



#CMPRRAmsterdam

# Clinical Monitoring and Patient Recruitment Retention Summit



23rd – 24th November 2016  
Amsterdam, The Netherlands



## Our Promise

CMPPR Summit is targeted for professionals who are always seeking for new opportunities, visionary ways of conducting performance. Monitoring is key to the success of clinical trials and the role of the monitor is varied and ever-changing. Ensuring monitoring meets the key objectives regarding subject safety and data quality requires a range of skills, knowledge and experience. This meeting is designed to provide an opportunity for monitors to develop and hone skills and knowledge, share experiences and learn from each other thus enabling them to improve their performance and ultimately to play their part in delivering clinical trials to time, cost and quality standards. The first day will cover a range of challenges facing monitors in the current climate, such as relationships with site staff, quality standards, risk based and centralized monitoring and changing technology. The second day will focus on the key area of subject recruitment and retention. Specifically we will look at new tools and ideas to enhance recruitment and retention and also the benefits of increasing patient involvement and engagement. With input from a range of highly respected and experienced speakers this meeting promises to be an excellent development opportunity for anyone involved in monitoring clinical.

## Who will I meet there:

**Chiefs, Directors, Heads, Leaders and Executives from:**  
Clinical Research, Clinical Trials, Clinical Monitoring Operations, GMO, Clinical Operations Management, Clinical Project Management, Clinical Program, Clinical Research, Clinical Development, Regulatory and Compliance, Quality Assurance, Data Management, Clinical Oversight, Patient Recruitment, Patient Officer, Patient Advocacy, Patient Engagement, Patient Communities, eClinical, Study and Feasibility Management, Medical Operations, Medical Advisers, Medical Science Liaison, Strategic Marketing, TA Commercial

### Social Media Wall

LinkedIn Group(1k+ members): Operational Excellence in Clinical Trials  
Twitter: #CMPPRAMsterdam  
YouTube Channel: KP Morgan Group

### Got a question?

Contact: Mr Andreas Raab  
Email: [Andreas.Raab@kp-morgan.com](mailto:Andreas.Raab@kp-morgan.com)  
Telephone: 0035314378573.

# Conference layout:

It will be a five star round table conference, with senior level of audience/expertise, consisting of presentations, case studies, best practices, current examples, round table discussions, panel discussion, daily wrap-ups, networking breaks, dedicating exhibition area, social events, business lunches and cocktail reception. There will be 20+ key note presentation sessions and each session will be of 30-45 minutes long.

## Cocktail Reception\*\*

19th October from 18:15hrs – 19:30hrs | \*\*Entry to Cocktail Reception: Complimentary with Registration

Come and Treat yourself to an evening of fine Wine, Dutch assortments, Drinks and lively music. KP-Morgan Group has much pleasure to inviting all attendees of 3rd Annual CMPRR Summit Amsterdam to attend this Exclusive Cocktail Reception.

Join our successful summit, raise your challenges, and exchange your experience with the top experts from the industry.

## Conference Benefits

- Get engaged with the professionals from leading industries
- 25+ Key Note Speaker Sessions
- Best Practices
- Round Table Discussions – Raise your challenges
- Panel Discussions - Interact Directly with the Panelists
- More than 15 Case Studies presenting by the top experts from across the industry
- Networking Breaks
- Benchmarking Opportunities
- One-to-one interactions
- Social Events and Cocktail Reception
- .....and much more

## Venue: Amsterdam Netherlands

### **A rewarding opportunity to visit most demanding Venue**

Amsterdam is the Netherlands' capital, known for its artistic heritage, elaborate canal system and narrow houses with gabled facades, legacies of the city's 17th-century Golden Age. Its Museum District houses works by Rembrandt and Vermeer at the Rijksmuseum, the Van Gogh Museum and modern art at the Stedelijk. Cycling is key to the city's character, and there are 400km of cycle paths.

Be a part of the notable thought leaders and challenging executives who are perfecting the practice of Monitoring Operations, Clinical Project Management, Study Feasibility, Patient Centric Approach, Patient Recruitment, Patient Retention, Medical Operations and bring new ideas back to your organization.

