

PISA 2021 ANNUAL MEETING

March 30-31, 2021

Online

DAY1:

Attendees included:

AbbVie - Jacki Dioguardi, Vice President, Commercial Technology
AstraZeneca Pharmaceuticals LP - Cindy Hoots, Chief Digital Officer & CIO
Biogen - Keith Sarbaugh, Vice President, IT, Infrastructure, Architecture and Operations
Boehringer Ingelheim USA - Daniel Kraus, Head of Information Technology/CIO
Bristol-Myers Squibb - Rishi Gulati, Vice President, IT Commercialization
Eli Lilly & Co. - Aarti Shah, Senior Vice President – CIO & Digital Officer
Eli Lilly & Co. - Giuseppe Firenze, Vice President, Global CIO, Business Units
Endo Pharmaceuticals - Ruth Thorpe, CIO/Senior Vice President, Information Technology
Janssen Pharmaceuticals - Joyce Lee, Group CIO & Global Vice President, Pharmaceuticals
Merck & Co. - Juanjo Francesch, Vice President & Global Head, Human Health IT
Novartis - Andreas Mueller, Global Head Pharma IT / Commercial IT
Novo Nordisk A/S - Anders Romare, CIO & Senior Vice President, Global IT
Pfizer, Inc. - Ryan Steinberger, Vice President, CGW Digital Creation Center

- Juanjo Francesch, PISA Chair, introduced World Events Forum, Inc., the new administrative support of the PISA. Nico Stanculescu of WEF introduced the business and showcased the services to be provided to PISA members (meeting coordination and management, administration and invoicing support, membership outreach assistance, website/webtool creation and management).

- PISA has a domain registered as thepisa.org.
- The proposal was to pilot a LinkedIn group (private) to test the access and effectiveness of communication (to run in parallel with email communication).
- Collaterals are now available (PISA backgrounder and Member List, attached)
- Access to a GSuite (Google drive) will be made available to all members with materials from current and past meetings as well as to relevant organization documents (bylaws, updated member lists, collateral, etc.).

- The Chair provided a brief membership update, indicating departures (Mark Herson@Biogen, Andy Newsom@CSL Behring and Steve Winawer@Sanofi) while welcoming the new members (Keith Sarbaugh@Biogen, Karen Etchberger@CSL Behring, Giuseppe Firenze@Eli Lilly and Thomas Romieu@Sanofi).

- The Lightning Rounds (company updates) followed and included presentations by representatives from AbbVie, AstraZeneca and Biogen.

- The day ended with a lively discussion on Business-led IT led by Stephen Makin and Brendan Conway of Gartner (materials attached).

DAY 2:

Attendees included:

AbbVie - Jacki Dioguardi, Vice President, Commercial Technology
AstraZeneca Pharmaceuticals LP - Cindy Hoots, Chief Digital Officer & CIO
Biogen - Keith Sarbaugh, Vice President, IT, Infrastructure, Architecture and Operations
Boehringer Ingelheim USA - Daniel Kraus, Head of Information Technology/CIO
Bristol-Myers Squibb - Rishi Gulati, Vice President, IT Commercialization
Eli Lilly & Co. - Aarti Shah, Senior Vice President – CIO & Digital Officer
Endo Pharmaceuticals - Ruth Thorpe, CIO/Senior Vice President, Information Technology
Janssen Pharmaceuticals - Joyce Lee, Group CIO & Global Vice President, Pharmaceuticals
Merck & Co. - Juanjo Francesch, Vice President & Global Head, Human Health IT
Novartis - Andreas Mueller, Global Head Pharma IT / Commercial IT
Novo Nordisk A/S - Anders Romare, CIO & Senior Vice President, Global IT

- Jacki Dioguardi delivered the Finance Report on behalf of Mike Carlin, Treasurer, showing a net income for 2020 of \$36000. For 2022, it is anticipated that PISA will have a net income of \$49,000 with a total cash of \$153K. With all meetings held online versus in-person, costs have been kept to a minimum so the Treasurer will look into identifying the requirements for tax filing purposes with the current/projected income. Juanjo thanked Jacki for her contribution and report.
- In moving to the Governance item of the agenda, Juanjo thanked Dan Kraus and Mike Carlin for serving on the Executive Committee. Given the current pandemic and the lack of an in-person meeting, the group asked Juanjo to continue serving as Chair through the next spring meeting. Jacki was asked to serve as Treasurer of the organization and Keith Sarbaugh offered to step in as the third member of the Executive Committee. Congratulations were extended to all.
- With respect to member outreach, Juanjo introduced a potential new member who will be invited to join for the fall meeting (Organon). Nico will draft a spreadsheet of potential companies to be approached for membership. The members discussed the importance of keeping the tone, engagement and effective interaction within the small group and not lose these attributes in the process of growing the organization. Moreover, some members expressed the desire to explore the possibility of opening relevant sessions of the PISA meetings to member teams (especially when running virtual events).
- The last item of the Business Session was the scheduling of the fall 2021 and spring 2022 meetings. It was decided that the fall meeting should be hosted virtually at the beginning of November while the spring 2022 should be hosted within the same time in Naples, FL (details to follow).

- The Lightning Rounds (company updates) followed and included presentations by representatives from Boehringer Ingelheim, Bristol-Myers Squibb, CSL Behring, Eli Lilly, Endo, Gilead, Incyte, Janssen, Merck, Novartis and Novo Nordisk.
 - o As Aarti Shah will soon retire from Lilly, she addressed the group by thanking PISA for the support given to her upon becoming a member and by sharing from her wonderful experience throughout the span of time at PISA and Lilly. Congratulations and good wishes were extended to her.

- Four topics of importance were highlighted as possible directions for discussions at the Fall 2021 virtual meeting (to be hosted early November):
 1. Moving to a product model
 2. Talent strategy - insource/outsource; approach to skills/people: Build, Buy, Borrow and Bot
 3. Benchmarking - revisit
 4. IT reporting to X; roles and evolution of CxO

Juanjo closed the meeting by thanking all members present and wishing everyone a successful year ahead.