IPI Academy

MANAGEMENT forum

Presented by
Management Forum

Digital Technology and Personalisation in Patient Support Programmes

5 November 2025

Learn how to build digital technology that is specifically aligned to match with the patient, the clinical study, the disease and the treatment programme.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

This course will provide you with an essential update on the advancement in digital technology that can be applied to improve clinical studies and commercial drug delivery for successful and cost effective outcomes.

You will learn how we can move forward by building digital technology that is specifically aligned to match with the patient, the clinical study, the disease and the treatment program known as 'omni-channel personalisation at scale'. The course will challenge you to think differently. It will be thought provoking interactive and focus on the personalisation of the patient journey.

There will also be a chance to explore the pros and cons of personalisation at scale. The session will leave you better informed, liberated an empowered.

Benefits of attending

- **Learn** how to create value for the patient by providing support, education and direct access to patient registry and community forums
- **Know** how to utilise all forms of communication to build a rapport with the patient, including video, text, audio, animation and visual pictorials
- **Understand** how to ask for feedback and maintain contact, as well as building a long term strategy
- **How** to maintain seamless interoperability to support observational pharmacovigilance safety monitoring
- **Explore** working with the regulators to deliver and receive a commercial reality check
- **Recognise** the leadership skills needed to devise a new operating framework that is therapy specific and share the results with industry peers
- **See** who is operating in this field and what USP they can bring to the table
- **Be aware** of the key benefits for different stakeholders
- **Grasp** behavioural real world evidence data insights and the impact on outcomes
- **Master** how to reduce and diminish side and adverse effect escalations

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 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 date

5 November 2025

Live online
09:30-16:30 **UK (London)** (UTC+00)
Course code 15363

GBP **649** ~~749~~
EUR **909** ~~1,049~~
USD **1,043** ~~1,199~~
Until 01 Oct

How to book

Online:
ipi.academy/3052

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

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

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 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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