

A cross-sector gathering for senior healthcare, pharma, and life sciences data and AI leaders focused on moving AI from pilot to production, scaling responsibly, and proving measurable value in highly regulated environments.

What the day covers

- What separates the AI pilots that scaled from the ones that stalled or quietly cost more than expected
- Where agentic AI is already reclaiming clinician hours and compressing trial timelines
- What it really takes to make data interoperable enough to deploy AI at scale
- Where digital twins and autonomous trials are changing how drugs get developed
- How leaders prove ROI and secure executive and board buy-in beyond experimentation
- What responsible AI looks like in practice under FDA, EMA, and EU AI Act scrutiny

Format

- **Keynotes & case studies** on what was built, validated, and scaled
- **Fireside chats** with senior clinical and pharma voices on the frontier of AI
- **Panels** on scaling without burnout, proving ROI, and responsible AI in regulated settings
- **Innovation showcases** on interoperability and enterprise governance in practice
- **Dual Healthcare & Pharma tracks** for targeted, role-specific deep dives, plus cross-sector plenaries

If this sits at the centre of your work, this is the conversation worth being in.

Confirmed Speakers

- Adem Albayrak, Chief Data & AI Officer - **Alzheon**
- Nirav Parikh, Head of Enterprise Data and AI – **Mass General Brigham Healthcare**
- Brian Schick, Director, Digital Product Strategy & Development Lead – **Takeda**
- Jacey Zhang, Associate Director - AI & Digital Enablement Lead **-Takeda**
- Marissa Seligman, Vice President, Clinical Data Optimization – **Optum**
- Yunpeng Liu-Lupo, PhD, Senior Director, Analytical AI Clinical Development – **Bristol Myers Squibb**

- Lily Xu, PhD, Director, Clinical Data Science – **Vertex Pharmaceuticals**
- Manohar Boorlu, Associate Director – AI Forward Deployed Engineering Lead– **Novartis**
- Amir Tahmasebi, Head of AI Algorithms and Infrastructure – **BD**
- Erlyn Macarayan, PhD, Vice President of Data Science – **PatientsLikeMe (Fuze Health)**
- Cheng Yang, Digital Diagnostics Lead – **Takeda**
- Elias Abou Zeid, PhD, Principal Data Scientist, AI & Analytics – **Novo Nordisk**
- Jay Bergeron, Senior Director - **Pfizer**
- Marktus Atanga, Principal Advanced Analytics and Data Automation Engineer – **Moderna**
- Alyce Kuklinski, Vice President, Client Solutions – **Optum**
- Mark Aquino, Director of Scientific Applications -**AbbVie**
- Manasi Ghogare, Senior Technical Product Manager, Digital Health – **Takeda**
- Anemone Kasasbeh, Manager of Data Science and Clinical AI – **Ascension**
- Vanessa Kitova, Staff Data Scientist, AI/ML, Enterprise AI – **GE HealthCare**
- Parisa Farzam, Blavatnik Fellow in Healthcare and Life Sciences – **Harvard Business School**
- Rafael Areses, Medical Doctor, Senior Advisor, Author and AI Tech Speaker
- Arta Subagiarta, Medical Lead, Hemophilia B - **SANOFI**
- Tim Pagliaro, Co-Founder – **Orchid Research**
- Dalbir Bains, President & CEO - **Galaxy Pharmaceuticals LLC**
- Fariha Chaudry, Head of Engineering M&A - **GE HealthCare**
- Joy H. Lewis, Professor, Medicine and Public Health - **Still University School of Osteopathic Medicine in Arizona**
- Dr. h.c. Frederik Wenz, Chief Medical Officer, CEO of the Medical Center – **University of Freiburg**
- Jon Brockway, Vice President, Solution Advisory – Americas – **WalkMe Inc.**
- Mike Hayes, AVP, Enterprise Sales- **Dialpad**

