Final ANNOUNCMENT

Transforming drug development

BBS Spring Seminar

May 24, 2022 from 14:00-17:15

Novartis Campus, Auditorium 510_U1

The current drug development model is confronted by major challenges including rising clinical trial costs, a tougher competitive landscape, and growing pressure from payers. Consequently, there is an increasing awareness that drug development must be fundamentally updated to meet these challenges.
This seminar first addresses why transformation is needed from a pharma development and from an investor perspective. It then discusses three areas of innovation where biostatisticians can play a major role. The seminar will conclude with a panel discussion with all speakers and members from pharma and regulatory authorities.

Organizing committee: Achim Güttner, Hans Ulrich Burger, Lilla Di Scala, Marcel Wolbers

Agenda

14:00 – 14:10	**Welcome,** Uli Burger, BBS President
14:10 – 15:00	**Why is transformation of drug development needed?** Chair: Achim Güttner, Novartis Pharma development perspective: Guy Braunstein, Pierre Verweij, Idorsia Investor perspective: Pavithra Rallapalli, Colin Terry, Deloitte
15:00 – 15:30	***Coffee break***
15:30 – 16:30	**Areas of innovation in drug development: case studies and future vision** Chair: Fred Sorenson, Xcenda Real-world data: Dominik Heinzmann, Novo Nordisk External controls : Lisa Hampson, Sebastian Weber, Novartis Digital biomarkers: Laurent Essioux, Roche
16:30 – 17:15	**Panel discussion** Chair: Marcel Wolbers, Roche Panel: All speakers, Lorenzo Hess, Swissmedic, and Frank Bretz, Novartis
17:15	**Closure of main meeting**
17:20 – 17:45	**BBS general assembly**

BBS
Basel Biometric Society

Hybrid event:
In person at Novartis Campus, Auditorium 510_U1
& virtual attendance

Participation is free of charge

Registration
Please register via the following
link

Map of Novartis Campus

Registered participants who attend in person should arrive at the main Novartis campus entrance between 13:30-13:45h and bring their ID