

Online Event

PISA

Spring 2021 Annual Meeting

March 30-31, 2021

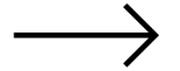
Executive Committee:

CHAIR: Juanjo Francesch, Vice President & Global Head, Human Health IT, *Merck*

TREASURER: Michael Carlin, Vice President / CIO, Business Technology Solutions, *AbbVie*

Jacki Dioguardi, Vice President, Commercial Technology, *AbbVie*

Daniel Kraus, Head of Information Technology/CIO, *Boehringer Ingelheim USA*



Admonition

The purposes of PISA are:

- (i) to share non-confidential knowledge regarding the state of information technology within the pharmaceutical industry through participating member interchanges; and
- (ii) to enable participating members to coordinate reactions when actual or proposed industry or governmental actions affect information technology.

PISA includes members that may be competitors as well as suppliers and customers. It is the intention of the Association to operate in strict compliance with antitrust laws. In particular, **nothing discussed at this meeting is intended to result in an agreement on price or the exclusion of suppliers from any market, or to otherwise restrain competition. Those participating in this meeting are instructed to avoid discussion of competitively sensitive subjects, including costs, prices, sales, product marketing, and other confidential information.** Members with questions regarding what is appropriate are directed to the Association's Antitrust Policy and Guidelines and are encouraged to raise questions with the Chairperson or antitrust counsel to the Association.

DAY 1 - AGENDA



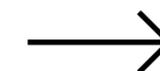
9:00 ET	9:05 ET	9:10 ET	9:40 ET	10:50 ET
Welcome Notes	Introductions	Business Session I	Lightning Rounds/ Company Updates	Group Discussion: Business-led IT
Juanjo Francesch, Chair	All	Administration Collaboration Space/Website Membership Update and Outreach	Each Company member to provide: <ul style="list-style-type: none">- General Update- Key Working Areas- The New Workplace Environment – lessons learned and future directions<ul style="list-style-type: none">- UX Implications- Security- Hybrid Model(s)	Gartner: Stephen Makin Brendan Conway

DAY 1 - ATTENDEES



- **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

DAY 2 - AGENDA



9:00 ET	9:05 ET	9:30 ET	10:50 ET	11:55 ET
Welcome Notes Recap of Day 1	Business Session II	Lightning Rounds/ Company Updates	Group Discussion	Concluding Remarks
Juanjo Francesch, Chair	Financial Report Governance – Treasurer and E3 New Meeting Dates	Each Company member to provide: <ul style="list-style-type: none">- General Update- Key Working Areas- The New Workplace Environment – lessons learned and future directions<ul style="list-style-type: none">- UX Implications- Security- Hybrid Model(s)	All	Juanjo Francesch, Chair

BUSINESS SESSION I



Administration

WEF support

secretariat@thepisa.org –
please whitelist

Collaboration Tools

LinkedIn Group (?)

Gsuite

Website

Membership and Outreach

Current membership list

Member representatives who left

PISA

Welcoming new members

Member Outreach

PISA Administration



World Events Forum →

Meeting and event planning services (in-person; virtual)

Established in 2000

Relevant clients include:

PRIME Forum/PRISME Forum (Pharmaceutical R&D Information Systems Management Executive Forum)

Pistoia Alliance

Services →

Hired to provide:

- Secretariat services
- Coordinate and manage in-person and virtual meetings
- Assist with the collection of membership fees
- Create/update collateral for PISA
- Create collaboration and storage tools for PISA members
- Curate/maintain PISA library of documents/videos

Communication →

- Given small size of group, propose LinkedIn group since everyone can access and will not require additional log-ins
- Document storage could be via Gsuite for now, combined with a website (partially or fully-password protected)
- Emails will arrive from: secretariat@thepisa.org (please whitelist)

PHARMACEUTICAL INFORMATION SYSTEMS ASSOCIATION (PISA)



PISA commenced its existence on January 1, 1996 with the objectives:

1. To **share non-confidential knowledge** regarding the **state of information technology** and **commercial technology** within the pharmaceutical industry through participating member interchanges.
2. To enable **participating members to coordinate reactions** when actual or proposed industry or governmental actions affect information technology.

