

JOIN FORTREA AT
THE SWISS BIOTECH DAY 2025 IN BASEL
5-6 May 2025 – Congress Center Basel

Optimizing your clinical program outcomes: creating an evidence - based value proposition for commercial success.

PANEL DISCUSSION: Monday 5 May at 14:30-15:15 - Room MCH Lounge



Adrian Cassidy, Head Global Evidence Generation, Novartis

- Global leader in healthcare data, advanced technologies, and evidence generation with a track record of driving transformation across both public and private sectors.
- Successfully lead high value data, digital and technology strategies at GSK, Hoffmann-La Roche, and Novartis, advancing real world applications for product development, market access and clinical adoption.



Juliane Bernholz, PhD, Chief Executive Officer, AM-PHARMA

- Dr. Juliane Bernholz is an experienced CEO, cell biologist, and molecular geneticist with over 30 years of leadership experience in the pharmaceutical industry having worked and lived in the US and multiple countries in Europe.
- Throughout her career, Dr. Bernholz has successfully led cross-functional teams, managed complex drug development programs, and driven strategic initiatives across small molecules, biologics, new modalities and cutting-edge therapies and has played a key role in bringing multiple therapies to market.



John Doyle DrPH, MPH, Chief Scientific Officer & President, Consulting Services, Fortrea

- Dr. Doyle leads a global team of expert consultants providing science-based strategy and evidence-based solutions to drive transformation across the product development lifecycle.
- Key areas of expertise include Regulatory Strategy, Market Access Strategy, Health Economics and Outcomes Research, and Real-World Evidence.
- Dr. Doyle serves as Adjunct Professor of Epidemiology at Columbia University.



Laura Vidal, MD, Vice President, Therapeutic Strategy Leader, Fortrea

- 15 years in clinical and academic positions specializing in the field on oncology and drug development.
- Authored or co-authored dozens of peer-reviewed journal articles.
- Focused on early phase development , molecular and imaging biomarkers and anticancer immunotherapy.

Don't miss our session, where you'll gain valuable insights from industry leaders committed to driving innovation and delivering impactful solutions in the biotech industry