

Trade Horizons  
Patient in Charge  
Wednesday, November 18th 2015 | 1pm EST

### Programme and Speakers

The worldwide revolution in health-care information technology, coupled with structural reforms in countries such as the United States, has empowered patients to become smarter consumers of health-related services. This creates a challenge for health-care providers, pharmaceutical firms, medical device manufacturers and drugs dispensers, as patients demand ever-higher degrees of efficiency and flexibility from the health-care system.

Patients' reliance on the direct delivery of services, medicines and supplies is more critical than ever to the success of new and existing health-care providers. How can companies in the health-care ecosystem best unlock the potential of a more patient-centred approach? How are medical and medicines supply-chains changing to better serve patients and lower health-care costs?

### Speakers & Agenda:

- Daniel Sands, Co-founder and co-chair, Society for Participatory Medicine
- John Menna, Vice-president, global strategy, healthcare logistics, UPS
- Annie Pannelay, Principal, health care, The Economist Intelligence Unit
- Sandhya Pruthi, Medical director, patient experience, Mayo Clinic