

# 4<sup>th</sup> Annual Pharma Innovation Tech Congress 2024

#Vipit

"AI, Blockchain, Big Data, IoT, & Digitalisation for Pharma"

29<sup>th</sup> August 2024,  
Novotel Hyderabad Convention Centre, Hyderabad, India

## AGENDA AT A GLANCE

Key Speakers

Conference Info

Day One

Floor Plan

Booking Details

## Key Speakers Include



**PRADIP KUMAR SASMAL**  
VP & Delivery Manager – IPDO BRaIN R&D  
Dr. Reddy's Laboratories



**BALARAM PATRO**  
CEO  
GRK Research Laboratories



**GNANADEV GUDIPATI**  
Vice President ARD & QC  
Natco Pharma



**DAMODHARAN MUNIYANDI**  
Chief Quality Officer - Global Quality &  
Regulatory Affairs, Sai Life Sciences



**KAMARAJ ABRAHAM**  
Associate VP, Head Quality Assurance  
Aurobindo Pharma



**PRUDHVI TEJA**  
Principal & Head DPEX (Digital & Process  
Excellence), CTOs (API)  
Dr. Reddy's Laboratories



**DIVYA BIJLWAN**  
Global Director Strategic Programs  
GSK



**LAKSHMI NARAYANA**  
Director, Supply Chain Management  
Aragen



**RITHESH PHALAKSHA**  
Director - Leading Technology Acceleration  
(Digital Solutions), Novartis



**HIMAL P. DESAI**  
Executive VP, SCM & IT  
Sekhmet Pharmaventures



**RAMKUMAR ESAKKI**  
Senior Vice President  
Suven Pharma



**KAVITA LAMROR**  
Partner, RWE & Digital Transformation  
Maxis Clinical Sciences



**SONICA SACHDEVA BATRA**  
Associate VP, Enterprise Medical  
Indegene



**VIVEK JHA**  
Head - Strategy & Operations, Global Drug  
Development - India, Novartis



**SANGEET KUMAR**  
Director Real World Analytics  
Bristol Myers Squibb



**RAHUL YELISETTI**  
Head Digital & Process Excellence, API  
Dr. Reddy's Laboratories



**SANTOSH TIWARI**  
Director - Health Economics (GHEOR Lead)  
Teva Pharmaceuticals



**SHYAM AKKU**  
GM - International Marketing & Regional Head  
CIS, Hetero



**NARENDRA SAINI**  
CDO | Chief Digital & Data Officer  
Lupin



**APARNA VADLAMUDI**  
Global AI Capability Lead, Data & Analytics  
Novartis



**DEVDUTT SHASTRI**  
Director of Product Management  
Scitara



**VARAHABHATLA SARMA**  
Corporate Head - IT  
Vasudha Pharma

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**BIKRAM KESHARI PANDA**  
DPEx (Mfg.)-FTO HO  
Dr. Reddy's Laboratories



**PUSHPA VIJAYARAGHAVAN**  
Director  
Sathguru Management Consultants



**SAURABH GUPTA**  
Regional Chief Operating Officer  
KIMS Hospitals



**ABHINAV WANKAR**  
DGM Operations  
AIG Hospitals



**ABDULLAH SALEEM**  
Group CIO  
OMNI Hospitals

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## KEY THEMES DISCUSSED

- Where to from here? Disruptive Economics of upcoming Technology
- How will technological trends impact the future of the pharma?
- How is AI steadily transforming the pharma industry?
- Evaluating and enlarging usage of AI and IoT in Pharma World
- IoMT (Internet of Medical Things) – Framework
- How can AI change Pharma industry? Why, How & When of AI in pharmaceutical industry
- ML in medical devices. How does ML make things easier?
- AI in manufacturing – what are the risks to be in mind & benefits in the hand?
- Analyzing big opportunities in big data & unblocking new ways in blockchain
- Big Pharma meets Big Data – Analysing innovations
- Why Big Pharma Is Betting on Blockchain?
- Fighting against counterfeiting medicines– Better usage of blockchain
- Digitalisation - How is digital transformation impacting the Pharma Industry?
- Digitized clinical trials – New ways and barriers.
- Challenges and opportunities in moving to digitalisation?
- Transforming lab to smart lab – Path of digitalization
- How do you see the future of smart labs in the next 5 years?
- How does industry 4.0 affect laboratories?
- How is IoT transforming the pharma industry
- Industry game changer: RWE and RWD
- Potential advantages of RWE in clinical studies and regulatory decision making
- Recent regulatory updates

