATION & MORNING REFRESHMENTS

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**7:45AM-8:30AM**

Registration & Morning Refreshments

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## MODULE 1: TREATING OUR PRE-EXISTING CONDITIONS

Chaired by Lisa Courtade & Gregg Archibald

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**8:30AM-8:40AM**

**Opening Remarks**

Lisa Courtade (*Merck*) & Gregg Archibald (*Gen2 Advisors*)

**8:40AM-9:20AM**

**Client Panel: Behavioral Economics in Healthcare**

Moderated by Lisa Courtade (*Merck*) with panelists David Berman (*Merck*), Helen L. Suskin (*Pfizer*) & Arvind Balasundaram (*Sanofi*)

**9:20AM-9:40AM**

**When You Really Need to Listen to An Expert – Bringing Automation to Qual**

Caleb Costa (*InCrowd*)

**9:40AM-10:20AM**

**Panel: Listening for the Patient Voice – Can You Hear Me Now?**

Moderated by Suann Griffin (*Independent*) with patient advocate MarlaJan Wexler (*luckfupus.com*) and panelists Richard McCloud (*Pfizer*), Charlotte Sibley (*Taconic Biosciences*) & Kate Norman (*Aetna*)

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## NETWORKING BREAK & INNOVATION SHOWCASE

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**10:20AM-11:00AM**

Networking Break & Innovation Showcase

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# IIEX HEALTH AGENDA

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## MODULE 2: PATHWAYS TO INNOVATION

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### Track 1

Chaired by Diane Hayes

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#### 11:00AM-11:20AM

**3 Ways That Pharma Can Begin to Leverage  
Machine Learning Today**

Allegra Mira & Kevin Troyanos (*Saatchi & Saatchi Wellness*)

#### 11:20AM-11:40AM

**Beyond Conversation: Innovating the Patient Journey**

Lucy Robin, Ph.D (*Fulcrum Research Group*)

#### 11:40AM-12:00PM

**The Journey To The Consumer: How and Why We  
Build Consumer-Centered Organizations**

Shawn Nason (*Nason Group*)

#### 12:00PM-12:20PM

**Exploring Social Networking Website Use as a Novel  
Approach to Improving Medication Adherence and  
Self-Management**

Kristina Birnbrauer Ph.D (*MSP Analytics*)

### Track 2

Chaired by Charlotte Sibley

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#### 11:00AM-11:20AM

**Nonadherence: Pharma's \$637 Billion Problem**

Tom Kottler

(*HealthPrize Technologies LLC*)

#### 11:20AM-11:40AM

**The Top Ten Trends in Marketing Research for 2017**

Rebecca West (*Civicom*)

#### 11:40AM-12:00PM

**Understanding Emotional Decision Drivers Using  
Brain Scans**

Matthias Wirth (*The Neuromarketing Labs*)

#### 12:00PM-12:20PM

**The Purposeful Patient Experience**

Stacey Nevel (*Confirmit*)

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## LUNCH & INNOVATION SHOWCASE

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#### 12:20PM-1:20PM

Lunch & Innovation Showcase

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# IIEX HEALTH AGENDA

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## MODULE 2: PATHWAYS TO INNOVATION

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### Track 1

Chaired by Gregg Archibald

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#### 1:20PM-1:40PM

##### Leveraging Digital Simulation in Cognitive Interviewing

Greg Chu (*InTask, Inc.*) &

Mary Hopke (*Novartis*)

#### 1:40PM-2:00PM

##### Harnessing the Business Power of Micro Moments

Kellie Gehris (*AstraZeneca*) &

Molly Simpson (*InCrowd*)

#### 2:00PM-2:20PM

##### MGMA Stat: Weekly Pulse Check on the Heart of the Healthcare Industry

Mariann Lowery & Alex Olson (*Medical Group*

*Management Association*)

#### 2:20PM-2:40PM

##### Alexa, How Will Voice Technology Transform Market Research?

Fabio Gratton (*inVibe Labs*)

#### 2:40PM-3:00PM

##### So, How Are You Feeling?

Lana Novikova (*Heartbeat Ai Technologies*) &

Wanda Smith (*Native Horizons Treatment Centre*)

### Track 2

Chaired by Janet Kosloff

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#### 1:20PM-1:40PM

##### Using Clinical AI to Improve Physician & Clinical Workflows for Optimized Clinical & Financial Outcomes for Patients

Tashfeen Suleman (*CloudMedx Inc.*)

#### 1:40PM-2:00PM

##### The Aging, Complex Patient Population: How to Be a Leader in Communicating with Different Patient Generations

Colleen Welsh-Allen (*Kantar Health*)

#### 2:00PM-2:20PM

##### Curing Innovation Blues: How to Build Better Healthcare Products Faster

Thor Ernstsson (*Alpha*)

#### 2:20PM-2:40PM

##### Stop Ignoring the Challenge: Physicians Are the Key to Success with Value Base Purchasing

Tod Baker (*MDValuate, Inc.*)

#### 2:40PM-3:00PM

##### Pythagoras Was Wrong

Dan Foreman (*OKRA*)

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## NETWORKING BREAK & INNOVATION SHOWCASE

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#### 3:00PM-3:40PM

Networking Break & Innovation Showcase

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# IIEX HEALTH AGENDA

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## MODULE 3: NAVIGATING THE (NEAR) FUTURE BEFORE US

Chaired by Suann Griffin

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### 3:40PM-4:20PM

#### **Beyond Repeal and Replace: Fixing Care Rather Than Coverage**

Dr. Soeren Mattke (*RAND Health Advisory Services*)

### 4:20PM-5:00PM

#### **Client Panel: Adapting to Agile Insights**

Moderated by Gregg Archibald (*Gen2 Advisors*) with panelists Jeet Uppal (*Bristol-Myers Squibb*) & Ariella Evenzahav Ph.D (*Takeda*)

### 5:00PM-5:10PM

#### **Closing Remarks**

Lisa Courtade (*Merck*) & Gregg Archibald (*Gen2 Advisors*)

### 5:10PM-6:10PM

#### **Networking Reception**

Stay around and enjoy a drink on us! We'll be gathering in the exhibition space.

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## JOIN US AGAIN SOON AT ANOTHER EVENT!

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### IIEX NORTH AMERICA

**June 12-14, 2017 in Atlanta**

Do you believe innovation is imperative? IIeX North America is the largest, most disruptive and content-packed innovation event in our industry. If staying ahead of the curve is important to you, our flagship event is a can't-miss.

### IIEX LATIN AMERICA

**August 2017 in Argentina**

Join us at in Argentina for an event filled with our trademark focus on innovation, startups, collaboration, and networking with the thought leaders of Latin America.

### ATTRIBUTION ACCELERATOR

**October 2017 in New York City**

As marketing attribution moves beyond digital and mix modeling moves beyond traditional, this forum will quicken the pace of innovation, fortify the science, and galvanize the industry towards a common solution.

### IIEX FORUM ON NONCONSCIOUS CONSUMERS

**November 2017 in Chicago**

Learn how industry leaders are applying behavioral economics and nonconscious measurement methods and leveraging them for better business impact.

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