QUALIFICATIONS FOR MEMBERSHIP

PISA counts **12 out of the top 20 pharmaceutical companies** based on R&D spending. Representatives of these Member Companies include **CIOs, CDOs** and **Heads of Commercial IT**.

New membership eligibility qualifications are:

The corporate parent entity should be a recognized member of the pharmaceutical industry, and should have integrated operations that include research, manufacturing, marketing, and distribution of ethical pharmaceuticals.

The Member Company must be willing and able to:

- a. Discuss freely non-proprietary aspects of information services and related operations within their companies.
- b. Accept a meeting assignment as requested.
- c. Contribute to ad hoc information surveys and the annual survey (at member company's discretion).
- d. Attend regular annual meetings.

The Member Company must have sales in excess of \$2 billion in ethical pharmaceuticals.

MEETINGS

The general meeting shall be held at least once a year at a time and place selected by the Executive Committee. Annual meeting sessions will be scheduled to run for two to four days. Special meetings may be scheduled at any time as requested by individual members and approved by the Executive Committee.

PISA IS A NOT-FOR-PROFIT ORGANIZATION

CHAIR: JUANJO FRANCESCH, VICE PRESIDENT & GLOBAL HEAD, HUMAN HEALTH IT, MERCK & CO.

PISA MEMBERS

as of March 2021



AbbVie - Michael Carlin, Vice President / CIO, Business Technology Solutions

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

Bristol-Myers Squibb - Rishi Gulati, Vice President

CSL Behring - Karen Etchberger, Head of I&T Oper

Eli Lilly & Co. - Aarti Shah, Senior Vice President - C

Eli Lilly & Co. - Giuseppe Firenze, Vice President, Gl

Endo Pharmaceuticals - Ruth Thorpe, CIO/Senior

Gilead Sciences, Inc. - Marc Berson, Senior Vice Pr

Gilead Sciences, Inc. - Richard Durina, Global Hea

Incyte Corp. - Marc Kustoff, Vice President, CIO

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

Sanofi - Thomas Romieu, Head, ITS - North America

Collateral

Will be made available after the meeting and will continue to be updated and available for download from the PISA storage space/website - access information to follow

2021 PISA Members

- **AbbVie** - Michael Carlin, Vice President / CIO, Business Technology Solutions
- **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
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- **CSL Behring** - Karen Etchberger, Head of I&T Operational Excellence
- **Eli Lilly & Co.** - Aarti Shah, Senior Vice President – CIO & Digital Officer
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PISA Member Representative Resignations

Mark Hernon, Biogen
Andy Newsom, CSL Behring
Steve Winawer, Sanofi

Warm Welcome to NEW PISA Member Representatives

Keith Sarbaugh, Biogen
Karen Etchberger, CSL Behring
Giuseppe Firenze, Eli Lilly
Thomas Romieu, Sanofi



Lightning Rounds



01

02

03

Members

General Update

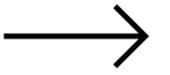
Key Working Areas

The New Workplace Environment – lessons learned and future directions:

1. UX Implications
2. Security
3. Hybrid Model(s)

- AbbVie ✓
- AstraZeneca ✓
- Biogen ✓
- Boehringer Ingelheim
- Bristol-Myers Squibb
- CSL Behring
- Eli Lilly
- Endo
- Gilead
- Incyte
- Janssen
- Merck
- Novartis
- Novo Nordisk
- Pfizer
- Sanofi

Group Discussion with Gartner



Stephen Makin

Principal Analyst
The Research Board

Stephen Makin is a Principal Analyst with the Research Board where he leads CIO studies. His recent areas of research include business-led IT, customer-centric business models, edge computing, intelligent automation technologies, and the economics of cloud computing. He previously led research for Gartner's Strategic Sourcing Research Board.

Stephen has worked for Gartner since 2016; before that, he was a Lecturer in Philosophy at the University of Pittsburgh, where he earned his PhD (Philosophy) in 2012.



Brendan Conway

Managing Vice President, Global Membership
The Research Board

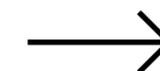
Brendan Conway is VP for Gartner's Research Board.

With over 30 years of experience in the IT industry, Brendan's responsibilities include managing member relations, planning and chairing member meetings and recruiting new members into this invitational-only, select forum. Previously, he was a Vice President at Gartner, Inc., where he spent several years as a CIO Advisor, Research Analyst and Consulting Director.

