



University  
of Basel

Faculty of  
Medicine



# The Power of Data Science in Drug Development

Continuing Education Series:  
Frontiers in Drug Development



**Online Seminar**  
Thursday, June 24, 2021  
08:30 am – 4:30 pm

**ECPM**  
European Center of Pharmaceutical Medicine

ADVANCED STUDIES

Under the auspices of  
EUCOR, the European Campus  
IFAPP, Int. Federation of Associations of Pharmaceutical Physicians  
and Pharmaceutical Medicine

Accredited by SwAPP/SGPM  
Recognized as PharmaTrain Centre of Excellence



# Invitation

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Data are the new currency in drug development: Artificial Intelligence (AI), Machine Learning and Deep Learning offer exciting opportunities to integrate and analyze the massive amount of data collected in clinical trials as well as in real-life healthcare settings and medical records.

Pharmaceutical industry and the Life Sciences have made great progress utilizing bioinformatics and data science, especially in drug discovery and clinical development, for example in image analysis, large scale genomic analysis, phenotypic profiling and analysis of high dimensional time-series data. More recently, AI and Machine Learning are being used in pharmacovigilance for the detection of Adverse Events from social media channels. Another recent use of data analytics on past and present operational data enables insights-driven decision making, increased productivity and transparency across a global drug development organization.

Real-world data (RWD) and real-world evidence (RWE) are playing an increasing role in health care decisions, for patient access and for policy making. More treatments come to market via expedited regulatory approvals with limited evidence from traditional clinical development programs. Regulatory authorities have a keen interest to accept RWE for marketing authorization, however, the conditions are still a matter of debate.

In this online seminar data science is being approached across the lifecycle, from data generation and data analysis, to data application and decision making, access and policy making. It brings together thought leaders and well-renowned experts from industry, regulatory agencies, health services and patient organizations who will discuss their perspectives and outlook on this rapidly evolving topic.

Join us on June 24, 2021 to learn from and discuss with the experts!



A handwritten signature in black ink, appearing to read 'Thomas Szucs'.

Prof. Dr. Thomas D. Szucs  
Director



A handwritten signature in black ink, appearing to read 'Annette Mollet'.

Dr. Annette Mollet  
Head of Education & Training



A handwritten signature in black ink, appearing to read 'S. Zechner'.

Stefanie Zechner  
Program Director

# The Power of Data Science in Drug Development

Online, June 24, 2021

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Chairperson: Karen M. Facey, Edinburgh

**08:00**

**Opening of Zoom Meeting by ECPM as Host**

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**Data Science – A New Discipline in Drug Research and Development (from Bioinformatics to Medicine)**

Bryn Roberts, F. Hoffmann-La Roche Ltd, Basel

**Exploiting Clinical Data for the Benefit of Patients**

Luca Finelli, Novartis Pharma AG, Basel

**10:00 – 10:30**

**Coffee Break**

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**Big Data 2021 – Big Data Landscape from a Regulatory Perspective**

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**Acceptance of Real World Data versus Randomized Clinical Trial Data for Marketing Authorization**

Lorenzo Hess, Swissmedic, Berne

**12:00 – 13:00**

**Lunch Break**

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**Data Analytics in Pharmacovigilance**

Bertrand Limoges, Novartis Pharma AG, Basel

**How Real-World Evidence can Support Value Propositions and Access**

Karen M. Facey, Evidence Based Health Consultant, Edinburgh

**14:30 – 15:00**

**Coffee Break**

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**Using Real World Evidence for Policy Making**

Mimi Choon-Quinones, International Myeloma Foundation & Partners for Patients, Basel

**How do Payers Utilise Data? Health Services Research Based on Claims Data**

Andri Signorell, Helsana, Zurich

## About Frontiers in Drug Development Seminars

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ECPM offers one day seminars on new trends and developments in drug development science. These seminars provide the opportunity to integrate work and further education, to discuss with experts face-to-face and to build an international network. They take place on the fourth day of each of the six modules of the ECPM Diploma Course and are mandatory for students taking the Diploma Course. Additionally they are open to our alumni and other interested scientists and can be booked separately.

## Learning Outcomes

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Participants should learn more about various topics such as:

- Future trends in drug development including Future Information Technologies, Nano-Technologies, Computer Simulation and Modeling, Personalized Medicine, Genomics, Biologicals and Biosimilars, Advanced Therapeutics.
- Regulatory Agency updates from FDA, EMA and Swissmedic.
- Ethical, Economic and Epidemiological Considerations and Concepts in Drug Development.

## Date and Venue

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Thursday, June 24, 2021

This seminar will be held online via <https://zoom.us/>. All details will be shared in June 2021.

## Registration

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Via our homepage [www.ecpm.ch](http://www.ecpm.ch) or [www.ecpm.ch/frontiers-in-drug-development-s6](http://www.ecpm.ch/frontiers-in-drug-development-s6)

Deadline for Registration: June 14, 2021

## Credits

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Six workshops over a period of two years, which equal 1 ECTS credit. Accredited as continuing education with eight credits by the Swiss Society of Pharmaceutical Medicine (SGPM) and the Swiss Society of Pharmaceutical Professionals (SwAPP).

## Fee

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Course fee including certificate and electronic course material is CHF 280 and CHF 230 for ECPM Alumni and SwAPP/SGPM members. A reduced fee applies to participants from academia and nonprofit organizations.

After registration you will receive an invoice. For short notice registration, please send a copy of the money transfer to [ecpm@unibas.ch](mailto:ecpm@unibas.ch)

## Cancellation Policy

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Refund of fees, less 30 % administrative charges will be given if cancellations are received in written format ([ecpm@unibas.ch](mailto:ecpm@unibas.ch)) by June 16, 2021. After this date no refund can be given for cancellations. Speakers are subject to change without notice.

## Seminar Organizer

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This seminar is organized by the European Center of Pharmaceutical Medicine.



# **Educating Talents** since 1460.

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