SAMPLE SPEAKER PRESENTATION ABSTRACTS

TITLE: mHealth in Clinical Research and Development: Is This Just Hype?
INTEREST AREA/TRACK: Disruptive Innovation
SUB CATEGORY: [insert specific session from dropdown menu]
KEYWORDS: Mobile devices, Wearables
LEVEL OF DIFFICULTY: Intermediate
LEARNING OBJECTIVES: Discuss how mobile technology can make Clinical R&D more efficient and productive; Identify challenges and concerns on requirements to evaluate and implement technologies; Summarize outcomes of implementation based on participation on mobile and big data consortia and interactions with sponsors.
ABSTRACT TEXT: Advances in technology are enabling a data and information revolution. There is a lot of noise from manufacturers around the utility and feasibility of mobile devices, sensors and wearables like fitness trackers which could be seen as feeding the anticipated utility of such devices. There are a number of challenges and hurdles in the early stages of incorporating such technologies into clinical trials. This presentation will discuss these challenges and what needs to be done to address these concerns around cost of implementation, integration capability, clinical utility, and patient confidentiality. The volume, variety, and velocity of data being generated by disparate devices could generate a wealth of data, and organizations need to be prepared to handle big data in real time. Data standards need to be agreed upon by governing bodies, and analytical capabilities need to be developed if the potential of mobility is to be fully recognized. This presentation will address potential solutions derived from participating in industry consortia on mobility and big data, as well as multiple interactions with device vendors and pharmaceutical companies. [insert brief bio, speaking experience, willingness to be the chair]

TITLE: How Patients Talk to Each Other About Your Drugs and What They Really Want You to Know
INTEREST AREA/TRACK: Patient Engagement
SUB CATEGORY: [insert specific session from dropdown menu]
KEYWORDS: Patient-centric, social networks
LEVEL OF DIFFICULTY: Intermediate
LEARNING OBJECTIVES: Explain the common themes patient discuss with each other about all drugs and how these themes can be addressed; Describe case studies and how insights from patient social networks impacted drug development in these therapeutic areas.
ABSTRACT TEXT: Each day, hundreds of thousands of patients talk with each other about the therapies prescribed to them by their doctors. Their questions and discussions almost always revolve around four common themes, and the patterns of their responses reveal a strikingly pervasive, but very addressable, gap in patient education and HCP preparation. Through case studies in DMD and MS, specific examples will be shown on how patients talk about efficacy, side effects, the hurdles between prescription and starting the drug, and how they consider whether to transition to a new therapy. We will clearly determine what is common across all conditions, and how the questions differ by therapeutic area. The findings from these case studies have had very real and direct implications for drug development, medical affairs, and patient education. From this presentation, you will be able to describe those implications and think about how you might be able to engage patients at any stage of the drug life cycle, from phase 1 through post-launch. [insert brief bio, speaking experience, willingness to be the chair]