

Scientific Programme for the PIPA Annual Conference 2010



Monday 5th July

From 08.45	Registration, Meet & Greet Breakfast Chair: Kathy Fowler, PIPA Vice President & Honorary Secretary (Lilly)	
09:55	Welcome	Sarah Dunnett, PIPA President (Baxter)
10:00	Motivational Speaker	Dr Frank Dick OBE
11:15	15 min Comfort Break	
11:30	AGM – With Multiple Constitutional Changes	Kathy Fowler, PIPA Vice President & Honorary Secretary (Lilly)
12:15	Lunch & Exhibition	
13:30	Debate: "This House Believes That Patient Care Will Be Enhanced By Pharma Being Involved in Social Media"	Sam Temple-Scotton, 2health; Andrew Spong, STweM; Daniel Ghinn, Creation Healthcare; Klynn Alibocus, Blue Latitude. Chair: Sarah Dunnett, PIPA President (Baxter)
15:00	Workshops:	
	A. Signal Detection	Dr Joerg Seebeck, Parexel
	B. The Role of MI in ABPI Code Compliance, Including Medical Liaison	Rosalind Henley & Dr Sarah Hall, Takeda
	C. Leadership Group Coaching Session	Alison Griffiths, Success Coaching & Development Ltd
16:00	Exhibition & Tea/Coffee	
16:30	Workshops continued	
17:30	Close	
19:00	Pre-dinner drinks - Exhibition Area	
19:30	Social event – Informal Wild West Evening	

Tuesday 6th July

From 08.30	Registration (new arrivals)	
Track One: Medical Information Chair: Dr Jacquie Warner, Novartis		
09:00	Outsourcing of Medical Information Activities	Kathy Fowler, PIPA Vice President & Honorary Secretary (Lilly)
09:45	MI Working with Europe: the UK Affiliate Perspective	Andrew Mansfield, Janssen-Cilag & Greg Barnes, Gilead
10:30	Exhibition & Tea/Coffee	
11:00	Pharmaceutical Alliances: Providing Effective Medical Information Services	Janet Davies, Gilead
11.45	Opportunity or Threat? Benchmarking Medical Information for PIPA	Sharon Leighton, Sharon Leighton Consultancy
12.30	Lunch & Exhibition	
Track Two: Pharmacovigilance Chair: Tracy Crooks, Reckitt Benckiser		
09:00	Linking in Safety With Patient Support Programmes	Dr David Lewis, Novartis
09:45	PV for Unlicensed Medicines	Emma Boulton, PIPEline Co-Editor (EUSA Pharma)
10.30	Exhibition & Tea/Coffee	
11:00	Signal Detection Working Party Update	Emily Barrett, Signal Detection Working Party (Lilly)
11:15	Risk Based Inspections	Andy Cochrane, MHRA
12.00	Pharmacovigilance in the Emerging Markets: Destination Pharmacovigilance in India	Dr Pipasha Biswas, Symogen Ltd
12.45	Lunch & Exhibition	
14.00	Workshops:	
	A. Safety Data Exchange Agreements	Karen Pattenden & Joanne Webbe, Gilead
	B. Plain English – in PV & MI	Jayne Packham, Jayne Packham Consultancy
	C. How To Prepare For A New Product Launch	Dr Jacquie Warner, Novartis
	D. Influencer: The Power To Change Anything	Mark Stacey, Grahame Robb Associates Ltd
16:15	Conference Close	