

Special Educational Session - Organizer: Susie Stephens

Gaining Efficiencies through Open Innovation

There is increasing pressure within pharmaceutical companies to become more cost effective. This is primarily a consequence of soaring R&D costs, and declining numbers of new drugs reaching the market. These factors in tandem are leading many companies to explore innovative business models.

This half day Educational Session on Open Innovation will highlight areas in which the pharmaceutical industry is already collaborating, and will provide an opportunity for brainstorming collaboration ideas in areas relating to software, data, and molecules. The Educational Session will also explore the advantages that may arise from a potentially increased level of influence over the vendor, regulatory, and academic landscape.

An Open Innovation Special Interest Group (SIG) will also be held during the PRISM Forum meeting in the fall to further pursue the most interesting ideas.

Time	Topic	Presenter
9:00 - 9:10am	Introduction	Susie Stephens, Principal Research Scientist, Eli Lilly
9:10 - 9:50am	Open Innovation: Style and Substance	Virginia Acha, Government Affairs Advisor, Pfizer
9:50 - 10:30am	Standardized Legal Regimes and Open Innovation	John Wilbanks, Executive Director, Science Commons
10:30 - 11:00am	Break	
11:00 - 11:40am	The EU Innovative Medicines Initiative: a public-private partnership to overcome bottlenecks in pharmaceutical R&D	Jackie Hunter, SVP Science Environment Development, GSK
11:40 - 12:00pm	Models for Open Innovation	Susie Stephens, Principal Research Scientist, Eli Lilly
12:00 - 1:00pm	Brainstorming Session: Proposals for Open Innovation	All