



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
April 13th 2016: The Behavior Side of
Preventive Medicine: Workplace, Employees
and Pharma

The buzz: “It’s a new dawn, it’s a new day...I’m feeling good.” Bravo to your HR for offering employee health strategy programs! That means everyone is so healthy and fit that attendance and productivity are way up. Not so much? Perhaps they forgot to address how workforce behavior – do they WANT to improve their health habits – and circumstances impact illness prevention, or the importance of engagement, commitment and alignment among employer and insurer plan sponsors, healthcare providers and individual workers. What now? The experts speak. Dr. Paul Tunnah, pharmaphorum: “Human behaviour flo

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Featured Guests



Dr. Paul Tunnah
Dr. Paul Tunnah founded pharmaphorum media in 2009, a company that drives better communication, connection and collaboration between the pharmaceutical industry and other healthcare stakeholders. Prior to this, Dr. Tunnah attained a BA in Biochemistry and DPhil in Biological Sciences from Oxford University, before working in commercial consulting for Datamonitor, IMS Health and SmartAnalyst.

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Michael Maniccia
Michael Maniccia is a Specialist Leader with Deloitte Consulting, LLP in Los Angeles, with over 30 years of experience working to improve the quality and cost of health plans delivered by large employers. Mike has led the development and execution of multi-year health program strategies that address care delivery and management, program costs, benefit design, vendor strategies and employee health promotion.

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Joe Miles
Joe Miles was appointed Global Vice President of Life Sciences at SAP in 2013. He leads the Life Sciences industry with a strong focus on helping customers digitally transform their business models to create incremental value while maintaining compliance to global regulations.

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