## CONFERENCE INTRODUCTION

The field of Pharmaceuticals has seen significant changes in recent years, with the emergence of new technologies playing a vital role in shaping its future. It's predicted that the global pharmaceutical technology market size is expected to reach \$147.5 billion by 2028. This growth can be attributed to the increasing adoption of digital technologies and platforms in drug discovery and development.

Digitization has the potential to fundamentally transform pharma operations, opening the door to step-change improvements in performance. Pharma companies should get started on this journey, taking immediate steps to digitize their operations and supply chains and develop a strategy and road map for the next three to five years. Those companies that seize the initiative can give themselves a sustainable competitive advantage; operate with greater agility, cost-efficiency, and control; and ultimately provide better care for patients. What's the new currency for biopharma and life sciences companies? Two words: big data. Take a closer look at how artificial intelligence in the pharmaceutical industry is being used to mine insights from multiple data sets and make it interoperable across the enterprise. AI in supply chain and manufacturing is helping to reshape the pharma value chain and bring life-saving therapies to market faster.

The pharmaceutical industry is at the forefront of artificial intelligence (AI) adoption, harnessing cutting-edge patents to revolutionize drug development and research processes. Despite a decline in patent applications, strategic deals and job opportunities highlight the industry's commitment to leveraging AI for innovation and efficiency. The impact of AI extends beyond the pharmaceutical sector, influencing various industries. The pharmaceutical business is one of many that is driving digital transformation with blockchain technology. Lack of transparency, difficulty tracking items, a lack of confidence, and the distribution of out-of-date medicines are all problems in the pharmaceutical industry. Several of these issues have been resolved using blockchain technology and we will all find out here in this conference on possible solutions for betterment.

It is high time that we look into innovative strategies, new technologies, effective and quality collaborations to get better in this competitive world with the pharma industry. It gives us immense pleasure in welcoming you to the 4th Annual Pharma Innovation Tech Congress 2024. I wish and pray that all our efforts will be beneficial to our industries and to our country at large.

## WHO SHOULD ATTEND AND WHO YOU'LL MEET

**CIOs, CEOs, CDOs, Vice Presidents, Presidents, Heads, Directors and Team Leaders from the following areas:** Pharmaceuticals, Biotech, Artificial Intelligence, Data Science, Blockchain, Machine Learning, IoT, Advanced Analytics, Innovation, Big Data, Deep Learning, BDM, Business Operations, Scientific Affairs, Commercial Affairs, Research & Development

## WHY SHOULD YOU ATTEND?

Get more from the event, with a **broader scope bringing the whole communications value chain together**. Enjoy and make the best out of our **dedicated networking time, and meet the leading international vendors** showcasing the products of tomorrow in the co-located exhibition. **Expand your knowledge** of the latest business models and strategies at the high-level conference.

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## DAY ONE - 29<sup>th</sup> August 2024

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:20 – Welcome address & opening remarks

### RWE

09:30 – RWE and Whole Person Health

- What is Whole Person Health?
- What are the factors determining Whole Person Health?
- How is RWE related to Whole Person Health?
- What are some examples of Whole Person Health programs?
- What are the next steps in integrating RWE in Whole Person Health?
- What are the complexities and challenges of using RWE?
- What does the future of RWE in Healthcare look like?

