09:00 – 17:30

@DREHM Pharma GmbH, Grünbergstraße 15/3/3, 1120 Wien

PROGRAMMÜBERSICHT | PROGRAM OVERVIEW

Uhrzeit	Dauer	SESSION 1	SESSION 2	SESSION 3	SESSION 4
8:30-9:00	30 Min.	**REGISTRIERUNG - ANMELDUNG**			
09:00–09:15	15 Min.	**ERÖFFNUNGS-KEYNOTES**			
09:15–10:15	60 Min.	**NEMs: Erfolgreich positionieren TROTZ Health Claims** Johanna Gugler - Workshop	**AI driven case intake in PV - example TheraLyze** Caius Stefan Giura, Sunil Kulkarni (Theralyze) - Vortrag (EN)	**Psychologie und Gesprächsführung aus Sicht der Auditorin** Tina Kreiner - Vortrag	**OPTIONAL: OPEN SPACES Ad-Hoc-Sessions** Offenes Format gestaltet durch Teilnehmer:innen
10:15–10:30	15 Min.	**VORMITTAGS-KIPFERL & KAFFEE**			
10:30–11:20	50 Min.	**Regulatorische Updates aus der NEM-Branche** Christian Egger - Vortrag	**GVP für Nicht-PV-Mitarbeiter - ein Crashkurs** Stefan Zohmann - Vortrag	**Vom Online-Marketing für Menschen zum MCP für Maschinen. Interaktiver Workshop am Beispiel von Websites zu KI-Optimierung GEO** Michael Kalina, Michael Brantner - Vortrag, Workshop	**Executive Coffee Table 1: LEGAL UPDATE: Was CEOs und Führungskräfte 2026 bewegt … oder: How not to get nuts in times of continuous change** Sandra Hartbach - Update, Offener Austausch, Q&A
11:30–12:00	30 Min.	**Biologics in Focus – Current Trends & Future Perspectives** Klara Kunckova - Vortrag	**Pharmakovigilanz Updates 2025/26** Stefan Zohmann - Vortrag	**Executive Coffee Table 2: CEO-Perspektive PEOPLE & FÜHRUNG im Wandel - Offener Austausch zu Erfahrungen und Lösungen** Sandra Hartbach - Update, Offener Austausch, Q&A	**Escape-Room Experience für Nicht-PV-Mitarbeiter: "PV Purgatory - Traust du dich den Fall zu lösen?" – GRUPPE 1**, max. 4 Personen, 30 Mins Tina Kreiner - Experience, Training
12:10–12:45	35 Min.	**ROUND TABLE mit allen DREHM-Abteilungen + Geschäftsführung - Plenum**			
12:45–13:30	45 Min.	**MITTAGESSEN**			

Uhrzeit	Dauer	SESSION 1	SESSION 2	SESSION 3	SESSION 4
13:30–14:15	45 Min.	**Die Risikopyramide für NEM-Produkte – Entspannung oder Stress für NEM-Firmen** Christian Egger - Vortrag	**Next-Generation Medical Writing: Keep Pace with RA & PV Updates - and Review with Confidence** Eva Bauer, Bonang Masilo - Vortrag, Austausch (EN)	**Lifecycle und Schnittstelle zu QM & Supply Chain** Angéline Wlodarczyk, Johanna Klocker - Vortrag	**Escape-Room Experience für Nicht-PV-Mitarbeiter: "PV Purgatory - Traust du dich den Fall zu lösen?" – GRUPPE 2**, 30 Min. max. 4 Personen Tina Kreiner - Experience, Training
14:25–14:45	20 Min.	**Multimarket Packungen und Codierungen bei Medizinprodukten und Arzneimitteln** Daniela Ostheim - Impulsvortrag	**EmpCo-Richtlinie und Greenwashing - was ist das?** Stefanie Fraunschiel - Impulsvortrag	**Kulturelle Erfahrungen aus GMP-Readiness in Asien (Indien, Vietnam)** Pravitha Paul, Klara Kunckova - Impulsvortrag	**OPTIONAL: OPEN SPACES Ad-Hoc-Sessions** Offenes Format gestaltet durch Teilnehmer:innen
14:50–15:05	15 Min.	**NACHMITTAGS-KIPFERL & KAFFEE**			
15:05–15:50	45 Min.	**Anatomy of a Medical Marketing Campaign** Bianca Czeipek, Andrea Zudrell - Vortrag, Austausch	**Medizinprodukte im Wandel: Trends verstehen. Veränderungen nutzen. Zukunft meistern.** Eva Bauer, Natascha Gansinger - Vortrag	**Getting the Most out of Your Computerized Systems - Focus Learning Management and PV solutions** Caius Stefan Giura - Vortrag (EN)	**Escape-Room Experience für Nicht-PV-Mitarbeiter: "PV Purgatory - Traust du dich den Fall zu lösen?" – GRUPPE 3**, 30 Min. max. 4 Personen Tina Kreiner - Experience, Training
16:00-16:30	30 Min.	**KI und wir - ROUND TABLE - Plenum**			
16:30–17:30	90 Min.	**DREHM EXPERT FAIR - alle Fachexpert:innen**			
16:30 - 17:30	60 Min.	**WEINVERKOSTUNG & gemeinsamer Ausklang**			

