Programme

8.00 - 8.45am  
Registration; Tea/Coffee

8.45 - 9.00am  
Opening Remarks  
Ms. Loretto Callaghan, Managing Director, Novartis Ireland.

9.00 - 10.45am  
Adherence: Perspectives from Clinicians, Evaluators and Decision-makers  
Mr. Brendan Kennelly, School of Business and Economics, NUI Galway.  
Mr. Maurice Power, CEO, Saolta Hospital Group.  
Dr. Roisin Adams, National Centre for Pharmaeconomics, Dublin.  
Professor Sean Dinneen, School of Medicine, NUI Galway.  
Questions and discussion

10.45 - 11.15am  
Tea/Coffee

11.15 - 1.15pm  
Empirical Studies on Adherence  
Professor Chad Meyerhoefer, Department of Economics, Lehigh University, Pennsylvania.  
Dr. Gerry Molloy, School of Psychology, NUI Galway.  
Professor Rachel Elliott, School of Pharmacy, Nottingham University.  
Questions and discussion

13.15 - 14.15pm  
Lunch

14.15 - 16.00pm  
Changing Behaviour: Technology, Nudges and Other Aids  
Professor Liam Delaney, Division of Economics, University of Stirling.  
Mr. Karl O’Leary, Public Sector Director, Microsoft Ireland.  
Mr. Shane Hayes, Digital Medicine Domain Architect, Novartis Commercial IT.  
Mr. Peter Kidd, Chief 2 Pharmacist Clinical Services & Adjunct Lecturer in Clinical Pharmacology & Therapeutics, NUI Galway.  
Ms. Alison Dunne, Mental Health Pharmacist, Galway University Hospital.  
Professor Eamon O’Shea, School of Business and Economics, NUI Galway.  
Questions and discussion

16.00 - 16.15pm  
Closing Remarks  
Dr. Jim Browne, President, NUI Galway.