October 27-29, 2025 | Boston, MA

www.real-world-evidence-pharma.com

REGISTER BY FRIDAY, JULY 18 TO SAVE UP TO $740

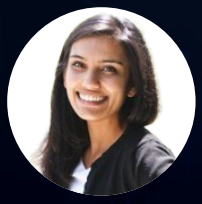
13th Annual

IMPACCT Real-World Evidence Summit

Enhance RWE with AI, Bullet-Proof Data, & Integrated Evidence Planning

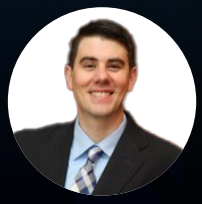
Leverage RWE to Advance Decision Making in Clinical Research, Regulatory Submissions, Payer Negotiations & Market Access

Expert Speakers Include:



Supriya Kumar
Senior Director, Real-World Data Office
AstraZeneca

Steve Gao
Executive Director & Head of Real-World Evidence Inflammation
Gilead Sciences



Vanja Sikirica
Executive Director - Epidemiology, Health Economics Outcomes Research & Patient Centered Outcomes
Moderna

Simon Dagenais
Senior Director - Real-World Evidence
Pfizer

Kelly H. Zou
Head, Global Medical Analytics & Real-World Evidence
Viatris

Kimberly Barnholt
Executive Director, Evidence Generation, US Medical Affairs
Genentech

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Welcome to 13th IMPACCT Real-World Evidence Summit

13th Annual IMPACCT Real-World Evidence Summit

October 27-29, 2025 | Boston, MA

Bullet-Proof Data Quality, Enhance RWE Generation with AI & Consolidate Integrated Evidence Planning to Transform Your RWE Strategy

As the CMS introduces new guidance for RWD studies, the FDA announces a Center for RWE Innovation, and RWD becomes more accessible and easier to analyze, investment is pouring into RWE generation. Whilst it is clear that RWE will play an increasingly pivotal role in the drug development lifecycle, questions remain for the experts optimizing and applying RWE.

What is best practice in selecting the right datasets and how can data quality be trusted? What are regulators and payers looking for as supporting evidence? How can integrated evidence generation plans be streamlined across functions?

The **13th IMPACCT Real-World Evidence Summit** is the only industry-focused meeting dedicated to uniting RWE experts across clinical, market access, and commercial teams, to consolidate, innovate and apply RWE across the drug development pipeline, from external control arms through to reimbursement.

Featuring practical case studies in fortifying data quality, validating use of AI and predictive modeling in data analysis, and leveraging RWE to support regulatory submissions, gain the key insights needed to transform your RWE strategy. Join **140+ industry pioneers** from **Pfizer**, **AstraZeneca**, **Boehringer Ingelheim**, **Moderna**, **AbbVie**, **Genentech**, and more, to forge robust integrated evidence plans, break free from silos, and bridge the evidence gap between clinical research and practice.

> "The interaction with RWE experts from other pharma companies and vendors was valuable. The content was extremely enriching"
>
> **Past Attendee**, Senior Director Real-World Evidence, **Pfizer**

> "I enjoyed the presentations from various expert stakeholders, small group discussions and networking sessions"
>
> **Past Attendee**, Executive Director, Health Economics & Outcomes Research, **Pfizer**

Key Highlights Include:

Leveraging AI in improving data quality through data generation, data pipeline automation, and data augmentation to enhance evidence-based decision-making with **Pfizer**

Addressing data linkage limitations by implementing advanced privacy-preserving techniques to improve RWD quality with **AstraZeneca**

Empowering value and evidence teams with the timely insights to support market access and strategic planning to streamline their decision making process with **AbbVie**

Tackling common implementation hurdles such as data mismatches, interoperability issues, and token persistence to enhance data quality with **Moderna**

Establishing a cross-functional working group to align on RWE goals, ensuring buy-in from all teams and fostering a culture of collaboration around evidence generation with **Ionis Pharmaceuticals**