**KAVITA LAMROR**  
Partner, RWE & Digital Transformation  
Maxis Clinical Sciences

### RWE & RWD

10:00 – DISCUSSION WITH EXPERTS: Industry game changer: RWE and RWD

- What is pharma buzzing about RWD & RWE?
- Role of RWE and RWD in pharma industry
- The potential usage of real-world evidence in clinical trials
- Advantages of RWE in regulatory-decision making.
- RWD & RWE for Clinical Trials
- How does real world data help in understanding disease and diagnosis in the beginning stage?
- Involvement of RWE and RWD in drug development
- Regulatory submission – What are the roadblocks when using RWD?
- RWE in HTA submissions
- Challenges with RW study designs and possible solutions

**Moderator:**

**VIVEK JHA**  
Head - Strategy & Operations, Global Drug Development - India, Novartis

**Panellists:**

**GNANADEV GUDIPATI**  
Vice President ARD & QC  
Natco Pharma

**SANTOSH TIWARI**  
Director - Health Economics (GHEOR Lead)  
Teva Pharmaceuticals

**KAVITA LAMROR**  
Partner, RWE & Digital Transformation  
Maxis Clinical Sciences

**PRUDHVI TEJA**  
Principal & Head DPEX (Digital & Process Excellence),  
CTOs (API), Dr. Reddy's Laboratories

10:50 – Morning Coffee / Tea & Discussion

### BIG DATA & BLOCKCHAIN

11:20 – DISCUSSION WITH EXPERTS: Analyzing big opportunities in big data & unblocking new ways in blockchain

- Big Pharma meets Big Data – Analysing innovations
- How big data can revolutionize pharmaceutical R&D
- Fast-tracking the research will reduce the cost of medicine – How big data plays a role
- Recent strategies for efficient usage of big data in drug discovery, clinical aspects and trials.
- Why Big Pharma Is Betting on Blockchain?
- Attaining better transparency secured data and automated operations in blockchain
- Building Blockchain transparent supply to help organizations build blockchain-based ecosystem networks quickly and easily.
- Fighting against counterfeiting medicines–Usage of blockchain
- Maintaining privacy in patient health records and data

**Moderator:**

**PUSHPA VIJAYARAGHAVAN**  
Director  
Sathguru Management Consultants

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**NARENDRA SAINI**  
CDO | Chief Digital & Data Officer  
Lupin

**BIKRAM KESHARI PANDA**  
DPEX (Mfg.)-FTO HO  
Dr. Reddy's Laboratories

**APARNA VADLAMUDI**  
Global AI Capability Lead, Data & Analytics  
Novartis

**ABDULLAH SALEEM**  
Group CIO  
OMNI Hospitals

### 12:10 - Realizing Digitalization through Scitara Digital Lab Exchange

- One platform for your connectivity needs
- ASM formats and FAIR aspects
- Querying lab assets through Strands

**DEV DUTT SHASTRI**  
Director of Product Management  
Scitara

### 12:40 - Networking luncheon

## DIGITAL TRANSFORMATION

### 13:40 - DISCUSSION WITH EXPERTS: Digitalisation - How is digital transformation impacting the Pharma Industry?

- Reshaping Pharma industry in the way of digital transformation.
- Digitized clinical trials - New ways and barriers.
- How should your company prepare for this digital transformation wave?
- Challenges and opportunities in moving to digitalisation?
- How patients are involved in digital age in Pharma industry? Is their information secured? What is to be done?
- Improving drug development and better patient interaction and care- How digital transformation helps?

- How does digitalization help with transparency of the supply chain?
- Do digital trends really help in manufacturing? How?
- Assisting with operational changes and improvements

### Moderator:

**ABHINAV WANKAR**  
DGM Operations  
AIG Hospitals

### Panellists:

**PRADIP KUMAR SASMAL**  
VP & Delivery Manager - IPDO BRaIN R&D  
Dr. Reddy's Laboratories

**KAMARAJ ABRAHAM**  
Associate VP, Head Quality Assurance  
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**SANGEET KUMAR**  
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**RAMKUMAR ESAKKI**  
Senior Vice President  
Suven Pharma

**DAMODHARAN MUNIYANDI**  
Chief Quality Officer - Global Quality & Regulatory Affairs, Sai Life Sciences

**VARAHABHATLA SARMA**  
Corporate Head - IT  
Vasudha Pharma

**SHYAM AKKU**  
GM - International Marketing & Regional Head CIS  
Hetero

## SMARTLABS

### 14:40 - Transforming lab to smart lab - Path of digitalization

- What is digital transformation for laboratories?
- Minimizing human error and improvised data quality
- How does industry 4.0 affect laboratories?
- Key notable recent developments in smart lab
- Future of smart labs

