



The World Without Disease Summit

Delivering future health through disease interception

pharmaphorum™
bringing healthcare together

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Delivering future health through disease interception

Wednesday June 21st & Thursday June 22nd, 2023

The Royal Society of Medicine, London

Sponsorship Prospectus – December 2022

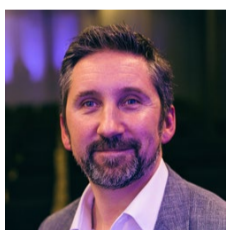
Event overview

pharmaphorum is proud to announce its inaugural “The World Without Disease Summit”: a high quality, two-day event bringing together key global leaders and innovators to explore the potential of disease interception in future health, which has been conceived in partnership with an established industry leader in this space, Ben Wiegand, Founding Partner at CWWDA (The Connected World Without Disease Accelerator) and former senior executive at United Health and Janssen.

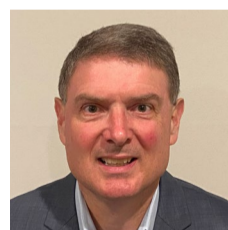
The World Without Disease Summit recognises that health systems globally have reached a critical inflexion point, where aging populations and tightening budgets mean we can no longer continue to purely treat late-stage symptomatic disease. Instead, a new paradigm is needed where equal emphasis is placed on earlier disease prediction, prevention, and interception, which can deliver vastly improved outcomes for patients in a much more sustainable manner.

Delivering on this vision requires strong collaboration between multiple stakeholders within the industry and health systems, most notably those addressing the clinical, regulatory and investment challenges that must be addressed to realise this opportunity.

This is the vision of a World Without Disease, which necessitates bringing together the key stakeholders, plus the latest medical and digital technologies. Join us on the 21st and 22nd June 2023 in London, where the smartest minds in these fields will convene to understand how we can bring this vision to life.



Paul Tunnah
Founder, pharmaphorum



Ben Wiegand
Founding Partner CWWDA

Date & venue



The Royal Society of Medicine

Wednesday June 21st - Thursday June 22nd, 2023

The Royal Society of Medicine is a historical, high-quality venue located in the heart of London’s West End. It has a long and rich history as a cross-specialty society sharing medical and healthcare knowledge. It contains Europe’s largest medical library and has hosted prominent figures in medicine and science such as Charles Darwin, Sigmund Freud, and Sir Alexander Fleming.

Attendees

We are expecting ~250-300 senior level delegates drawn from the biopharma, medtech, digital health, regulatory, government, insurance, and investment communities.



The sponsorship package

All session sponsorship packages will be identical, though there may be other sponsorship opportunities such as drinks reception sponsorship, etc. as the event develops.

It is important to note sponsorship is not just about the event, there will be significant pre-event promotion (starting February) and post-event follow up (including the white paper) over six months in total.

The following are key elements of the sponsorship package.

Pre-event: February – June 2023

- Logo branding and editorial mentions on promotional activity including editorial, email, social media, web ads and on a dedicated “The World Without Disease Summit” page to be hosted on pharmaphorum.com, which will include your logo, company, and speaker details / biographies
- We invite you to amplify your involvement through your own channels

The event: June 21 - 22, 2023

- While principally this event will be an in-person event it will be broadcast live and on available on demand to maximise engagement, globally.
- Sponsors will have representation for one person in either a keynote / fireside chat or panel discussion (please note this will be agreed in collaboration with the organising committee, which will also provide guidance on how to make this as engaging as possible, plus to coordinate subject matter to ensure content where possible does not overlap or repeat)
- Sponsors will receive high impact sponsor branding throughout the venue, both static and electronic – branding will be alphanumeric
- Sponsor logo on the front cover of the event brochure / delegate information and all other printed material we decide to publish and provide to delegates at the event (this will include items such as full-page ads, company information and speaker bios)
- pharmaphorum will be live tweeting the event
- pharmaphorum will provide live written commentary via [pharmaphorum’s live event page](#)
- Sponsors will have a tabletop exhibition space in the atrium during all breakout sessions, lunch and for the post event reception, which can be branded, used as a meeting point and from which your staff can distribute material
- Five event tickets for day one (additional tickets available for purchase)
- One invitation for day two