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Your Expert Speakers

Alan Bajramovic
Information Research & Real-World Data Strategist
AbbVie

Amanda Bruno
Vice President - Evidence Planning & Execution
AbbVie

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

Amadeo Salvador
Senior Scientist – Data
AbbVie

Cara Carty
Senior Principal Scientist
Bristol Myers Squibb

Claire Zhao
Director & Group Lead - Artificial Intelligence, Machine Learning, Quantitative & Digital Sciences
Pfizer

Clara Oromendia
Chief Product Officer
Cornerstone AI

Eugean Jiwanmall
Senior Research Analyst for Medical Policy & Technology Evaluation
Independence Blue Cross

Hairong Xu
Executive Director - Global Medical Affairs & Clinical Development
Kite Pharma

Jason Zhu
Associate Director - Real-World Data Engineer
AstraZeneca

Javeria Khalid
Teaching & Research Assistant
University of Houston

Jeff Wessinger
General Manager
Life Sciences by PointClickCare

Joseph Cappelleri
Executive Director of Biostatistics & Head of Health Economics Outcomes Research Statistics
Pfizer

Kathleen Villa
Executive Director - Global Evidence Generation
Ionis Pharmaceuticals

Kelly H. Zou
Head, Global Medical Analytics & Real-World Evidence
Viatris
Founder
AI4Purpose

Kimberly Barnholt
Executive Director, Evidence Generation, US Medical Affairs
Genentech

Leah Sansbury
Senior Director - Epidemiology & Oncology
Moderna

Mohsin Shah
Associate Director - Global Integrated Evidence, Epidemiology & Real-World Evidence Oncology
Boehringer Ingelheim

Monica McClain
Director - Medical Evidence Generation
Ionis Pharmaceuticals

Nicholas Everage
Senior Director, Head of Epidemiology
Biogen

Patricia Dorling
Senior Director - Value & Implementation Outcomes Research & Oncology
Merck & Co

Your Expert Speakers

Rahul Shenolikar
Global Real-World Evidence Strategy Lead, Lung Cancer
AstraZeneca

Rhys Williams
Vice President - Integrated Evidence Generation & Health Economics
BeiGene

Rikisha Gupta
Director - Real-World Evidence
Gilead Sciences

Rongrong Wang
Principal Data Scientist
Genentech

Sarah Small
Director - Health Experience Development
Otsuka Precision Health

Simon Dagenais
Senior Director - Real-World Evidence
Pfizer

Stefania Pirondi
Head of Global Clinical Project Management Unit
Chiesi Farmaceutici

Steve Gao
Executive Director & Head of Real-World Evidence Inflammation
Gilead Sciences

Supriya Kumar
Senior Director, Real-World Data Office
AstraZeneca

Thomas Dougherty
Real-World Evidence Strategy, Diabetes & Obesity Lead
Novo Nordisk

Vanja Sikirica
Executive Director - Epidemiology, Health Economics Outcomes Research & Patient Centered Outcomes
Moderna

The IMPACCT Created for 2025

13th Annual IMPACCT Real-World Evidence Summit

October 27-29, 2025 | Boston, MA

20+
In-Practice Case Studies

10+
New Presenting Companies

GILEAD Creating Possible · abbvie · Boehringer Ingelheim · novo nordisk · Otsuka · Genentech · AstraZeneca · IONIS · BeOne · moderna

Brand New Poster Session & Awards

11+ Executive Leadership Speakers

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

Amanda Bruno
Vice President - Evidence Planning & Execution
AbbVie

Hairong Xu
Executive Director - Global Medical Affairs & Clinical Development
Kite Pharma

Kathleen Villa
Executive Director - Global Evidence Generation
Ionis Pharmaceuticals

Kimberly Barnholt
Executive Director, Evidence Generation, US Medical Affairs
Genentech

Rhys Williams
Vice President, Integrated Evidence Generation & Health Economics
BeOne Medicines

Steve Gao
Executive Director & Head of Real-World Evidence Inflammation
Gilead Sciences

Supriya Kumar
Senior Director, Real-World Data Office
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Moderna

Claire Zhao
Director & Group Lead - Artificial Intelligence, Machine Learning, Quantitative & Digital Sciences
Pfizer

Joseph Cappelleri
Executive Director of Biostatistics & Head of Health Economics Outcomes Research Statistics
Pfizer

