



Pharma Integrity Conference

Agenda

Tuesday 19th May 2026
Thomas Prior Hall, Ballsbridge,
Dublin 4

Integrity in Motion: Powering Compliant Commercial Growth

TIME	SESSION	SPEAKERS
09:30-09:40	Welcome & Introductions	
	From Insight To Access: Optimising Advisory Strategy & Access Pathways	
09:40-10:30	<p>This expert panel brings together perspectives from market access, data and insights, medical affairs and compliance to explore how to design and deliver effective advisory and access activities.</p> <p>From understanding the differences between focus groups, Delphi Panels and advisory boards, to navigating Early Access Programmes, Named Patient Programmes and Managed Access Programmes, this session will provide practical guidance on strategy and decision-making points to support effective, compliant, and impactful engagement strategies.</p>	<p>Brenda Dooley, AXIS Reimbursement</p> <p>Gwynne Morley, IQVIA</p> <p>Paula Byrne, Pharma Integrity</p>
	Cross-Market Collaboration Without Compromise: Balancing Efficiency & Local Compliance	
10:30-11:20	<p>Join a cross-functional panel of medical and compliance leaders as they explore the realities of working within cluster and shared service models across Ireland, the UK, and BeNeLux.</p> <p>Through practical examples, the discussion will highlight how to drive efficiency and collaboration while maintaining clear accountability for local Irish requirements; challenging unnecessary complexity and avoiding the carryover of non-value-adding obligations from other markets.</p>	<p>Dr Ken Hugh, Takeda</p> <p>Anne Fray, Eli Lilly</p> <p>David Ashley, Astellas</p>
11:20-11:40	Break	
	Inside the Project: Rebalancing Efficacy & Safety in Pharma Advertising	
11:40-12:30	<p>Go behind the scenes of a targeted internal project to improve the balance of efficacy and safety in prescription medicine advertising. This real-world case study shows how Irish regulatory requirements were translated into practical, scalable changes across materials and review processes.</p> <p>Discover how cross-functional teams aligned on expectations, closed gaps, and strengthened both compliance and commercial impact, while gaining actionable insights to apply in your own organisation.</p>	<p>Sinéad Holmes, AstraZeneca</p>
12:30-13:30	Lunch	

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TIME	SESSION	SPEAKERS
13:30-14:10	<p>A Real-World Campaign: Influencers, Patient Partnership & Diabetes Awareness</p> <p>Explore a real-world diabetes awareness campaign delivered in partnership with a patient organisation and social media influencers. This session highlights how collaboration and compliant use of influencers drove meaningful engagement while meeting regulatory expectations.</p> <p>Gain practical insights and key considerations for delivering impactful, compliant disease awareness campaigns in your own organisation.</p>	Nicola Fullam, AstraZeneca
14:10-14:40	<p>Fom Broadcast to Precision: How We Made LinkedIn Work for HCP Engagement</p> <p>This session brings practical lessons from a real world LinkedIn HCP campaign, exploring how a traditionally broadcast platform can be used in a more targeted way.</p> <p>Zach will touch on the thinking behind the approach, the guardrails that shaped delivery, and the limitations and potential of this channel for HCP engagement.</p>	Zach Rayner, Besins Healthcare
14:40-15:00	Break	
15:00-15:40	<p>Where Can Pharma Add Value: The Evolving Educational Needs of HCPs</p> <p>Discover how healthcare professionals engage with continuing professional development and where pharmaceutical-led education could truly add value in practice. This session will explore evolving learning needs, time constraints, and expectations for high-quality, relevant content.</p> <p>Understand the genuine value of delivering accessible, focused and CPD-aligned education that supports meaningful engagement while respecting the realities of clinical practice.</p>	Dr Catriona Bradley MPSI, Fios & Praxis
15:40-16:20	<p>Advancing Digital Engagement: Exploring New Frontiers and Opportunities</p> <p>Discover how one company embraced innovative digital tools to deliver meaningful, relevant value to HCPs in an increasingly complex engagement landscape. This session will explore how digital innovation can deliver more valuable outcomes for HCPs and patients.</p> <p>Learn about the key considerations when adopting novel engagement approaches and navigating internal and external challenges to drive sustainable, high-quality digital engagement.</p>	Ciara O'Dwyer, BMS
16:20-16:30	Close	