AI in Healthcare & Pharma DAY 1 17th November	
08:00–09:00	*Registration & Breakfast Networking in the Exhibition Area*
09:00–09:10	CHAIRPERSON **Opening Remarks & Setting the Scene for 2026**
09:10–09:40	PANEL **From Pilot Purgatory to Production: The AI Infrastructure Turning Point in Healthcare & Pharma** - Why do promising AI pilots stall before production, and what are the biggest lessons from projects that actually made it to scale? - How are organisations connecting fragmented EHRs, clinical trial data and legacy systems without rebuilding their entire infrastructure? - Who takes responsibility when AI models underperform after deployment, and what validation, monitoring and safeguards are proving effective in practice? - How are healthcare and pharma leaders moving from one-off AI solutions to reusable enterprise platforms and agentic workflows, and which investments are delivering measurable returns? Moderator: Erlyn Macarayan, PhD, Vice President of Data Science – **PatientsLikeMe (Fuze Health)** Arta Subagiarta, Medical Lead, Hemophilia B – **SANOFI** Fariha Chaudry, Head of Engineering M&A - **GE HealthCare** Brian Schick, Director, Digital Product Strategy & Development Lead – **Takeda**
09:40–10:10	WALK ME SESSION Jon Brockway, Vice President, Solution Advisory – Americas – **WalkMe Inc.**

10:10–10:30	SPOTLIGHT SESSION **From a custom AI research assistant to Databricks Genie: lessons from Pfizer's R&D journey.** Research assistants which engage R&D data using natural language have emerged over the past few years and present interesting challenges wrt to response accuracy and suitability. The presentation will review a set of work to create and refine such a research assistant for in-house Oncology researchers. Jay Bergeron, Senior Director - **Pfizer**	
10:30–11:10	*Mid-Morning Coffee & Networking in the Exhibition Area*	
PARALLEL TRACKS		
	TRACK A — PHARMA (Main stage) *Accelerating Drug Development & Personalised Medicine*	**TRACK B — HEALTHCARE** (Interactive room) *Clinical Innovation, Access & Outcomes*

11:10–11:40	PRESENTATION **Accelerating TrialOps: Evolving Process and Empowering People with the Right Tech** - Why plans firm up too late: country, site and enrollment decisions are usually settled after cost and value are already locked in. - Testing eligibility before it's written in: an automated patient funnel shows what each criterion costs in reachable patients. - From protocol to sites and enrollment: dose-escalation simulation for Phase 1, plus site ranking and bottom-up enrollment forecasts for late-phase studies. - A plan ready at protocol final: enrollment drives resourcing and start-up, so by protocol final the operational decisions are already worked through. Yunpeng Liu-Lupo, PhD, Senior Director, Analytical AI Clinical Development – **Bristol Myers Squibb**	DISCUSSION GROUP **Frameworks for Evaluating LLMs in Clinical Settings** - A practical, validation-first approach to selecting clinical AI tools - Embedding LLM-powered tools directly and safely into EHR workflows - Guardrails for hallucination, accuracy, and specialty coverage - Evidencing real-world clinical performance, not benchmark scores Anemone Kasasbeh, Manager of Data Science and Clinical AI – **Ascension** Amir Tahmasebi, Head of AI Algorithms and Infrastructure – **BD**

11:40–12:20	CASE STUDY **Beyond One-Off Agents: Building Reusable Enterprise AI Capabilities** - Turning individual copilots and agents into reusable tools, integrations and shared foundations that support multiple business workflows. - How forward deployed engineering connects business needs with production delivery—and feeds lessons from each implementation into shared enterprise capabilities. - Engineering for production: integration and orchestration choices, evaluation, observability and human oversight. - What to standardize and where to customize: architectural trade-offs, implementation lessons and assessing impact through delivery speed, reliability and adoption. Manohar Boorlu, Associate Director – AI Forward Deployed Engineering Lead - **Novartis**	**Case study: Predictive AI for Proactive Population Health** - Shifting from reactive treatment to anticipatory, data-driven care - Identifying at-risk populations earlier across diverse communities - Designing for equity so models serve underserved groups fairly - Connecting predictive insight to action across provider and payer workflows Anemone Kasasbeh, Manager of Data Science and Clinical AI - **Ascension**

