

# Disruptive Technologies in Pharma

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**SMi group presents the launch of the inaugural Disruptive Technologies in Pharma conference taking place in London on 20th-21st January, 2020.**

As new technologies are being incorporated into pharma it is crucial, we reflect on trends in cutting-edge innovation and explore new tech-enabled opportunities to cut costs and save time.

We are running this conference because...

McKinsey estimates that big data and machine learning could generate up to \$100bn in pharma and medicine annually. There has never been a more pressing need for pharma to transition to digital as existing technologies are being disrupted by Artificial Intelligence, Machine Learning, Virtual Reality, Internet of Things and Blockchain, while newer categories such as Prescription Digital Therapeutics begin to offer truly disruptive benefits.

Partnerships are at the heart of digital transformation. Innovative approaches to partnerships are leading the way towards more effective data collection, faster R&D, seamless clinical trials and above all, more patient-centric medicine.

## Benefits of Attending

Our conference will explore how digital is impacting – and disrupting – pharma, from the perspective of both the digital customer/consumer and the digitalization of the product.

It's important we look for potential solutions to solve real patient challenges, not starting with the technology and trying to find a use for it.

- Harvesting ecosystem innovation through AI, ML, VR, IoT and blockchain
- Commercialisation of digital health in pharma
- Adoption of medical devices and exploration of digital therapeutics
- Assessing agile methodologies for a strategic digital transformation

- Boosting collaboration for enhanced service design and delivery

Use promo code **SMI0CJP** during registration to get a discount.

Download the brochure for more details.