# Topics at glance

Includes workshops, key presentations, best practices, panel discussions, round table discussions, real life examples, special insights, case studies, and debates on the topics:

## DAY I:

Clinical Trials Protocols & SOPs  
CRA Personal Effectiveness – presentation skills, social Media, negotiation skills & time management  
Site Staff motivation - How?  
Risk based and Centralized Monitoring  
Remote Monitoring for CT  
Communication and transparency with clinical sites about Risk Based Monitoring(RBM)  
Risk assessment and management  
Mitigating the challenges of CT Monitoring  
Shifting Monitoring Paradigms: Challenges and opportunities  
Site Selection, Start-up & Activation  
Study Feasibility  
Relationship between Sites, CRO, Patients, investigators & Clinical Trial Teams  
Changing Roles of CPM  
Evaluating the Study budgets – time, speed & cost  
Technology Advancements and Technology amplified monitoring  
Investigator site support App  
Effectiveness Questionnaire  
Big Data – CT Data Management  
Trends in the globalization of clinical trials  
Case Study on Long Run Trials – Oncology  
TransCelerate Overview  
Case study: Case on TransCelerate's RBM  
Paediatric Clinical Trials

## DAY II:

New tools to enhance the recruitment retention  
Social Media in Patient Recruitment  
Holistic approach: Incorporate Patient Centricity  
Patient Engagement and Data Capture  
Future of patient recruitment  
Role of online communities  
Digital Strategies within PR&R  
Influence of ePatient and Patient Advocacy  
Patients are KOLs too  
Patient Experience & Engagement  
Outsourcing strategies - Patient recruitment challenges when studies are outsourced  
Retaining patients in technology-enabled Phase IV trial – Diabetes trial success Story  
e-Patient Recruitment in Emerging Markets  
Patient Recruitment: Sites key to patient search  
Multi-Channel Patient Recruitment  
Biosimilar Trials: Detecting and Eradicating Barriers to Patient recruitment  
Use of smartphone apps to Recruit & Retain patients  
Patient Recruitment in Emerging countries and Challenges for Global Trials  
Site-specific recruitment plans  
Clinical Enrollment Manager programs  
Case Study: Intelligent Patient Recruitment

### SPECIAL FEATURE

#### Recruitment Best Practices:

- Alzheimer's disease - Diabetes - Oncology

Special Insights: Major Challenges of PRR in CNS Trials

Special Insights: Best Practices in Pediatric Trials

Special Insights: A focus on Cancer Trials and Long run trials

# Previously Spoken at CMPRR Summit



**Anna Gibernau**  
Senior Global Project Manager  
MedSIR



**Jo Burmester**  
Director Global Operations  
PharmaSchool London



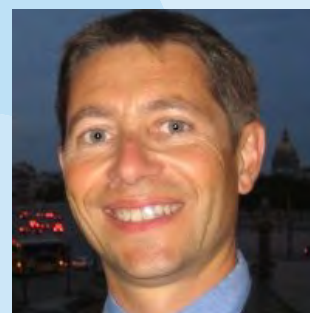
**Kai Langel**  
Founder and Director, Patient  
Solutions, eClinical Health



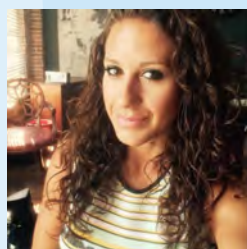
**Olga Martinez**  
Director, Rx Strategy



**Pernilla Sandwall**  
Chief Operating Office  
InDex Pharmaceuticals



**Philippe Auby**  
Vice President Global Clinical  
Research, Paediatric Neuro-Psychiatry  
Lundbeck



**Pilar de la Rocha Mur**  
Head of Planning and Operational  
Excellence TCO, Novartis

**Tomasz Kosieradzki**  
Quality Assurance Advisor  
Polpharma Biologics



**Pete Chan**  
Chief Innovation Advocate  
Tudor Reilly Health



**Virgil H. Simons**  
Founder & President,  
The Prostate Net Europa

*....to name a few!*

# Day 1 | 23rd November 2016

8:35 am – Registration/ Check-in with morning tea/  
coffee 8:55 am – Opening Remarks by Chair

9.05 – 9.15 am

## Introduction and General Flow 10 minutes

### Clinical Trials Protocols & SOPs

- Complexity of sponsors SOPs and Protocols
- Clinical Trial Protocols and Protocol Compliance Improvement
- Quality Assurance

### CRA Experience and Effectiveness – Training Alternatives

- CRA Personal Effectiveness – presentation skills, negotiation skills & time management
- Train the Trainer
- How to motivate site staff?