12:20–13:30	*Lunch & Networking in the Exhibition Area*	*Invite-only Lunch Roundatble* **Roundtable: How Leaders Can Prove Their AI ROI, from Pilot to Production** - Defining ROI measures for AI adoption: usage, proficiency, errors, and staff time returned - Linking adoption data to outcomes such as claim accuracy, support volume, and workforce productivity - How to differentiate tool performance challenges from workforce adoption challenges - Sharing what works across sites, roles, and high-turnover teams Jon Brockway, Vice President, Solution Advisory – Americas - **WalkMe Inc.**
PLENARY SESSIONS— CROSS-SECTOR SESSIONS		
13:30–14:00	PRESENTATION **Modernize Patient Access While Keeping Human Judgement** - Identify patient-access workflows suited to AI and define where human judgment must remain - Learn how to test exceptions, assign ownership, and build a focused, accountable pilot - Measure success through patient access, effort, and handoff quality - Learn how real organizations are approaching conversational intake, contextual handoffs, and workflow improvement Mike Hayes, AVP, Enterprise Sales- **Dialpad**	

14:00–14:30	FIRESIDE CHAT **Beyond the Visit: Can Wearables and AI Transform Clinical Trials?** □ Turning continuous patient data into meaningful clinical evidence. □ Where AI can uncover signals that scheduled trial visits miss. □ Tackling data quality, patient adherence and digital endpoint validation. □ What it takes to move wearable-enabled trials from promise to practice. Tim Pagliaro, Co-Founder -**Orchid Research Platform** Elias Abou Zeid, PhD, Principal Data Scientist, AI & Analytics – **Novo Nordisk**
14:30–15:00	PANEL **Governance in Practice — What a Real Enterprise Playbook Looks Like** □ Moving governance from a compliance checkbox to a genuine strategic enabler □ Cutting through the noise: separating real capability from vendor hype □ Explainability, bias auditing, and audit trails built into the model lifecycle □ Aligning internal playbooks with evolving FDA, EMA, and EU AI Act expectations Manasi Ghogare, Senior Technical Product Manager, Digital Health – **Takeda** Nirav Parikh, Head of Enterprise Data and AI - **Mass General Brigham Healthcare**
15:00–15:30	*Afternoon Break & Networking in the Exhibition Area*

15:30–16:15	**Panel: Operationalising AI Across the Pharma Enterprise** □ Breaking silos and building cross-functional alignment at scale □ Embedding governance without slowing scientific progress □ Moving from efficiency gains to genuinely new decision-making capability □ Translating enterprise AI investment into measurable patient outcomes Adem Albayrak, Chief Data & AI Officer - **Alzheon** Lily Xu, PhD, Director, Clinical Data Science – **Vertex Pharmaceuticals** Marktus Atanga, Principal Advanced Analytics and Data Automation Engineer – **Moderna** Brian Schick, Director, Digital Product Strategy & Development Lead – **Takeda** Mark Aquino, Director of Scientific Applications -**AbbVie**
16:15–17:00	FIRESIDE CHAT **Proving ROI — Aligning Clinical Value, Cost & Executive Buy-In** □ Quantifying and communicating AI's return to the C-suite and board □ Building scalable infrastructure that meets regulatory expectations □ Navigating budget constraints and cross-functional resistance □ Defining the metrics that signal an AI programme is genuinely working Parisa Farzam, Blavatnik Fellow in Healthcare and Life Sciences - **Harvard Business School** Vanessa Kitova, Staff Data Scientist - AI/ML, Enterprise AI -**GE HealthCare**
17:00–17:05	CLOSE **Chairperson Closing Remarks**
17:05–18:00	*Networking & Drinks Reception in the Exhibition Area*