A Snapshot of What You Can Expect This Year

140+
RWE, RWD and evidence generation experts across leading pharma and biotech companies

26+
Industry-leading speakers spanning from RWE clinical research to value and access

6+
Hours of face-to-face cross-functional networking

2
Brand-new discussion-based workshops to support your relationship with regulators and payers

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Pre-Conference Payers & Regulatory Alignment Day
Monday, October 27

Check-In & Coffee 8.20

Workshop A 9.00

Strategies to Streamline Collaboration, Accelerate Decision Making & Improve Real-World Evidence Acceptance Across Pharma, Regulators & Payers

Navigating payer and regulatory requirements in RWE is a high-stakes challenge, one missed step can mean delays, denied coverage, or wasted data. Regulators demand rigor, payers prioritize cost-effectiveness, yet their definitions of "acceptable evidence" rarely align. With evolving guidelines and increasing scrutiny, how can pharma generate the right data to bridge this gap?

- Unpack real-world case studies on where pharma, regulators, and payers are misaligned, and the subsequent impact
- Discuss examples of RWE-driven approvals and reimbursements that have worked, and why
- Develop practical steps to ensure RWE meets the needs of all stakeholders

Workshop Leaders

Patricia Dorling
Senior Director - Value & Implementation Outcomes Research & Oncology
Merck & Co

Steve Gao
Executive Director & Head, Real-World Evidence Inflammation
Gilead Sciences

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

Joseph Cappelleri
Executive Director of Biostatistics & Head of Health Economics Outcomes Research Statistics
Pfizer

Lunch & Networking Break 12.00

Workshop B 1.00

Case Studies on Payer & HTA Success in Reimbursement & Market Access to Understand Drivers for Payer Confidence in Real-World Evidence

Due to differing priorities, payer and HTA success is a challenge. Payers focus on cost-effectiveness and real-world impact, while HTAs prioritize scientific rigor and long-term outcomes. Aligning RWE with these diverse expectations, while ensuring data quality and transparency, requires navigating complex regional requirements and evolving guidelines.

- Delve into case studies of RWE strategies that secured market access, and those that didn't, to identify key considerations for success
- Address payer concerns on data credibility, transparency, and comparability
- Identify how evolving methodologies are shaping reimbursement decisions

Workshop Leaders

Eugean Jiwanmall
Senior Research Analyst for Medical Policy & Technology Evaluation
Independence Blue Cross

Javeria Khalid
Teaching & Research Assistant
University of Houston

End of Workshop Day 4.00

Conference Day One
Tuesday, October 28

7.00 **Check-In & Coffee**

Kelly H. Zou
Head, Global Medical Analytics & Real-World Evidence
Viatris
Founder
AI4Purpose

7.50 **Chair's Opening Remarks**

Strategies to Seamlessly Integrate Artificial Intelligence Across Real-World Evidence Studies to Improve Efficiency & Accuracy

Kelly H. Zou
Head, Global Medical Analytics & Real-World Evidence
Viatris
Founder
AI4Purpose

8.00 **Real-World Evidence in the US & Europe: Trial Optimization, Digital Health & Artificial Intelligence**

- Describe methods for target clinical trial emulation and optimization using RWE
- Share best practices on digital applications where RWD and RWE can be captured
- Envision the applications of AI/ML/GenAI to advance biopharmaceutical and healthcare

8.30 **Unlocking the Value of Real-World Data Assets Through a Purpose-Built AI Platform**

- Explore how AI can accelerate and improve decisions around RWD investments
- Share a case study where AI and traditional analytics worked together to improve the usability of a data asset and allowed faster evidence generation
- Examine the "build vs. buy" decision in the era of AI from both pharma and vendor perspectives

Clara Oromendia
Chief Product Officer
Cornerstone AI

Cara Carty
Senior Principal Scientist
Bristol Myers Squibb

Claire Zhao
Director & Group Lead - Artificial Intelligence, Machine Learning, Quantitative & Digital Sciences
Pfizer

9.00 **Optimizing the Potential of Artificial Intelligence in Improving Real-World Data & Real-World Evidence for Enhanced Evidence-Based Decision Making**