### Risk-based Monitoring(RBM) and Centralized Monitoring

- How to minimize lack of communication and transparency with clinical sites about RBM
- Risk-Based Monitoring(RBM) Methodology
- Does RBM is gaining momentum within industry and with regulators?
- Role of technology in Risk-Based Monitoring
- Centralized Monitoring - A Smarter Cost-Efficient Approach to CTs
- Shifting Monitoring Paradigms: Challenges and Opportunities
- Mitigating the Challenges of Clinical Trial Monitoring
- Impact of centralized monitoring on patient recruitment

10.30 – 11.00 am

## Networking Break



Tea/Coffees break with Fruits & bakery delights

### Study Feasibility and Site Management

- How to determine rate of enrolment
- Engagement of Investigators in Business Models
- Investigator meetings – How to structure them correctly
- Practical approach to site selection, process timing and activation
- Shall communicate the vision to our stakeholders include clinical site professionals?
- How to improve the study conditions and site performance
- How to establish long run relations between the sites?

### Risk Assessment & Management

- Operational risk and competitive risk within study feasibility and site selection

12.30– 01.00 pm

## Interactive Panel Discussion:

All attendees will have an opportunity to get interact directly with the members of the panel to discuss a selection of the most interesting topics addressed during the conference.

Panel Leader: TBA

01.00 – 02.00 pm

## Business Lunch



Stater, Buffet, Drinks & Desserts

### Clinical Project Management

- Communication & relation between sites, CROs & Patients, Investigators, Clinical Trial Teams
- Best practices in minimizing the confusions between sponsors & physicians/sites/labs
- Changing Roles of Clinical Project Managers
- How to engage investigators in current business models
- Study Budget Evaluation
- How to stay ahead with study budgets in competitive environment

### Best Practices in CTM

- Challenges and Best Practices in eClinical Trials
- Minimizing negative attitudes towards CT in general by both patients and physicians
- Lack of physicians' and patients' awareness regarding CT participation
- International Regulations/ ECS Challenges in EU
- Government Support & Strategy

03.30 – 04.00 pm

## Networking Break



Tea/Coffees break with Fruits & bakery delights

### Clinical Data Management

- Clinical Outcome Assessments
- PRO and ePRO (electronic Patient-Reported Outcome) Methods
- Real world evidence data
- Clinical Trial Data Capture – balancing quality, speed and cost
- How to design Effectiveness Questionnaire and manage data?
- Safety and Data Integration
- Privacy and security of personal health information

### Technology Advancements and Mobile Health

- Growing involvement of Mobile Apps in Clinical Trials
- How to leverage mobile power to make clinical research more efficient
- Technology Advancements in CT and Technology Amplified monitoring

### Latest Trends in the globalization of clinical trials

### Special Features Session

## Open Round Table Discussion and Daily Wrap up Session:

Open Round Table Discussion to summarize the information learned throughout the first day of the conference to raise final questions and comments.

05.55 pm

## Closing Remarks by Chair

06.00 pm

## Cocktail Reception

All attendees are welcome to join at the Complimentary cocktail reception. An extended opportunity to network and benchmark.

# Day 2

24th November 2016

8:35 am – Registration/ Check-in with morning Tea/Coffee

8:55 am – Opening Remarks by Chair

9.00 – 9.10 am

## Introduction and General Flow by Chair

### Social Media in Patient Recruitment & Retention

- Role of Social Media in Patient Recruitment and Retention
- How to use social media to maximize study participants?
- Patient attitudes and best practices in the social media recruitment space
- Is Internet healthcare's new "front door"?
- New trends of recruitment campaigns – A case study on successful internet campaigns

### Technology Advancements & Online Tools - Patient Recruitment & Retention

- Online tools - advertising, through social networking websites, online community sites
- How to drive patients traffic to Pharma companies' local websites
- Increasing use of smartphone apps in PR&R
- Patient R&R – Systems to manage retention
- How to translate technology/databases knowledge into identification of patients and attracting them to clinical trials – current challenges and opportunities
- Retaining patients in technology-enabled trials – Diabetes Trial Success Story

10.30 – 11.00 am

## Networking Break

Tea/Coffees break with Fruits & bakery delights



### Patient Centricity and Empowerment

- Why a need of Patient Centric Organization?
- Holistic approach: Incorporate Patient Centricity
- Patient empowerment and impacts of Patient Centric approaches
- Incorporating patient advocacy into the clinical matrix
- Influence of ePatient and Patient Advocacy
- How and why current industry is driven by patients?
- Patient Experience Management and engagement
- How to measure patient experience?