	AI in Healthcare & Pharma **DAY 2** **18th November**

08:00–09:00	*Registration & Breakfast Networking in the Exhibition Area*
09:00–09:10	CHAIRPERSON Opening Remarks
09:10–09:40	OPENING KEYNOTE Building the Foundations for Agentic AI in Healthcare: Data, Context and Governance Nirav Parikh, Head of Enterprise Data and AI - Mass General Brigham Healthcare
09:40–09:55	SPOTLIGHT SESSION BY WALKME Why Healthcare AI Stalls After Go-Live, and What You Can Do About It □ Why few AI tools are widely used by clinicians and staff after deployment □ Bringing AI guidance into the applications where work happens □ Creating comfort and confidence in AI tools so their benefits can be realized □ Showing leaders where adoption stalls, by role and by site Jon Brockway, Vice President, Solution Advisory – Americas - WalkMe Inc.
10:00–10:30	PRESENTATION Why AI Demos Don't Deliver Healthcare Innovation • Beyond the demo: what separates technical success from measurable patient value? • Scale, improve or stop: designing AI pilots around clear decisions, budgets and accountability. • Who pays, who leads, who owns the risk? Tackling the unanswered questions that stall adoption. • Making AI work in clinical practice: aligning safety, sustainable funding and everyday workflows. Rafael Areses, Medical Doctor MD DDS OS, Senior Advisor, Author and AI Tech Speaker
10:30–11:00	*Mid-Morning Coffee & Networking in the Exhibition Area*

11:00–11:30	PANEL **Beyond the Chatbot — Turning Patient Data into Better Care** • Integrating patient-reported outcomes, wearable data and remote monitoring into clinical workflows to build a more complete picture of patients between visits. • Using conversational AI, voice and SMS to collect patient updates, identify emerging concerns and support more personalised follow-ups. • Turning continuous patient data into actionable insights, with clear escalation pathways that help care teams distinguish meaningful clinical signals from noise. • Measuring whether AI-enabled patient engagement improves care navigation, early intervention and patient outcomes without increasing clinicians' workload. Erlyn Macarayan, PhD, Vice President of Data Science - **PatientsLikeMe (Fuze Health)** Joy H. Lewis, Professor, Medicine and Public Health - **Still University School of Osteopathic Medicine in Arizona** Dr. h.c. Frederik Wenz is Chief Medical Officer, CEO of the Medical Center – **University of Freiburg** Manasi Ghogare, Senior Technical Product Manager, Digital Health – **Takeda**
11:30–12:00	FIRESIDE CHAT **From Scientific Promise to Commercial Product — Scaling AI Across the Product Lifecycle** • Translating experimental AI capability into a validated, supported business offering • Aligning medical, regulatory, market access, commercial, and technology teams • Building a credible value proposition for providers, payers, researchers, and patients • Avoiding the transition gap between successful prototype and sustainable product Cheng Yang, Digital Diagnostics Lead - **Tekeda** Joy H. Lewis, Professor, Medicine and Public Health - **Still University School of Osteopathic Medicine in Arizona**
12:00–12:30	PANEL

	Build, Buy or Partner? Who Owns the AI and the Risk? □ Deciding where to build proprietary AI capabilities, buy external solutions or partner for greater impact. □ Evaluating technology providers, startups and research partners beyond technical promises and vendor hype. □ Defining ownership, accountability and liability when AI systems influence critical decisions. □ Structuring partnerships that protect intellectual property, enable data sharing and distribute risk while delivering measurable outcomes. Amir Tahmasebi, Head of AI Algorithms and Infrastructure – **BD** Jacey Zhang, Associate Director - AI & Digital Enablement Lead **-Takeda**
12:30–13:30	*Lunch & Networking in the Exhibition Area*
13:30–14:00	FIRESIDE CHAT **Trust at Scale — What Patients, Professionals & Regulators Need to See** • Moving beyond broad principles to visible evidence of safety, fairness, and accountability • Communicating how AI is used without overwhelming patients or frontline professionals • Responding transparently when models underperform or produce unintended outcomes • Making trust a measurable operational asset rather than a communications exercise Marissa Seligman, Vice President, Clinical Data Optimization - **Optum** Alyce Kuklinski, Vice President, Client Solutions- **Optum**
14:00–14:30	CLOSING FIRESIDE CHAT **Interoperability as the Enabler of Scalable AI** □ Why fragmented EHR ecosystems remain the single biggest barrier to AI at scale □ Building the data foundations before scaling advanced AI use cases □ The CMS Interoperability & Prior Authorization rule as a 2026 compliance catalyst □ Standardising and governing data sharing across providers, payers, and pharma Marktus Atanga, Principal Advanced Analytics and Data Automation Engineer – **Moderna**
14:30–14:35	CLOSE **Chairperson Closing Remarks**