

FRIDAY, December 4, 2015

TOPIC: I am the Patient: Patient Centricity in Global Healthcare

Special Remarks: US-Japan Relations and Healthcare: Looking Back and Looking Forward

Shiro Yamasaki, Former Commissioner, Headquarters Secretariat, Local Economy Revitalization, The Government of Japan

Panel 1: Framing the Patient Experience in the Environment

SPEAKERS:

Sven Gierlinger, Chief Experience Officer, Northwell Health

Mike Schweitzer, MD, MBA, Principal for Population Health Management, Premier, Inc.

Amy Jackson, Japan Representative, PhRMA

Panel 2: Focus on Practice

Todd Sherer, PhD, CEO, The Michael J. Fox Foundation

Anna Hehenberger, JD, General Counsel, Lyfebulb

Melissa Thompson, MBA, Breast Cancer Survivor, Cancer Patient Advocate, Health/Care Strategist

FACILITATOR:

Jason Wolf, PhD, President, The Beryl Institute; Founder & President, Patient Experience Institute; and Founding Editor, Patient Experience Journal

“Patient Centricity” has achieved the status of a global buzz word, and is often mentioned in the context of everything from drug development decisions, to hospital design and operation, doctor’s visits, and clinical trials, meaning something slightly different in each case. Regardless of specific usage, however, patient centricity has come to represent the general desire and need to include and incorporate patient feedback into all stages of drug discovery, development, marketing, and administration. Sensing this trend, organizations are increasingly realizing the need to ramp up their patient centricity efforts to successfully engage and empower their primary stakeholder: the patient.

This program will highlight patient centricity and how it is occurring in the global environment today and how shifting paradigms and policy issues across the healthcare industry have led to a greater focus on the patient voice.