### Clinical Trials Essentials

- Communication between stakeholders
- Are patients KOLs too?
- Pricing strategies reflective of patient needs, regulatory agencies and profit objectives

### Special Features Session

12.30–01.00 pm

#### Interactive Panel Discussion:

All attendees will have an opportunity to get interact directly with the members of the panel to discuss a selection of the most interesting topics addressed during the conference.

Panel Leader: TBA

01.00 – 1.45 pm

## Business Lunch

Stater, Buffet, Drinks & Desserts



### Optimizing Patient Recruitment and Retention

- Future of Patient Recruitment - Pharma 2020 & Beyond
- How to optimize patient recruitment?
- Site-specific recruitment plans
- Intelligent Patient Recruitment
- Patient recruitment challenges when studies are outsourced
- Patient Recruitment in Emerging countries and challenges for Global Trials
- Innovative Ideas for Global Patient Recruitment
- Retention Strategies
- How to retain the patients in Long run studies
- Clinical Enrollment Manager programs
- Biosimilar Trials: Detecting and Eradicating Barriers to Patient Recruitment
- Food and Drug Administration Guidelines
- Legislative Challenges when it comes to patient recruitment in Bioequivalence studies

### Beyond Digital

- New ways to achieve digital excellence
- Multi-Channel Patient Recruitment
- e-Patient Recruitment in Emerging Markets
- Overcoming Clinical Trial Marketing Challenges

03.30 – 04.00 pm

## Networking Break

Tea/Coffees break with Fruits & bakery delights



### Special Features – Case Studies

There are will be various case studies presented on Patient Recruitment Retention during these session

### Debate, Open Round Table Discussion and Daily Wrap up Session:

Open Round Table Discussion to summarize the information learned throughout the 2 days conference to raise final questions and comments.

04.50 pm

## Closing Remarks by Chair

# Registration Form

Company name:

Address:

Postcode:

Country:

Phone:

VAT Number:

**Kindly mark tick as appropriate:**

Please, issue me an invoice to pay by bank transfer.

I would like to pay by credit card.

Register me for Cocktail Reception

**Accommodation during the conference:**

I'm interested, please inform me.

No, thanks. I will manage it on my own.

## Terms & Conditions:

Payment terms: After completion and return of the registration form, full payment is required within 5 days from receipt of invoice. Entry may be refused to delegates who have not paid their invoice in full. A credit card guarantee may be requested if payment has not been received in full before the event. There is a 50% liability on all bookings once made, by fax or email. A no refund policy exists for cancellation received on or after one month before the event. Should you decide to cancel after this date the full invoice must be paid. However, if you cannot attend the conference, you may make a substitution (colleague) at least one week before first day of the event, as long as we are informed in writing by email or fax. Name changes and substitutions must be from the same company. KPM Events reserves the right to alter the conference content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of KPM events. (Force Majeure: meaning any circumstances beyond the control of KPM events, including without limitations to any Act of God, governmental restraint, fire, tempest, strike or lock-out (other than by KPM events own employees or agents), war or act of terrorism. We strongly advise all our conference clients to take out travel insurance. The conference fee includes refreshments, lunch and conference material for the event. This fee does not include travel, hotel accommodation, transfers or insurance, (which KPM events strongly recommend you obtain). We may store and process your information for administrative and purposes and to better understand your needs and how we can improve our products and services. In addition, we may use that information to contact you. Please complete the registration form in full so that we can contact you with our best services.

I agree with Terms and conditions.

I confirm that I have read and agree to the terms and conditions of booking and KPM Events (KP-Morgan) debiting my credit card, I the signatory is authorized to sign on behalf of contracting organization/s.

Date:

Signature:

Two days Conference Fee: 2190.00EUR per delegate

## Delegate Details #1

TITLE

NAME

JOBTITLE

E-MAIL

PHONE

## Delegate Details #2

TITLE

NAME

JOBTITLE

E-MAIL

PHONE

## Delegate Details #3

TITLE

NAME

JOBTITLE

E-MAIL

PHONE

## Credit Card Details Form

Name of Card Holder:

Billing Address:

Card Number:

Security Code:

Please refer to the 3 digits number at the back of the Card, or Card Security Code for AMEX.

Type of Card:

VISA

MASTER

AMEX

Diner Club

If other, specify:

Valid from (MM/YY)

 / 

Expiry Date (MM/YY)

 / 

Attend in a group 3 delegates at 990EUR per delegate, Valid till 31st September 2016. Promo Code: CMPRR16\_GRPR-qqO