



*Presented by*  
**Management Forum**

# Utilising Patient Adherence Data and Digital Tools to Improve Patient Outcomes

**15 October 2025**

In this course, you will see 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.**

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. 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, user experience (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 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



# Programme

## **The current landscape**

- What are the current patient adherence pain points prevalent across multi-national organisations in the biopharmaceutical industry
- A deep dive into the drivers for change and the benefits of 'new thinking' and aligned digital solutions for patient adherence and outcomes

## **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 date

15 October 2025

Live online

09:30-16:30 **UK (London)** (UTC+01)

Course code 15359

GBP ~~649 749~~

EUR ~~909 1,049~~

USD ~~1,043 1,199~~

Until 10 Sep

## How to book



Online:

[ipi.academy/3051](https://ipi.academy/3051)

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



Email:

[info@ipiacademy.com](mailto:info@ipiacademy.com)



Phone:

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **30% 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 our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)





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**ALEKSANDRA BEER**

**Tel:** [+44 \(0\)20 7749 4749](tel:+442077494749)

**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



**YESIM NURKO**

**Tel:** [+44 \(0\)20 7749 4749](tel:+442077494749)

**Email:** [inhouse@ipiacademy.com](mailto:inhouse@ipiacademy.com)



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10-12 Rivington Street  
London EC2A 3DU

[ipi.academy](http://ipi.academy)

**Tel:** [+44 \(0\)20 7749 4749](tel:+442077494749)

**Email:** [info@ipiacademy.com](mailto:info@ipiacademy.com)