

Panel: We Want You: A panel of doctors reveal why and how they want pharma to engage

- Understand a physician's priorities – and examine why partnerships are particularly valuable when improving adherence and education
- What is trust? How doctors want to see you approach a relationship with them
- Get the physician onside: key considerations when designing apps and patient support programmes
- Recognise differences across Europe in how to approach collaboration proposals

Moderator: Paul Simms, Chairman, eyeforpharma

Julian Spinks, General Practitioner, NHS Trust

Partha Kar, Consultant Endocrinologist, Portsmouth Hospitals NHS Trust

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