

Patient-Centricity in the Healthcare Industry: *From Principles to Implementation*

Please join HBA-Lyon on **February 13th, 2018** for its first event in **Grenoble** to discuss "Patient-Centricity in the Healthcare Industry, from Principles to Implementation".

Kasia Hein-Peter and Noelle Biron will explain the principle of patient-centricity and how it can be used as source of innovation to create engaging marketing campaigns. The presentations will be followed by a panel to discuss the challenges of identifying patient satisfaction drivers through research, patient groups, or public data.

Be part of the discussion about patient-centricity with other Healthcare professionals and provide business meaning behind the concept that « there is a patient at the end of everything we do ».

The event will be held in French and English and is open to all professionals in the Healthcare and Life Sciences sector (men and women). A networking cocktail will follow the presentations.

IMPORTANT: The event is held in an industrial site with security constraints. On-site registration **WILL NOT** be possible. Please pay attention to the registration deadline and make sure you have your ID card with you (mandatory).

Featured speakers



Kasia Hein-Peters, MD
Vixelis Marketing Head
Sanofi



Noelle Biron
Strategic Marketing Director
BD France

Date & time

Tuesday, 13th February
6:45PM - 9:30PM

Location : BD - 11 rue Aristide Bergès 38801 Le Pont de Claix

Event contact

Maguy Sicuro
maguy@sicuro-events.com

Cost

Member : 5€
Non-member : 15€
BD employee : Free attendance

Register

<http://bit.ly/18LYOo213>

Registration deadline:
Thursday, 8th February

Event sponsor

