

12.00

WELCOME COFFEE

12.30



DIGITAL COMMUNICATION AND HEALTH TRENDS: A PARTICIPATORY REVIEW
BASIL STRATEGIES - DENISE SILBER

12.45



PLAN A DIGITALLY SAVVY PRODUCT LAUNCH AND MEASURE ITS SUCCESS!
MEDIQUALITY - PIERRE DE NAYER & JEAN-SÉBASTIEN STRUYF

13.15



NEW TECHNOLOGIES, NEW PARTNERS: ASTRAZENECA'S JOURNEY TO DELIVER CUSTOMERS A MORE SEAMLESS AND PERSONALIZED EXPERIENCE
ASTRAZENECA - TOON DE BAERE

13.40



PHARMA DIGITAL PARTNERSHIPS: BEST PRACTICES TO PREVENT AND MANAGE LEGAL AND REGULATORY RISKS (PART 1: COMMUNICATION)
ALCHIMIE AVOCATS - MATHILDE MERCKX & **VAN LANDUYT & PARTNERS** - SABINE PERQUY-FORKE

13.50

NETWORKING BREAK

14.10



UNLEASHING THE POTENTIAL OF TIKTOK IN PHARMA AND HEALTHCARE COMMUNICATIONS
TIKTOK - VINCENT PIERQUET

14.35



CHATGPT TECHNOLOGY: WHAT IMPACT ON THE FUTURE OF PHARMA COMMUNICATION WITH PROFESSIONALS AND PATIENTS
CHATGPT HEALTHCARE - DR HARVEY CASTRO

14.50



SUCCEEDING IN PHARMA-DIGITAL COLLABORATIONS DESPITE COMPLEXITY AND UNCERTAINTY
MSD BELGIUM - AZÈLE MATHIEU

15.15

NETWORKING BREAK

15.35



NEW OPPORTUNITIES TO CONNECT WITH PHYSICIANS ONLINE: ROFIM EXAMPLES FOR PHARMA
ROFIM - EMILIE MERCADAL

16.00



PHARMA PARTNERSHIPS IN THE REMOTE MONITORING ECOSYSTEM: CASE STUDY ONCOLOGY
CUREETY - NICOLAS BEGIN

16.25



PHARMA DIGITAL PARTNERSHIPS: BEST PRACTICES TO PREVENT AND MANAGE LEGAL AND REGULATORY RISKS (PART 2: PRODUCT LIABILITY)
ALCHIMIE AVOCATS - MATHILDE MERCKX & **VAN LANDUYT & PARTNERS** - SABINE PERQUY-FORKE

16.35



FIRESIDE CHAT: COLLABORATING FOR NEW DIGITAL HEALTH SOLUTIONS: CASE STUDY
BIOGEN DIGITAL HEALTH - DR YACINE HADJIAT

17.00

CLOSING DRINK

POWERED BY