

# 15<sup>th</sup> International Conference on Pharmaceutical Education and Practice

August 10-11, 2023 | Webinar

## **The Tech Trends and the Future of the Pharmaceutical Sector**

**Dr. Joelle Nohra,**

Lebanese International University, Lebanon

### **Abstract:**

#### **Background:**

The difficult times we have been through in recent years have highlighted the importance of the pharmaceutical industry and health sector in general, and their advancements in our daily lives. Factors such as the pandemic, new therapeutic modalities, recent ways of working, or inflation are forcing health companies to reconsider their sourcing, manufacturing, and supply chain operations strategies. The pharmaceutical industry, along with the healthcare sector, is undergoing major digital transformations as a result of improvements in Artificial Intelligence, Blockchain, Big Data, and Data Science. While presenting in detail those technological advancements and how those trends will reshape the pharmaceutical sector, we will examine also the challenges that the pharmacists and the pharma executives will have to face and the steps they should be taking to overcome them in order to ensure the core value of the sector which is to provide quality care to the patients.

#### **Biography:**

Dr. Joelle Nohra completed her PharmD in pharmaceutical sciences from Saint Joseph University and has three master's degrees, one in marketing from Montpellier University, one in Health Management from Paris University, and an Executive Master in Business Administration from ESCP Europe. From one achievement to the other in the pharmaceutical field, she was able to meet her commitments and leverage the brand equity of the products in charge. Today, she is responsible for the Global Brand Management and the Social Media Marketing Management in LSI Silderma LTD, a pharmaceutical dermo-cosmetic company based in Ireland and operating worldwide.

**Received:** March 14, 2023; **Accepted:** March 16, 2023; **Published:** August 10, 2023