Brendan has a B.A. in Economics from Fordham University and a M.B.A. in Finance from the New York University Stern School of Business.

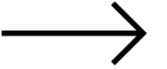
Gartner Research Board (GRB), a wholly owned subsidiary of Gartner, Inc. GRB's mission is to provide a confidential forum for CIO/CDOs (and direct reports) to exchange knowledge, impart insights, and share proven/best practices related to their challenges. Cross-industry member organizations gain commercial advantage through member-commissioned research, member-only (no-substitutes) meetings, a private inquiry network for surveying fellow members and access to an unparalleled ecosystem of senior IT industry executives, analysts and innovators. The value proposition for membership revolves around better decision making, the surfacing of best practices, gaining foresight into issues on the horizon and challenges faced by peers, and validating/benchmarking how other large organizations manage the costs and complexities of their environments. In short, membership is leveraged to continuously "learn and confirm."

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DAY 2 - ATTENDEES



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BUSINESS SESSION II



Financial Report

2020 Report
2020 Tax Filing
2021 Projections
Membership Fees

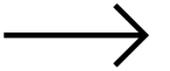
Governance

Treasurer Election
E3 Election

Future Meeting Dates

Fall 2021 (optional)
Spring 2022

PISA 2021



Treasurer Report

Jacki Dioguardi, Executive Committee Member

PISA 2020

INCOME and EXPENSES



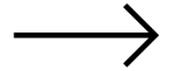
2020 Income		
•Membership dues	\$ 49,000	
•Interest income	\$ 10	
		\$ 49,010
2020 Expenses		
•2020 March PISA meeting expenses	\$ 12,614	
•PayPal fees in excess of collected	\$ 60	
		\$ 12,674
Net Income/(Expense)		\$ 36,336

PISA 2021

CASH POSITION



Asset (Cash) Carryover from 2019	\$ 67,643
Net Income 2020	\$ 36,336
Net Assets as of December 31, 2020	\$ 103,979
2021 Projection	
2021 Membership Dues	\$ 48,000
Collect Past Due 2020 Membership	\$ 20,000
Payment to World Events Forum	\$ (14,000)
Estimate for other expenses	\$ (5,000)
Projected 2021 Net Income/(Expense)	\$ 49,000
Estimated Cash Position as of 12/31/2021	\$ 152,979



PISA 2020 Tax Filing

Annual gross receipts of <\$50,000 allows filing Form 990-N e-Postcard

Gross Receipts for Fiscal 2020	\$49,000
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Projected gross receipts for Fiscal 2021	\$68,000
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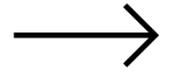
Note: IRS regulations allow for tax exempt organizations with annual gross receipts “normally \$50,000 or less” to file the e-Postcard. So going higher than \$50,000 in 2021 would not necessarily change PISA’s 2020 tax filing requirement. However, we may need to investigate what it would mean for tax filing requirements if we expect to run over \$50,000 on a more regular basis (receipts for 2019 were \$77,000).

Form 990-N document is due to be filed with the IRS on May 15. The document will be posted in the PISA collaboration space after filing. So far, the filing date for this form has not been extended to accommodate the COVID situation.

PISA 2021

Governance/Elections

Treasurer
E3



Decisions/discussions

Thanks to Dan Kraus and Mike Carlin for serving on the Executive Committee

Juanjo Francesch to continue serving as Chair

Jacki Dioguardi – new Treasurer (replacing Mike Carlin)

Keith Sarbaugh – new E3 (replacing Steve Winawer)

PISA 2021

Membership Outreach

Organon
Others?



Decisions/discussions

Organon (contact through Juanjo) to be invited to join after June 2021

Put together list of target organization and reach out

PISA 2021/2022



Meeting Dates

Fall 2021
Spring 2022

Decisions/discussions

Fall 2021 – explore first week in November

Spring 2022 – explore same week for the face-to-face



Lightning Rounds

(cont.)