- Leverage AI algorithms in predictive analytics to demonstrate how clinical trial findings translate to real-world clinical settings
- Identify how AI can improve data quality: data generation, data pipeline automation, and data augmentation
- Discuss the role of AI in insight generation: patient stratification, data summarization and stories, and trial emulation
- Highlight applications of generative AI in potential and promising areas

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

9.30 **Leveraging Artificial Intelligence & Machine Learning for Patient Identification in Rare Disease Research**

- Utilize AI-driven algorithms to analyze diverse data sources, improving the identification of rare disease patients and reducing diagnostic delays
- Apply machine learning models to uncover hidden patterns in RWD, enhancing early detection and recruitment for clinical trials
- Ensure regulatory and ethical compliance in AI-based patient identification by addressing biases, data privacy concerns, and transparency in model validation

Or Shaked
Medical Research Lead
Briya

10.00 **Dynamic by Design: Real-Time, Longitudinal Real-World Data to Power the Next Generation of Evidence**

- Learn how a shift from static to real-time RWD unlocks new possibilities in drug development, regulatory decision-making, and health system performance
- Explore how AI enables smarter, faster, evidence generation with continuously updated, research ready datasets
- Discover the potential of NLP in enhancing data completeness with unstructured data

10.10 **Morning Break & Speed Networking**
Join our speed networking session tailored for RWE stakeholders, like yourselves, to connect with industry peers and facilitate meaningful exchanges of insight and expertise.

Conference Day One
Tuesday, October 28

Real-World Evidence in Clinical Research

Chair: Alexander Cole, Executive Director & Head of Epidemiology & Real-World Science, **Alexion Pharmaceuticals**

10.40 Overcoming Tokenization Challenges in Real-World Evidence to Improve Real-World Data Quality

- Address data linkage limitations by implementing advanced privacy-preserving techniques to securely connect disparate real-world datasets without compromising patient confidentiality
- Standardize tokenization methods across data sources to ensure consistency, interoperability, and improved data utility for regulatory and payer decision making
- Balance privacy and usability by adopting innovative encryption and de-identification strategies that maintain data integrity while meeting compliance requirements

Supriya Kumar, Senior Director, Real-World Data Office, **AstraZeneca**

11.10 Extending Clinical Trial Follow-Up Through Tokenized Real-World Data Integration

- Leverage tokenization to securely link clinical trial participants with longitudinal RWD for extended outcome tracking
- Enhance evidence generation beyond trial endpoints by capturing long-term safety, effectiveness, and healthcare utilization
- Support regulatory and payer discussions with robust post-trial insights anchored in real-world clinical practice.

Simon Dagenais, Senior Director - Real-World Evidence, **Pfizer**

11.40 Optimizing Early Pipeline Decisions Through Strategic Real-World Data Integration

- Apply RWD to uncover unmet medical needs and shape target product profiles at the earliest stages
- Inform trial feasibility and site selection by analyzing real-world treatment landscapes and patient journeys
- Use early RWE signals to align development milestones with regulatory and market access expectations

Stefania Pirondi, Head of Global Clinical Project Management Unit, **Chiesi Farmaceutici**

1.10 Implementing Tokenization to Link Real-World Data & Enable Longitudinal Patient Insights

- Break down how tokenization is applied to link patient data across EHR, claims, and lab systems in real-world research
- Tackle common implementation hurdles such as data mismatches, interoperability issues, and token persistence
- Explore a real life case where tokenization enabled long-term patient tracking in a post-marketing study while preserving privacy

Leah Sansbury, Senior Director - Epidemiology & Oncology, **Moderna**

Real-World Evidence in Value & Access

Chair: G. Rhys Williams, Vice President - Integrative Evidence Generation, Health Economics & Global Medical Affairs, **BeiGene**

10.40 Presentation Reserved for Truveta

TRUVETA

11.10 Building Capabilities of Linking Different Data Sets to Support Access & Align Business Needs

- Develop scalable frameworks for integrating diverse RWD sources to unlock comprehensive patient insights
- Align data linkage strategies with evolving market access requirements and evidence generation goals
- Foster cross-functional collaboration to ensure data capabilities support both scientific and commercial objectives

