



Presented by
Management Forum

Real World Evidence (RWE), Real World Data (RWD) and the Application of Artificial Intelligence (AI) in Pharma

16 July 2025
+ 19 November 2025

A deep dive into the importance of real world evidence (RWE), real world data (RWD) and artificial intelligence (AI) in pharmaceuticals.



Format:
Live online



CPD:
6 hours for your records



Certificate of
completion

Course overview

Data drives business and all decision making. We need to be aware of its capacity to inform, lead and deliver insights which can be amplified via artificial intelligence (AI). Data is the fuel; AI is the vehicle. The quest for additional quantitative and qualitative data is boundless and will not relent. All sources should be explored including primary, secondary, pharmacy, community and cursory. This is a dynamic field which will need to be carefully navigated. With increased data, invariably conversations look at the impact of AI. In this course, you will explore the business case for adopting the risk versus reward profile to place your organisation at the heart of the latest thinking.

During the course, you will be able to delve deep into the importance of real world evidence (RWE), real world data (RWD) and explore where new data can add value to your organisation.

Benefits of attending

- **Learn** who the key contacts and players are
- **Understand** which direction the industry is moving in
- **Explore** timelines
- **Know** the patient groups and organisations
- **Gain** an insight into the UK, EU and USA perspective

Who should attend?

The content will be applicable to the following professionals:

- 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 dates


16 July 2025	Live online 09:30-16:30 UK (London) (UTC+01) <i>Course code 15366</i>	GBP 749 EUR 1,049 USD 1,199
19 November 2025	Live online 09:30-16:30 UK (London) (UTC+00) <i>Course code 15367</i>	GBP 649 749 EUR 909 1,049 USD 1,043 1,199 Until 15 Oct

How to book

 **Online:**
ipi.academy/3053

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

 **Email:**
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 the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI
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