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## DAY ONE - 29<sup>th</sup> August 2024

15:10 - Afternoon Tea/ Coffee

### INTERNET OF THINGS

15:30 - How is IoT transforming the pharma industry

- IoMT (Internet of Medical Things) - Framework.
- What are the technologies integrated with IoMT to build a smart healthcare system
- IoT-based applications in medical devices

### AI / ML / GenAI

16:00 - DISCUSSION WITH EXPERTS: Evaluating and enlarging usage of AI and IoT in Pharma World

- How can AI change Pharma industry? Why, How & When of AI in pharmaceutical industry
- How is AI resolving the tech problems faced by the industry? How will the near future be?
- How was AI being put to utilize in the battle against the epidemic?
- AI in medical writing
- Challenges in AI, especially a lack of data integration and access of data?
- Major threats and challenges of drug discovery by AI
- How does ML provide custom-made treatment and behavioral alteration?
- Ways to improve drug development, clinical trials and monitoring through ML
- Is ML a solution for pharma logistics challenges?
- ML in medical devices. How does ML make things easier?

Moderator:

**RITESH PHALAKSHA**

Director - Leading Technology Acceleration (Digital Solutions), **Novartis**

Panellists:

**SONICA SACHDEVA BATRA**

Associate VP, Enterprise Medical  
**Indegene**

**RAHUL YELISETTI**

Head Digital & Process Excellence, API  
**Dr. Reddy's Laboratories**

**DIVYA BIJLWAN**

Global Director Strategic Programs  
**GSK**

**BALARAM PATRO**

CEO

**GRK Research Laboratories**

**LAKSHMI NARAYANA**

Director, Supply Chain Management  
**Aragen**

**HIMAL P. DESAI**

Executive VP, SCM & IT  
**Sekhmet Pharmaventures**

**SAURABH GUPTA**

Regional Chief Operating Officer  
**KIMS Hospitals**

17:00 - Closing remarks and end of conference

## FOR SPONSORSHIP OPPORTUNITIES

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/ news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - [info@virtueinsight.com](mailto:info@virtueinsight.com)

## FOR DELEGATE REGISTRATIONS

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - [bookings@virtueinsight.com](mailto:bookings@virtueinsight.com)

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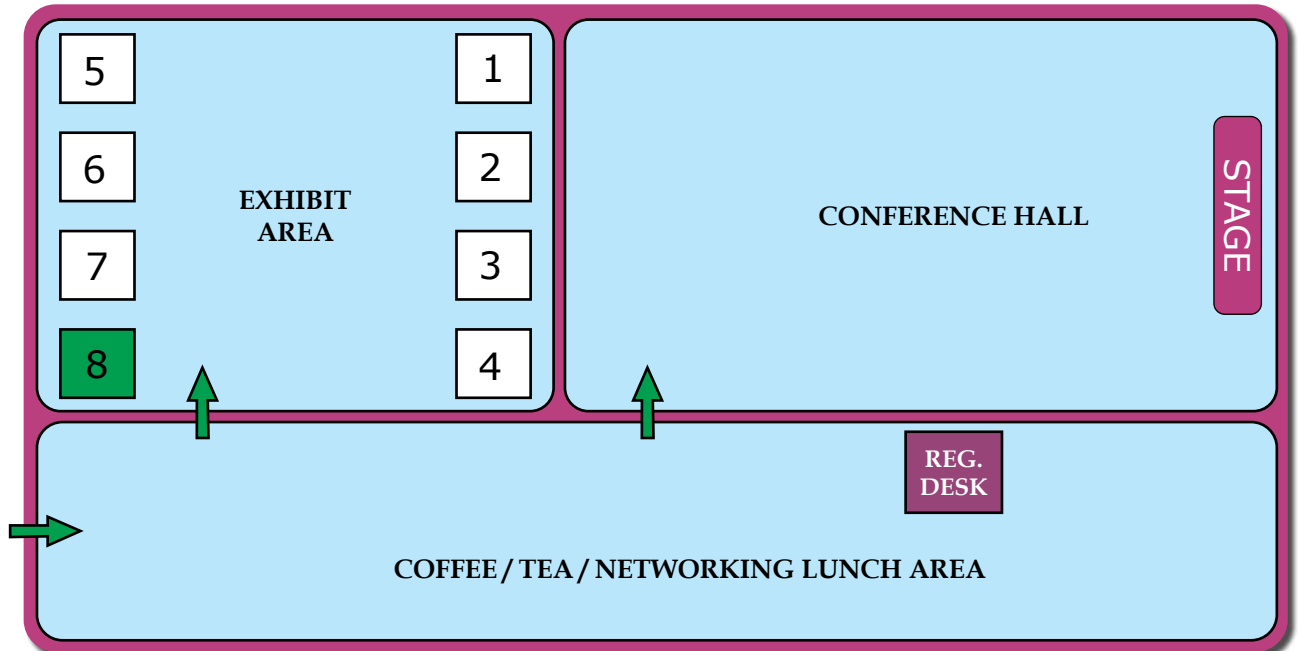
Day One