Rongrong Wang, Principal Data Scientist, **Genentech**

11.40 Democratizing Your Real-World Data for Internal Impact & Insights Generation for Value & Evidence Teams

- Enable cross-functional access to RWD to drive evidence-based decision-making
- Streamline internal workflows by making data more accessible, interpretable, and actionable
- Empower value and evidence teams with timely insights to support market access and strategic planning

Alan Bajramovic, Information Research & Real-World Data Strategist, **AbbVie**

12.10 Lunch & Networking Break

1.10 Integrating Real-World Evidence into Health Technology Assessments to Address Data Gaps & Drive Market Access Success

- Standardize RWE data collection and reporting methods to reduce inconsistencies and improve the credibility of submissions to HTA bodies
- Use RWE to supplement clinical trial data, providing a more comprehensive view of a treatment's real-world effectiveness, safety, and cost-effectiveness
- Foster collaboration between clinical, regulatory, and market access teams to ensure RWE aligns with HTA criteria and accelerates market access decisions

Patricia Dorling, Senior Director - Value & Implementation Outcomes Research & Oncology, **Merck & Co**

Conference Day One
Tuesday, October 28

1.40 Leveraging Real-World Evidence in ECA Planning: Bullet-Proofing Statistical Methods for Co-Founder Control, Sensitivity Analysis & Trial Emulation Frameworks

- Apply advanced statistical techniques, such as propensity score matching and inverse probability weighting, to mitigate confounding and strengthen causal inference in RWE studies
- Conduct rigorous sensitivity analysis to test the robustness of findings, ensuring transparency and credibility in regulatory and payer evaluations
- Utilize trial emulation frameworks to replicate randomized clinical trial conditions, enhancing the reliability and real-world applicability of RWE insights

Mohsin Shah, Associate Director, Global Epidemiology – Oncology, **Boehringer Ingelheim**

1.40 Leveraging Real-World Data to Accelerate Clinical Development from Pre- to Post-Market Access, Across the Entire Life Cycle

- Explore how RWD can accelerate clinical timelines across early development, trial design, and post-market expansion to inform key decisions and optimize outcomes
- Unpack common barriers to RWD integration, including data access, quality, regulatory expectations, and cross-functional alignment
- Learn from real-world case studies showcasing RWD applications in early-phase strategy, external comparators, and evidence packages for regulators and payers

Hairong Xu, Executive Director, Global Medical Affairs & Clinical Development, **Kite Pharma**

2.10 Afternoon Break & Poster Session

Witness some of the latest research in the RWE and evidence generation field by pharma, biotech, and service providers in this spotlight poster session! For more information or to submit your abstract, please email info@hansonwade.com

3.10 Strategies to Utilize Artificial Intelligence to Analyze Existing Datasets to Navigate Data Quality Challenges for Real-World Evidence Studies

Jason Zhu
Associate Director – Real-World Evidence & Data Engineer
AstraZeneca

- Use AI-driven data harmonization techniques to identify and correct inconsistencies, improving RWD reliability at scale
- Leverage generative AI to approach data standardization tasks from EHR and other sources for comprehensive analysis
- Apply ML/DL models to fill data gaps, enhance completeness, and generate high-quality datasets for RWE studies

Optimizing Cross-Functional Collaboration to Streamline Real-World Evidence Studies

OM1

3.40 Presentation Reserved for OM1

4.10 Achieving Cross-Functional Alignment Through Integrated Evidence Planning to Enhance Decision-Making Across Stakeholders

- Develop a centralized evidence strategy that aligns medical, clinical, regulatory, market access, and commercial teams to ensure consistent objectives and efficient data generation
- Use integrated evidence planning to identify key data gaps and ensure that evidence is generated early, reducing silos and improving decision-making across functions
- Foster continuous collaboration and communication between teams to adapt to evolving stakeholder needs, ensuring a unified approach to RWE generation and use

Sarah Small
Director - Health Experience & Development
Otsuka Precision Health

Rahul Shenolikar
Global Real-World Evidence Strategy Lead, Lung Cancer
AstraZeneca

