agnitio

The highlights

All the quotes, statements and calls to action that caught our attention at eyeforpharma Barcelona 2017.

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We should stop calling ourselves sales and marketing people.

Paul Simms, eyeforpharma, on the need for people to redefine their roles to focus on delivering better outcomes.

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This is an industry that thinks that what it does is so complicated that no one else can do it. But watch out!

Pascale Witz, GE Healthcare, on the new players entering the healthcare market.

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Pioneers declare big hairy goals.

Bruno Villetelle, Takeda, on the need to think bigger.

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If I want a TV, I'll find exactly what I need. But for health information I may or may not get what I need.

Ryan Olohan, Google, on the need to better connect people with the right information.

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Just innovating new drugs, and placing them in a healthcare system that can't afford them, won't have the affects you want.

Richard Francis, Sandoz, on the need to think holistically and deliver more complete health solutions.

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I predict it's five years.

Armin Furtwaengler, Boehringer Ingelheim, on the timescale for major change in pharma.

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You can never know your customers enough.

Céline Gentry, Janssen, on why we have to treat every customer encounter as an opportunity to learn.

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A great customer experience comes from understanding what it is that the customer wants done.

David St Denis, Merck, on how to start improving the experience for HCPs and patients

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We're constantly generating health data. Most of it disappears.

Brain Otis, Verily / Alphabet, on the need for tools that interface with the human body to collect data.

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Collaboration is not about finding a better way to reach your own goals but finding a better way to reach common goals.

Gitte Aabo, LEO Pharma, on making collaborations work.

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We need to work on the creepiness factor.

Ben Greenberg, Medscape, on how to get the data to drive better services without it being intrusive.

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Beliefs drive behaviour.

Gabor Purman, Teva, on the need to understand how patients see the world before trying to influence adherence.