Floor Plan

Booking Details

## FLOOR PLAN - Book your stalls now before they run out !!!

 Sold  Blocked  Vacant



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Note :- The floorplan is subject to change at the discretion of the organisers.

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## REGISTER ONLINE :

Link : <https://konfhub.com/pharma-innovation-tech-congress-2024>

For Multiple Bookings - Photocopy this form and send it to : [info@virtueinsight.com](mailto:info@virtueinsight.com)

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### REGISTRATION FORM

#### RESERVATION PRICING:

##### Super Early Bird Price (Valid Till 05<sup>th</sup> July 2024)

Cost per delegate - Fee: INR 11,000 + GST(18%)

##### Standard Price

Cost per delegate - Fee: INR 16,000 + GST(18%)

Please email us at [bookings@virtueinsight.com](mailto:bookings@virtueinsight.com)

#### Registration Form Details:

Forename ..... Surname.....

Job Title .....

Company .....

GST No (If Applicable) .....

Official Contact Number .....

Address .....

Country ..... Postcode .....

Phone ..... Fax .....

Email .....

I confirm that I have read & agree to the terms and conditions of booking..... (Please Tick)

Signature .....

#### Methods of Payments:

**By Cheque** - Complete and return the above registration form via post or email, together with your cheque payable to Virtue Insight.

#### By Bank Transfer:

Account Name - Virtue Insight  
Account Type - Current  
Account Number - 915020031763553  
Bank Name - Axis Bank  
Bank Address - 2/8 LAMBERT NAGAR, 1st cross street,  
Virugambakkam, Chennai - 600 092  
Branch Name - Virugambakkam, Chennai  
Swift Code - AXISINBB211  
NEFT / IFSC Code - UTIB0000211  
Micro Code - 600211010

#### Queries:

Should you have any questions on bookings, Please feel free to contact us.

Email: [info@virtueinsight.com](mailto:info@virtueinsight.com)  
Web: <https://virtueinsight.com>  
India Office: Tel: +91 44 42108101  
UK Office: Tel: +44-20 3509 3779

#### General Information Venue:

Kohinoor Continental Hotel  
Andheri Kurla Road  
Andheri ( E )  
Mumbai 400059 - India  
Tel: 91 22 66919000 / 91 22 28209999

#### TERMS AND CONDITIONS:

**Payment terms:** Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

**Cancellations:** Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

**Administration Fee:** If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of INR 5,000

**Substitutions/Name Change:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

**Presentation:** If you cannot attend the conference, you can still purchase the presentations (Subject to availability) - Please email to [bookings@virtueinsight.com](mailto:bookings@virtueinsight.com)

**Indemnity:** Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

**Fee:** The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

**Covid Situation, Natural Calamity, National Security:** In the case where the government decide to go into a lockdown or restrictions on social and business gatherings during the dates of the conference, the event will be postponed to a new date. Registered clients can choose to join the conference on the new date or decide to take a credit note for their payment so that they can decide to participate for any of our future events within the time frame of next one year.

### VENUE

#### Novotel Hyderabad Conventional Centre

##### Address

Novotel & HICC Complex  
(Adjacent toHITEC City),  
P O Bag 1101 CyberabadPost  
Office, 500081  
Hyderabad, India

CLICK  
HERE  
for more details

### MAP & DIRECTIONS

Conceptualised By



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