

The Innovative Medicines Initiative's

Big Data for Better Outcomes Programme

invites you to join a discussion at the symposium *"In data we trust: towards outcomes-based healthcare in Europe"*, taking place on 11 October 2018 in Brussels (Arts 56, Auditorium, [Avenue des Arts 56](#)).

In Europe, there is a considerable amount of patient and healthcare data available with much more on the horizon. These data sources are often siloed and represent only a partial record of a patient's experience in the healthcare system. When such different data sources are linked together, they offer a richer, more complete source of clinical patient data and have an enormous potential to make healthcare delivery more efficient, personalised and to improve health outcomes.

However, is there enough trust from all stakeholders to realise the full potential of Big Data? How can Big Data make healthcare systems sustainable? What steps can be taken to ensure that the use of Big Data will meet the expectations patients and citizens have of their healthcare system and improve health outcomes?

Together, we will try to find the answers.

DRAFT PROGRAMME

12.00-1.00pm Networking Lunch

Moderator: Jacki Davis

1.00-1.10pm Introduction

1.10-2.00pm Big Data: Exploring the VALUE & OPPORTUNITIES for healthcare systems, keynote speakers

- *Elias Mossialos (Professor of Health Policy, LSE)*
- *Lydia Makaroff (Director, European Cancer Patient Coalition)*
- *Carole Longson (Chief Scientific Officer, ABPI)*
- Discussion and Recommendations

2.00-3.00pm How can TRUST in the use of Big Data be strengthened to transform healthcare systems

There is huge potential for the use of Big Data in healthcare and several opportunities to realise this potential:

- Increasing transparency and improving understanding of how patient data is used;
- Protection from the wrongful use and data privacy breaches;
- Better governance, with a future-proof policy framework for big data and an interoperable health data infrastructure;
- Developing consumer digital skills;

- Building the case for the appropriate and responsible use of Big Data by commercial organisations.

What more can be done to build trust and safeguard the use of big data? How can stakeholders across Europe effectively leverage the opportunities to establish trust in using Big Data for healthcare?

- *Andrey Kovatchev (MEP, EPP, Bulgaria) (tbc)*
- *Monika Lanzemberger (the European Commission, CG CONNECT, Head of Sector for Research Coordination, Unit H3 E-Health, Well-Being and Ageing)*
- *Natacha Bolaños (Regional Coordinator, Lymphoma Coalition Europe – (Harmony))*
- *Jacques Demotes (Director, European Clinical Research Infrastructure Network)*
- *Nigel Hughes (Scientific Director, Janssen Clinical Innovation, the coordinator of EHDEN)*

3.00-3.30pm TEA/COFFEE BREAK

3.30-4.30pm THE FUTURE VISION where Big Data can unveil its full potential for healthcare systems

Today, health data collection is often duplicative, inconsistent, incomplete, uncoordinated and inefficient. By working more closely together, Big Data has the potential to transform healthcare across the entire treatment pathway, and for every stakeholder, with the ultimate outcome of improved patient care and value. In the future, what is the collective vision of a healthcare system that utilises the full potential of Big Data in order to improve outcomes? What are the roles of stakeholders in realising this ambition?

- *Michał Boni (MEP, EPP, Poland)*
- *Andrzej Rys (Director for Health Systems, Medical Products and Innovation, EU Commission)*
- *Pieter van Galen (European Multiple Sclerosis Platform Belgium)*
- *Salah-Dine Chibout (Global Head of Discovery & Investigative Safety / Global Head of Therapeutic Areas, Novartis Pharma AG, Chair EFPIA InnoMeds Priority Working Group)*
- *Sofia Wallström (Director-General, The Dental and Pharmaceutical Benefits Agency (TLV), Sweden)*

4.30-4.50pm Reflections from the BD4BO project team

- *Lydia Makaroff (Director, European Cancer Patient Coalition)*
- *Shahid Hanif (Head of Health Data & Outcomes, ABPI)*
- *Thomas Allvin (Executive Director, Strategy and Healthcare Systems, EFPIA)*

5.00-6.00pm Networking reception