Kathleen Villa
Global Executive Director - Data Generation
Ionis Pharmaceuticals

PointClickCare Life Sciences

4.40 Panel Reserved for PointClickCare

5.10 Effective Strategies for Communicating the Value of Real-World Evidence to Internal Stakeholders & Driving Cross-Functional Buy-In

Monica McClain
Director, Medical Evidence Generation
Ionis Pharmaceuticals

- Tailor RWE communication to highlight its impact on regulatory approvals, market access, and patient outcomes, making it relevant to each internal stakeholder
- Use compelling case studies and data-driven insights to demonstrate how RWE supports decision making and enhances overall business objectives
- Establish a cross-functional working group to align on RWE goals, ensuring buy-in from all teams and fostering a culture of collaboration around evidence generation

Kelly H. Zou
Head, Global Medical Analytics & Real-World Evidence
Viatris
Founder
AI4Purpose

5.40 Chair's Closing Remarks

5.45 End of Conference Day One

Conference Day Two
Wednesday, October 29

8.45 **Check-In & Coffee**

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

9.25 **Chair's Opening Remarks**

Transformability from Clinical Trials to Real-World Evidence to Provide Holistic Perspectives on Treatment Effectiveness & Safety

Steve Gao
Executive Director & Head, Real-World Evidence Inflammation
Gilead Sciences

9.30 **Bridging the Gap Between Surrogate Endpoints & Real-World Outcomes to Strengthen Accelerated Approvals**

- Leverage RWE to validate surrogate endpoints by comparing them with long-term real-world outcomes, enhancing the reliability of accelerated approval processes
- Use advanced statistical models to demonstrate how surrogate endpoints can be predictive of actual patient outcomes in real-world settings
- Collaborate with regulatory agencies to align on the use of surrogate endpoints in RWE, ensuring faster access to treatments while maintaining clinical integrity

10.00 **Presentation Reserved for HealthVerity**

Rikisha Gupta
Director - Real-World Evidence
Gilead Sciences

10.30 **Harnessing Real-World Evidence to Support Early Development Pipelines & Key Inflection Points**

- Use RWE to identify key patient populations and treatment patterns early in development, guiding clinical trial design and optimizing recruitment strategies
- Leverage RWD to inform key inflection points in the development pipeline, such as dose selection, endpoint validation, and market entry timing
- Integrate RWE into decision-making processes to minimize risks, refine clinical strategies, and accelerate development timelines from early-stage to post-market phases

11.00 **Morning Break & Poster Awards**
The winning poster will be selected by our advisory board during the meeting. They will receive an engraved trophy and have their poster showcased on our website as a downloadable file.

Kimberly Barnholt
Executive Director, Evidence Generation, US Medical Affairs
Genentech

12.00 **Linking Clinical Trials & Real-World Clinical Practice with Real-World Evidence Use Cases & Success Stories**

- Showcase successful RWE use cases that demonstrate how clinical trial findings translate to real-world clinical settings, ensuring broader patient access and better outcomes
- Leverage RWD to address gaps in clinical trial design, such as patient diversity and long-term treatment effects, making clinical findings more applicable to routine practice
- Highlight case studies where RWE has been pivotal in bridging the gap between controlled trial environments and everyday clinical decision-making, strengthening evidence for policy and reimbursement

Conference Day Two
Wednesday, October 29

Elevating Patient Voice to Enhance Real-World Evidence & Develop More Patient-Centric Healthcare Solutions

Vanja Sikirica
Executive Director - Epidemiology, Health Economics Outcomes Research & Patient Centered Outcomes
Moderna

12.30 Incorporating the Patient Voice into Real-World Evidence to Drive Better Decision-Making & Policy Development

- Integrate patient-reported outcomes (PROs) and preferences into RWE to ensure that RWD reflects the experiences and needs of patients
- Use RWE to capture a comprehensive view of treatment impact, including quality of life and patient satisfaction, to influence healthcare decision-making and policy development
- Collaborate with patient advocacy groups to ensure the patient voice is consistently included in evidence generation, enhancing the relevance and credibility of RWE in shaping healthcare policies

Amadeo Salvador
Senior Data Scientist
AbbVie

1.00 Using a Prevalence App to Analyze Patient Medical Journeys & Determine Disease Prevalence

- Leverage longitudinal patient data to uncover patterns in diagnosis, treatment, and disease progression
- Identify and quantify true disease prevalence using RWD analytics
- Support healthcare planning and resource allocation through accurate population insights