01

02

03

Members

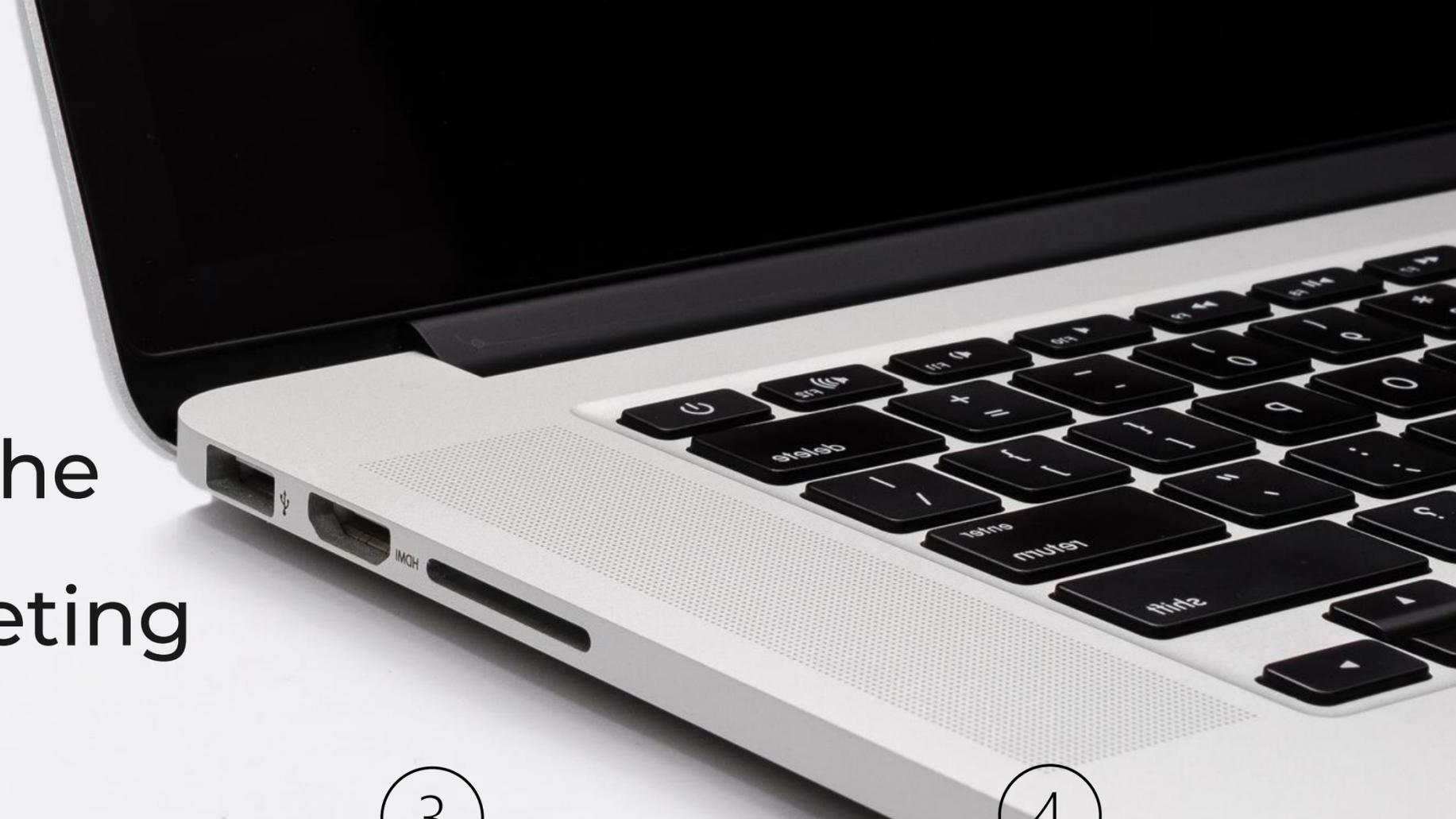
General Update

Key Working Areas

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- CSL Behring
- Eli Lilly ✓
- Endo ✓
- Gilead
- Incyte
- Janssen ✓
- Merck ✓
- Novartis ✓
- Novo Nordisk ✓
- Pfizer
- Sanofi



For consideration:

Topics to be explored at the PISA 2021 Nov Virtual Meeting

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

**Thank you very much
for your participation!**

PISA Spring 2021 Meeting
March 30-31, 2021

Contact

PISA Secretariat

→ **Phone Number**
+1.224.938.9523

→ **Email Address**
secretariat@thepisa.org

→ **Domain**
thepisa.org