Post event coverage

- White paper: we will produce a white paper from day two of the event, outlining key observations and imperatives / next steps
- Mentions in post-event editorial coverage at the discretion of the pharmaphorum editorial team
- 1x pharmaphorum 1,200-word feature to be taken in 2023 – [example here](#)
- First refusal on sponsorship if we decided to repeat the event in 2024 and or at any other relevant events we run

Sponsorship Cost: £13,000 / \$15,000



Event structure

Please note that the specific agenda and speakers will be confirmed in the coming months and more information will be provided as the event takes shape. However, the programme will include a mix of high-profile keynote speakers and panel discussions on specific elements of the World Without Disease vision.

Day 1

Venue

- Royal Society of Medicine, Guy Whittle Auditorium (seats 300 theatre style)

Timings

- Summit proposed as 9am-5.30pm, pending agenda finalisation
- Morning and afternoon coffee breaks and buffet lunch in adjacent atrium space
- Drinks Reception 5.30pm-8pm in adjacent atrium space

Number and length of sessions

- Approx. 10-12 sessions of 30'- 45', pending agenda finalisation

Structure / themes

Structurally, sessions will chronologically move through the following themes, which address the key barriers to overcome in delivering a World Without Disease:

- **Clinical:** understanding the research and development hurdles to overcome – what is the science and technology that is going to underpin a World Without Disease?
- **Regulatory:** exploring how regulatory bodies can work with commercial organisations, governments, payers, and health systems to ensure access to novel solutions
- **Investment:** defining the financial model for supporting novel interventions that can help to shape the World Without Disease

Across all sessions, the following elements that can deliver a World Without Disease will be considered:

- **Prediction:** application of AI / machine learning techniques to patient data (medical data, lifestyle, fitness etc.) to predict risk for different diseases and identify appropriate screening / interventional measures
- **Interception:** focus on novel biomarkers and digital biomarkers that can identify disease before becoming symptomatic through conventional means
- **Prevention:** earlier utilization of existing and novel therapeutics (potentially at the 'pre-disease' stage) to prevent full-blown disease manifestation

Potential headline / keynote speakers

- Ben Wiegand, Founding Partner, Connected World Without Disease Accelerator
- Senior Executive, Johnson & Johnson
- Senior Executive, Regulatory Organisation
- Other CEOs / senior leaders / senior scientists / entrepreneurs from biopharma, devices / diagnostics, and digital health companies

Day 2

- Closed invite only event for max. 30 people (including representation from sponsors – see above) under Chatham House rules to be held in the Royal Society of Medicine, Marcus Beck Library
- The objective for Day two will be to align on key imperatives / next steps with a closed, smaller group of the finest minds in this space, which will be published after the event under Chatham House rules



Benefits of sponsorship

The pedigree of pharmaphorum, our editorial support, global reach (over 100k monthly 'readers' from all over the world), and commitment to this event will ensure it attracts senior level global decision-makers.

This thought leadership meeting is an ideal platform to be associated with giving you the opportunity to position your organisation at the forefront of the future of interruptive medicine.

We will be committing maximum promotion and editorial coverage to this event through the numerous channels available to pharmaphorum combined with an integrated sponsor package giving you six months+ exposure

Additionally, the event is being carefully built to ensure maximum interaction between delegates, sponsors and stakeholders giving plenty of opportunity to network, cement existing relationships, create new ones and to initiate business opportunities with C-level attendees.

Critically, the event will aim to discern some tangible outcomes and next steps in the pursuit of a World Without Disease, which will be published in a post-event white paper, providing further visibility for sponsors, and generating downstream opportunities to engage further.

We anticipate a maximum of 10 sponsorship places available for this event, in addition to alignment with select high-profile supporters, who will further enhance visibility for proceedings.





Further Information

To arrange a meeting to discuss this event please reach out to us as soon as possible as we anticipate the limited number of sponsorship opportunities will be sold quickly.

Organising Committee Co-Chairs

- Ben Wiegand: Founder, CWWDA
- Paul Tunnah: Founder, pharmaphorum

Sponsorship Sales & Event Manager

- Matthew Brookes
matthew.brookes@pharmaphorum.com