

PISTOIA ALLIANCE
UX FOR LIFE SCIENCE CONFERENCE
22-23 September 2025

Program – Day 1

- 14:00 14:30 **Registration & Networking**
- 14:30 14:45 **Intro and Opening Remarks**
Anca Ciobanu, Farah Egby - Pistoia Alliance
Dave Pace - Merck & Co., Inc.
- 14:45 15:00 **What is the UX Expert Community**
Farah Egby - Pistoia Alliance

Session 1 - UX for Digital Life Sciences

- 15:00 15:30 **The Good, The Bad & The Unexpected: Piloting An AI-moderated Research Tool**
Jing Zhang - AstraZeneca
- 15:30 16:00 **UX and Data Quality: Two sides of the digital transformation coin**
Madalene Crow - Genentech

Break & Networking
(30 minutes)

Session 2 - UX Best Practices

- 16:30 17:00 **UX Is Not Enough: Why Strategic Credibility, Not Craft, Will Save Your Role**
Steven Ritchey, Jesse Anton - Whitespace
- 17:00 17:30 **Finding the Unfindable: UX Strategies for AI-Driven Information Discovery in Pharma**
Eric Karofsky - VectorHX
- 17:30 **Close**

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Program – Day 2

- 08:30 09:00 **Registration & Networking**
- 09:00 09:10 **Welcome Note**
Matt Studney - SVP, MRL IT, Merck & Co., Inc.

Session 1 - Sharing Best Practices

- 09:10 09:40 **Designing the Future of Personalized Medicine: UX Collaboration for a Digital Orchestration Platform**
Kylie Wojciechowski Julian, Charles Vesley - Merck & Co., Inc.
- 09:40 10:10 **Revolutionizing Product Launches with Smart VoC Across the Patient Journey**
Richard Schwartz - Capptoo AG
- 10:10 10:40 **Beyond the Lab Coat: Integrating Design Talent into Life Science Organizations**
Jui Pandya - QbDVision

**Break & Networking
(20 minutes)**

	UX For Drug Discovery–At Scale	<u>Breakout sessions (pre-registration)</u>	
		Room 104	Room 105
11:00 11:15	Liz Yurkewych - Vertex		
11:15 11:30	AI for UX and UX for AI Farah Egby - Pistoia Alliance	A fun and interactive introduction to digital accessibility	Getting more strategic: Self-assessment and action plan for boosting your impact
11:30 12:00	UX Best Practices in Life Sciences: Redesigning the Charles River Laboratories Website as a Customer Journey transit hub Noah Suppin - Charles River Laboratories	Nikiforos Karamanis - UX Designer and Agile coach	Steven Ritchey, Jesse Anton - Whitespace

Lunch & Networking

- Keynote speakers**
- 13:00 13:30 Lisa Lupinacci - SVP, Biostatistics, Global Clinical Development - Merck & Co., Inc.
Jennifer Sheller - SVP, Clinical Research, Global Clinical Development -Merck & Co., Inc.

Session 2 - UX for Digital Life Sciences

- 13:30 14:00 **Empowering Clinical Trials: Leveraging UX to Optimize Data from External Partners.**
Aspen Snow, Garrett Spencer, Vijitha Koppiseti - Merck & Co., Inc.
- 14:00 14:30 **Merck's IT Emerging Talent Rotational Program: The Impact of Investing in Early Talent**
Elissa McNeil, Ally Shurka, and Priyansh Patel - Merck & Co., Inc.

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14:30 15:00 **Researcher Workbench in Action: Turning Signals into Discovery Insights**
Stuart Pyle - Thoughtworks

Break & Networking
(30 minutes)

Session 3 - UX for Digital Life Sciences

15:30 16:00 **AI Beyond the Chat Box**
Nelson Taruc - Lextech

16:00 16:30 **Embracing uncertainty: How meaningful co-design can reduce risk and improve your research data products**
Genevieve Brechel, Tim Parmee - Thoughtworks

16:30 17:00 **CMC Decisioning driven through FAIR data and LLMs**
Deepak Rajendran, Tamerlan Saidov - Zifo

Session 4 - Group discussions

17:00 17:30 **UXLS Steering Committee members - Panel discussion**
Dave Pace, Merck & Co., Inc., Jesse Anton, Whitespace, Nelson Taruc, Lextech
Neumeyer Sven, Novartis, Sadasivan Sajju, Roche, Simon Fortenbacher, GSK
Moderator: Farah Egby, Pistoia Alliance

Event details:



For Conference questions or comments, contact:
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To join the UXLS Community contact:
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For more information about the UXLS Community visit:
<https://www.pistoiaalliance.org/community/uxls/>

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