IPI Academy

M.f MANAGEMENT *forum*

Presented by
Management Forum

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

20 November 2024
+ 26 March 2025, 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.

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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 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.

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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

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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.

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Course dates

20 November 2024

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

Course code 15364

GBP **549** ~~649~~
EUR **789** ~~929~~
USD **893** ~~1,049~~

Until 16 Oct

26 March 2025

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

Course code 15365

GBP **549** ~~649~~
EUR **789** ~~929~~
USD **893** ~~1,049~~

Until 19 Feb

16 July 2025

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

Course code 15366

GBP **549** ~~649~~
EUR **789** ~~929~~
USD **893** ~~1,049~~

Until 11 Jun

19 November 2025

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

Course code 15367

GBP **549** ~~649~~
EUR **789** ~~929~~
USD **893** ~~1,049~~

Until 15 Oct

How to book

🌐 **Online:**
ipi.academy/3053

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

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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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