1.30 Lunch & Networking Break

Nicholas Everage
Senior Director, Head of Epidemiology
Biogen

2.30 Harnessing Real-World Evidence to Design Smarter Trials & Identifying Patient Populations & Boosting Recruitment Efficiency

- Use RWD to identify targeted patient populations, refine eligibility criteria, and optimize trial design for greater efficiency
- Leverage RWE insights to streamline site selection and enhance recruitment strategies, reducing timelines and improving enrollment outcomes
- Integrate real-world treatment patterns and patient behaviors into early trial planning to increase protocol relevance and patient engagement

Aligning with Regulatory Guidelines to Accelerate Real-World Evidence Submissions

Thomas Dougherty
Real-World Data Strategy Lead - Diabetes & Obesity
Novo Nordisk

3.00 Unlocking the Global Potential of Tokenization While Complying with Varying Data Privacy Laws Across Different Regions

- Implement flexible tokenization frameworks that adapt to regional privacy laws while maintaining data security and interoperability across global markets
- Leverage privacy-preserving technologies, such as federated learning and homomorphic encryption, to enable cross-border data sharing without exposing sensitive patient information
- Establish collaborative industry standards to harmonize tokenization approaches, ensuring compliance with regulatory requirements while maximizing RWE usability worldwide

Rahul Shenolikar
Global Real-World Evidence Strategy Lead, Lung Cancer
AstraZeneca

3.30 Demystifying the Roles of Real-World Evidence & Health Economics & Outcomes Research to Strengthen Evidence Generation & Enhance Cross-Functional Collaboration

- Clarify the distinct yet complementary roles of RWE and HEOR in evidence generation to ensure alignment and maximize their impact on clinical, regulatory, and market access strategies
- Foster collaboration between RWE and HEOR teams by defining shared objectives, improving communication, and integrating methodologies for more comprehensive evidence development
- Use cross-functional workshops and training sessions to enhance understanding of both RWE and HEOR, driving more effective teamwork and more robust evidence for decision-making

Conference Day Two
Wednesday, October 29

Amanda Bruno
Vice President, Evidence Planning & Execution
AbbVie

4.00 **Roundtable: Strategies to Overcome Fragmentation in Healthcare Data Systems to Improve Real-World Evidence Utility**

- Develop interoperable data frameworks that facilitate seamless integration of fragmented healthcare data from diverse sources, enhancing the comprehensiveness of RWE
- Standardize data formats and coding systems across systems to ensure consistent data quality and facilitate cross-platform analysis
- Leverage AI and ML to harmonize and analyze fragmented data, uncovering insights and improving the reliability and utility of RWE for decision-making

Alexander Cole
Executive Director & Head of Epidemiology & Real-World Science
Alexion Pharmaceuticals

4.30 **Chair's Closing Remarks**

4.45 **End of Conference**

"Very professional and knowledgeable speakers across both RWE clinical research and value and access"

Past Attendee, Head of Strategy, **Johnson & Johnson**

"The program featured state-of-the art presentations addressing challenges anyone working in the health data space and evidence generation will be facing. A great forum to discuss methodologies and innovations to drive this community forward"

Past Attendee, Director Value & Access, **Eli Lilly & Co**

Partner With Us

13th Annual IMPACCT Real-World Evidence Summit

October 27-29, 2025 | Boston, MA

Your Global Platform to Foster New & Existing Relationships within the Rapidly Expanding Real-World Evidence Field

As demand from payers and regulatory agencies intensifies, biopharma companies are under growing pressure to demonstrate the real-world value of their therapies. This has led to a surge in data generation and the adoption of AI/ML tools to enhance dataset quality and streamline analysis. Now more than ever, there is a clear urgency, for solution providers to offer efficient, compliant, and scalable services.

