



**2018 PISA Annual Conference Agenda**  
**March 18 – 20, 2018**  
**Fontainebleau Miami Beach Hotel, Miami, Florida**

<b>Date</b>	<b>Time</b>	<b>Agenda Item</b>	<b>Location</b>
Sunday, March 18, 2018	All Day	Arrivals at Leisure	Fontainebleau Miami Beach Hotel
	6:00pm – 9:00pm	Welcome Reception and Dinner	Sea Green Lawn
<b>Date</b>	<b>Time</b>	<b>Agenda</b>	<b>Location</b>
Monday, March 19, 2018	8:00am - 9:00 am	Breakfast	Scarpetta Restaurant
	9:00am – 12:15pm	Meeting	Reflect Conference room
	12:15pm – 1:15pm	Lunch	Scarpetta Restaurant
	1:15pm – 5:15pm	Meeting	Reflect Conference Room
	6:00pm – 9:00pm	Dinner	Scarpetta Restaurant
<b>Date</b>	<b>Time</b>	<b>Agenda Item</b>	<b>Location</b>
Tuesday, March 20, 2018	8:00am – 9:00am	Breakfast	Scarpetta Restaurant
	9:00am – 12:00pm	Meeting	Reflect Conference room
	12:00pm – 1:00pm	Lunch	Scarpetta Restaurant
	1:00pm – 4:00pm	Meeting	Reflect Conference Room



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Sunday, March 18, 2018	Time	Activity		
	6:00pm	Welcome Reception and Dinner		
Monday, March 19, 2018	Time	Activity	Presenter(s)	
	8:00 am	9:00 am	Breakfast	
	9:00 am	9:15 am	Welcome	Aarti Shah, SVP and CIO of Eli Lilly and Company
	9:15 am	10:30 am	<b>Lightning Round</b> (4 companies)	
	10:30 am	10:45 am	Break	
	10:45 am	12:00 pm	<b>Lightning Round</b> (4 companies)	
	12:00 pm	1:00 pm	Lunch	
	1:00 pm	3:00 pm	<b>Topic: Marketing and Technology</b>	Rob Brown SVP and Chief Marketing Officer of Eli Lilly and Company  Jen Oleksiw VP, Information Officer for Business of Eli Lilly and Company
	3:00 pm	3:15 pm	Break	
	3:15 pm	4:00 pm	<b>Lightning Round</b> (2 companies)	
	4:00 pm	5:00 pm	Business Meeting	Mike Carlin, VP and CIO of AbbVie
	6:00 pm	9:00 pm	Dinner	
Tuesday, March 20, 2018	Time	Activity	Presenter(s)	
	8:00 am	9:00 am	Breakfast Available	
	9:00 am	11:00 am	<b>Topic: A Digital Health Incubator</b>	Steven Collens, CEO of MATTER
	11:00am	11:15 am	Break	
	11:15 am	12:30 pm	<b>Lightning Round</b> (4 companies)	
	12:30 pm	1:30 pm	Lunch	
	1:30 pm	2:15 pm	<b>Lightning Round</b> (2 companies)	
	2:15 pm	2:30 pm	Break	
	2:30 pm	3:30 pm	<b>Topic: 2018 Meeting Recap and 2019 PISA Meeting</b>	Aarti Shah, SVP and CIO of Eli Lilly and Company
	3:30 pm	4:00 pm	Meeting Close	Aarti Shah, SVP and CIO of Eli Lilly and Company