IPI Academy

MANAGEMENT forum

Presented by
Management Forum

The Importance of Patient Adherence Data and How Digital Tools Can Improve Patient Outcomes

23 October 2024
+ 26 February 2025, 18 June 2025, 15 October 2025

In this course, you will determine the value of remote patient adherence monitoring and learn how to stay ahead of the curve by creating your own digital solutions.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

Clinical trials rely on accurate, real world data (RWD) to validate the drug assessment efficacy program. As a result, all patient data endpoints related to the interaction with the drug are critical to the success of the trial. Historically, patient adherence has been undertaken using a combination of poor packaging material manual reporting. This approach has long been proved to be inefficient and inaccurate. In the worst-case scenario, the trial results can be distorted, and the study has been withdrawn. This can be a costly situation for sponsors to contemplate.

Just over ten years ago, sponsors began to realise the “pain” which is associated with poor adherence. This led to an industry push for new, innovative digital and medical technology solutions. Today, the market is flush with potential options which can be positioned in/around your drug (tablet) compound. During this course we will explore a wide range of adherence monitoring tools designs from around the world.

There will be a chance to engage in an open discussion to determine the value of remote patient adherence monitoring. You will also learn what’s next and how to stay ahead of the curve.

Benefits of attending

- **Explore** a wide range of adherence monitoring tools designs from around the world
- **Discuss** the value of remote patient adherence monitoring
- **Stay** ahead of the curve and learn what's next in this field
- **Evaluate** your adherence options, including Software-as-a Service (SaaS), medical technology, invasive or non-invasive, supply chain fit, UX, cost, timelines and accuracy and scalability
- **Learn** how better science delivers better outcomes

Who should attend?

The content will be applicable to the following biopharmaceutical professionals who help to design, develop and manage a clinical study from inception to commercialisation:

- VPs and managers
- Strategic leaders
- Data scientists and analysts
- Feasibility teams
- Study sets
- Clinical operations
- Regulatory
- Medical affairs
- IT and system integration
- Market access
- Pharmacovigilance and safety
- Diversity and inclusivity teams
- Finance teams and budget holders

From Inception to Commercialisation: A New Approach to Clinical Trials

Dive into our innovative series that explores how digital technologies are transforming each stage of clinical trials and commercial drug delivery. This comprehensive series features four stand-alone courses, each focusing on key technological advancements and their applications:

1. The Advancement of Research and Development (R&D) Clinical Trials using Software Automation
2. The Importance of Patient Adherence Data and How Digital Tools Can Improve Patient Outcomes
3. Building Better Health via Digitalised and Personalised Patient Support Programmes
4. Real World Evidence (RWE), Real World Data (RWD) and The Application of Artificial Intelligence (AI) in The Pharmaceutical Market

For a complete understanding of the clinical trial process, you can take advantage of our discounted rate when booking multiple courses. Please contact us at info@ipi.academy to find out more.

Programme

The current landscape

- What are the current pain points prevalent across multi-national biopharma organisations
- Areas of improvement, shared learning and insights
- A deep dive into the drivers for change and the benefits of "new thinking" and aligned digital solutions

Case studies

- Discuss several user cases which will help to solidify, support and amplify best practice

Overview of digital solutions

- Strategy and innovation
- Product review and performance metrics
- Associated costs and business proposition, including return on investment (ROI) guidance and vendor assessment
- Selection questions

1 hour Q&A and recap

Presenter

Graham Howieson

Graham Howieson is a pharmaceutical business development consultant, inventor and entrepreneur. He is a highly experienced and competent leader, with an International pedigree covering UK, EU, USA and Asia. An industry pioneer with a forward thinking approach to design and the delivery of new innovative drug delivery and smart packaging solutions for over twenty five years. He has worked extensively and exclusively within the pharmaceutical space, with leading global enterprises such as: Glaxo Smith Kline, Astra Zeneca, Johnson and Johnson and Sanofi – building value by solving technical, engineering, regulatory, compliance and brand communication related issues. He has worked to fulfil a client brief, in terms of the budget, timeline and return on investment for commercial use.

Alongside this, he has acquired a range of specialist skills which encompass the development of new, emerging technologies to improve the delivery of clinical trials. Areas of interest include: intellectual property, digital engagement, bespoke software, SaaS, automation, AI, machine learning, remote compliance monitoring, patient engagement/retention, omni-channel communication, wearables, video enablement tools, VR, hybrid and virtual (supply chain) modelling. The primary objective with all technological advances is to achieve process improvement and increased speed of delivery, aligned with a multi-sensory patient experience.

Course dates

23 October 2024	**Live online** 09:30-16:30 **UK (London)** (UTC+01) *Course code 15356*	GBP **649** EUR **929** USD **1,049**
26 February 2025	**Live online** 09:30-16:30 **UK (London)** (UTC+00) *Course code 15357*	GBP **549** ~~649~~ EUR **789** ~~929~~ USD **893** ~~1,049~~ **Until 22 Jan**
18 June 2025	**Live online** 09:30-16:30 **UK (London)** (UTC+01) *Course code 15358*	GBP **549** ~~649~~ EUR **789** ~~929~~ USD **893** ~~1,049~~ **Until 14 May**
15 October 2025	**Live online** 09:30-16:30 **UK (London)** (UTC+01) *Course code 15359*	GBP **549** ~~649~~ EUR **789** ~~929~~ USD **893** ~~1,049~~ **Until 10 Sep**

How to book

Online:
ipi.academy/3051

Alternatively contact us to book, or if you have any queries:

Email:
info@ipi.academy

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:

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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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