



Preconference Workshop
2021 PDA Smart Devices and Digital Solutions Workshop
4 October 2021, ONLINE

Monday, 4 October 2021 **12:00 - 17:00 CEST**

12:00	Welcome & Introductions <i>Introduction to the Workshop Format and the Case Study: Designing a Digitally Enabled Support Program Using Smart Devices and Digital Solutions for The Benefit of Stakeholders</i>	Iain Simpson, Molex
Topic 1: The Patient		
12:15	The Theory of Behavioral Change Interventions <i>Patient Support Programs in Practice</i>	<i>Speaker to be confirmed</i>
12:30	Workshop on the Case Study: About Patient Engagement <i>Following topics will be evaluated with inputs from the audience</i> <ul style="list-style-type: none"> • Factors that cause non-adherence and limited persistence • How to build the steps towards behavioral change? • Linking behavioral change to therapeutic success 	<i>Moderation:</i> Iain Simpson, Molex Quentin Le Masne, Merck KGaA
13:30	Coffee Break	
Topic 2: The Opportunity		
13:45	Value Creation with Smart Devices and Digital Solutions – <i>An example with connector electronic injectors at Merck</i>	Matthew Kaiser, Merck KGaA
14:00	Workshop on the Case Study: About the Opportunity <i>Following topics will be evaluated with inputs from the audience</i> <ul style="list-style-type: none"> • Identifying the stakeholders and relevant value drivers • Scalability of the solutions for global expansion • Impact of the solutions on adherence versus required investment • Linking patient engagement and commercial success 	<i>Moderators:</i> Iain Simpson, Molex Quentin Le Masne, Merck KGaA
15:00	Coffee Break	



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Topic 3: The Challenges		
15:15	Challenges in Digital Health – Cybersecurity for Medical Devices	Dr. Bulla Singh, <i>Khera Consultants</i>
15:30	Workshop on the Case Study: About the Challenges <i>Following topics will be evaluated with inputs from the audience</i> <ul style="list-style-type: none"> • <i>Management of cybersecurity in the smart devices and associated software</i> • <i>Impact of standard and regulations on the development</i> • <i>Balancing safety and simplicity around user experience</i> 	<i>Moderation:</i> Paul Upham, <i>Roche/Genentech</i> Scott Mullen, <i>Ascendis Pharma</i>
16:30	Coffee Break	
16:45	Key Take-Aways and Learnings from Discussions - Final Q&A and Audience Feedback	
17:00	Farewell & End of Workshop	Iain Simpson, Molex