



Healthcare and Life Sciences Exchange Sessions

Wednesday, November 2, 10:45 am – 12:30 pm

Session 1: The Opportunity to Redefine Value and Success in Healthcare and Life Sciences

We are at an inflection point in our industry. Smarter healthcare of the future requires building sustainable healthcare systems, collaborating to improve quality, outcomes, and personalized care, and increasing consumer access and value. Hear about the key ideas shaping this dynamic ecosystem and the future in this session consisting of industry keynote speaker, customer spotlight and Q&A.

Featured Speakers:



Dan Pelino
General Manager
IBM Global Healthcare &
Life Sciences



Dr. Jeffrey Burns
M.D., Chief of Critical Care Medicine
Children's Hospital Boston

Wednesday, November 2, 3:30 pm – 5:00 pm

Session 2: Transforming Patient Value and Measuring Outcomes

In this panel discussion with Q&A, clients and industry experts share real-world experiences as they work to redefine their organizations, business models and partnerships to deliver improved patient outcomes. Key to their success is investment in capabilities such as business analytics, social business and Smarter Commerce that support the shift to personalized medicine and smarter healthcare.

Panel:



Dan Pelino
General Manager
IBM Global
Healthcare &
Life Sciences



Harry Reynolds
Director of Health
Industry Transformation
IBM



Scott Lundstrom
Vice President
Health Insights
IDC



Mike Prebenda
Vice President
Consumer Health
Products Medco



Dr. David Stumpf
Senior Vice President
Innovations Center
UHG



Thursday, November 3, 8:00 am – 9:15 am

Session 3: Speakers' Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to meet the speakers from the day before and engage in further dialogue. IBM senior Healthcare and Life Sciences executives will be available for deeper discussion and to answer any questions you may have.

For those attendees in marketing leadership roles within their companies, there is a separate breakfast exchange focused exclusively on marketing leadership topics.

Thursday, November 3, 11:30 am – 12:30 pm

Session 4: Charting the Path to Value

In this culminating session, actively engage as we capture and depict “the redefinition of value and success” using graphic recording and concept illustration. We will all take away a cohesive image that captures the key ideas in an illustrative model (information-graphic chart).

Featured Speakers:



Dr. Mohammad Naraghi
Global Healthcare Life Sciences
Industry Leader
IBM



Karen Parrish
Vice President
Healthcare Life Sciences
Software Solutions
IBM



Leah Silverman
Studio Director
Design by Leah