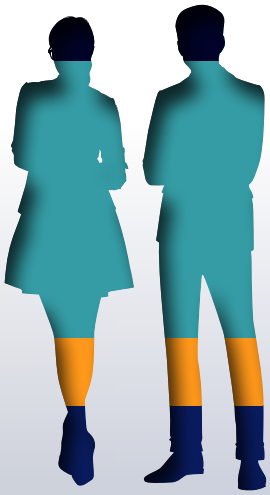
Connect with pioneers leading the implementation of RWE across clinical research, HEOR and market access

Illustrate your ability to provide RWD through specialized platforms, implementations, clinical and patient data collection and expert consultancy

Benefit from advanced brand exposure, through extended branding opportunities, to position yourself as the company of choice and differentiate yourself from your peers

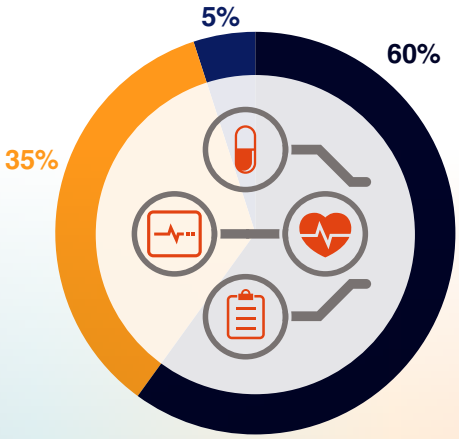
Take advantage of 6+ hours of dedicated networking, to host private meetings with attendees and present cutting-edge analytical techniques

SENIORITY OF ATTENDEES*



- C-Level/VP: 7%
- Director/Head: 61%
- Scientist/Team Leader: 15%
- Other: 17%

TYPES OF COMPANIES ATTENDING*



- Pharma/ Biotech
- Service Providers
- Academic

*Statistics Taken from 12th IMPACCT Real-World Evidence Summit

GET INVOLVED

Adam Grosz
Senior Partnerships Director
Tel: +1 617 455 4188
Email: sponsor@hansonwade.com

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Network with key opinion leaders and industry professionals to address gaps and overcome bottlenecks in your current RWE research

Hear first-hand insights from pioneers on how they are currently employing different data analytics, AI, and data model platform tools, to optimize RWE generation

Collaborate to build robust solutions to the current challenges faced by the industry, when crafting integrated evidence plans and implementing RWD

Drug Developer Pricing*	Register & Pay By Friday, July 18	On the Door Price
Conference + Pre-Conference Day	$3,457 **(Save $740)**	$4,197
Conference Only	$2,579 **(Save $420)**	$2,999

Academic Pricing**	Register & Pay By Friday, July 18	On the Door Price
Conference + Pre-Conference Day	$2,857 **(Save $740)**	$3,597
Conference Only	$2,179 **(Save $420)**	$2,599

Solution Provider Pricing	Register & Pay By Friday, July 18	On the Door Price
Conference + Pre-Conference Day	$4,457 **(Save $740)**	$5,197
Conference Only	$3,379 **(Save $420)**	$3,799

*To qualify for the drug developer rate your company must have a public drug pipeline. Please visit the website for full pricing options or email info@hansonwade.com

**To qualify for academic & research rate you must be full time academic. Please visit the website for full pricing options or email info@hansonwade.com Do you work for a Not-for-Profit organization? Email us at info@hansonwade.com to inquire about attending

Team Discounts***

- **10% discount – 2 Attendees**
- **15% discount – 3 Attendees**
- **20% discount – 4 + Attendees**

***Please note that discounts are only valid when two or more delegates from one company book and pay at the same time.

Discounts cannot be used in conjunction with any other offer or discount. Only one discount offer may be applied to the current pricing rate.

Contact: info@hansonwade.com

Venue

Hilton Boston Logan Airport
One Hotel Drive, Boston, MA 02128
www.hilton.com/en/hotels/boslhhh-hilton-boston-logan-airport

TERMS & CONDITIONS

Full payment is due on registration. Cancellation and Substitution Policy: Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee. A substitution from the same organization can be made at any time.

Changes to Conference & Agenda: Every reasonable effort will be made to adhere to the event programme as advertised. However, it may be necessary to alter the advertised content, speakers, date, timing, format and/or location of the event. We reserve the right to amend or cancel any event at any time. Hanson Wade is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of an event for any reason and including causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities.

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