



Sector Series **Healthcare**

Thursday, April 14, 2022

Virtual event: Live

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SECTOR-SPECIFIC INSIGHT FOR HEALTHCARE PROFESSIONALS

Explicitly designed for IR professionals in the Healthcare sector, [the IR Magazine Forum – Healthcare](#) is the only forum that focuses on trends, ESG and investor relations best practices in your industry.

AGENDA

All times are in BST

3.00 pm **Welcome to the IR Magazine Forum – Healthcare**

Steven Wade, head of event content, IR Magazine

3.05 pm **The big picture: Macro-trends impacting the healthcare sector**

Inflation, the invasion of Ukraine and economic growth concerns have seen investment funds flow into defensive sectors such as Healthcare.

Additionally, COVID-19 has had a huge, direct impact across the healthcare value chain over the past two years, and investors are now thinking about the indirect effects of the pandemic.

- Learn about the themes and trends investors are most concerned about and the outlook for the sector in the long term.
- As investment flows trend toward healthcare stocks, understand how companies can effectively educate shareholders on their industry, strategy and unique position
- Discuss the appetite for M&A, Activism the IPO market in the current environment

Moderator: Steven Wade, head of event content, IR Magazine

Top themes and investor trends in Healthcare: *Christopher Barnes, Vice president of investor relations, Sernova Corp*

Inflation, investors and in-person IR: *Andrew Swift, Head of investor relations, Smith & Nephew*

4.00 pm **Investor relations best practices for healthcare professionals: Healthcare going hybrid**

Discuss how to balance management access across virtual and in-person meetings with the backdrop of increased investor interest in the healthcare sector.

- Debate the longevity of virtual IR and the role of Ir in a hybrid environment
- Hear how companies are planning to showcase their facilities, devices and technologies in person in 2022
- Explore top tips to maximize the use of management's time
- Discover how to maximize the impact of virtual meetings, analyst days and investor conferences

Moderator: Steven Wade, head of event content, IR Magazine

Managing news flow and tailoring your message: *Craig Marks, Vice president of investor relations, Ipsen*

Educating investors on the sector and industry: *Loren Kalm, Head of investor relations for North America, Genentech/Roche*

Creative approaches to engaging investors: *Michael Perlman, Executive vice president of investor relations, Jushi*

5.30 pm

Quick-fire virtual networking

5.45 pm

Communicating around material ESG factors for Healthcare companies

As ESG continues to be top of mind for investors and IR professionals alike, this session will specifically look at how to measure, manage and communicate the ESG issues most relevant to the Healthcare sector.

- Learn how to measure and communicate about product quality and product safety factors
- Discover how companies are managing customer welfare and access & affordability to services and treatments
- Discuss governance and business ethics issues as the sector moves from a treatment focused model to one of prevention
- As data security and customer privacy become more mainstream, understand how you can monitor and improve your cyber-security preparedness.

Moderator: Steven Wade, head of event content, IR Magazine

Engineering impact: *Ryan Weispfenning, Vice president and head of investor relations, Medtronic*

6.15 pm

Summary of discussions and end of the forum

Steven Wade, head of event content, IR Magazine