DETAILÜBERSICHT

09:15 – 10:15

NEMs: Erfolgreich positionieren TROTZ Health Claims (60 Min.)
Johanna Gugler
Format: Workshop
Sprache: Deutsch, English on request
#NEM #health_claims

AI driven case intake in PV - example TheraLyze (60 Min.)
Caius Stefan Giura, Sunil Kulkarni (Theralyze)
Format: Vortrag
Sprache: English
#PV #AI #KI #case_input

Psychologie und Gesprächsführung aus Sicht der Auditorin (60 Min.)
Tina Kreiner
Format: Vortrag
Sprache: Deutsch, English on request
#audits #psychologie #kommunikation #pv #qm

10:30 – 11:20

Regulatorische Updates aus der NEM-Branche (50 Min.)
Christian Egger
Format: Vortrag
Sprache: Deutsch, English on request
#NEM #update

GVP für Nicht-PV-Mitarbeiter - ein Crashkurs (50 Min.)
Stefan Zohmann
Format: Vortrag
Sprache: Deutsch, English on request
#PV #drug_safety_101 #crashcourse #crashkurs #regulation

Vom Online-Marketing für Menschen zum MCP für Maschinen. Interaktiver Workshop am Beispiel von Websites zu KI-Optimierung GEO (50 Min.)
Michael Kalina, Michael Brantner – Top-Experten im Bereich Websites und digitales Hands-On rund um Marketing – in Kollaboration mit DREHM & DREHM Communication and Innovation
Format: Vortrag, Workshop
Sprache: Deutsch, English on request
#marketing #websites #ki #seo #geo

Executive Coffee Table 1: LEGAL UPDATE: Was CEOs und Führungskräfte 2026 bewegt … oder: How not to get nuts in times of continuous change (50 Min.)
Sandra Hartbach
Format: Update, Offener Austausch, Q&A
Sprache: Deutsch, English on request
#executive #führung #verantwortung #legal #haftung #update

11:30 – 12:00

Biologics in Focus – Current Trends & Future Perspectives (30 Min.)
Klara Kunckova
Format: Vortrag
Sprache: Deutsch, English on request
#biologics #trends #perspective

Pharmakovigilanz Updates 2025/26 (30 Min.)
Stefan Zohmann
Format: Vortrag
Sprache: Deutsch, English on request
#PV #drug_safety #update #regulation

Executive Coffee Table 2: CEO-Perspektive PEOPLE & FÜHRUNG im Wandel - Offener Austausch zu Erfahrungen und Lösungen (30 Min.)
Sandra Hartbach
Format: Update, Offener Austausch, Q&A
Sprache: Deutsch, English on request
#executive #führung #verantwortung #legal #haftung #update

Escape-Room Experience für Nicht-PV-Mitarbeiter: PV Purgatory - Traust du dich den Fall zu lösen?" (30 Min.)
Tina Kreiner
Format: Experience, Training 3 Slots zu je 30 Minuten, max. 4 Teilnehmer:innen
Sprache: Deutsch, English on request
#PV #drug_safety_101 #training #experience #escape_room

12:10 – 12:45

ROUND TABLE mit allen DREHM-Abteilungen + GF (35 Min.)
Eva Bauer, Bianca Czeipek, Johanna Gugler, Sandra Hartbach, Angéline Wlodarczyk, Johanna Klocker, Stefan Zohmann
Format: Offener Austausch, Q&A
Sprache: Deutsch, English on request
#schnittstellen #exchange #future

13:30 – 14:15

Die Risikopyramide für NEM-Produkte – Entspannung oder Stress für NEM-Firmen (45 Min.)
Christian Egger
Format: Vortrag
Sprache: Deutsch, English on request
#NEM #health_claims #risiko #risk

Next-Generation Medical Writing: Keep Pace with RA & PV Updates - and Review with Confidence (45 Min.)
Eva Bauer, Bonang Masilo
Format: Vortrag & Offener Austausch
Sprache: English
#medizinprodukte #medical_writing

Lifecycle und Schnittstelle zu QM & Supply Chain (45 Min.)
Angéline Wlodarczyk, Johanna Klocker
Format: Vortrag
Sprache: Deutsch, English on request
#RA #regulatory_affairs #supply_chain #schnittstellen #interface #qm

14:25 – 14:45

Multimarket Packungen und Codierungen bei Medizinprodukten und Arzneimitteln (20 Min.)

Daniela Ostheim
Format: Short - Impulsvortrag
Sprache: Deutsch, English on request
#multi_market #medizinprodukte #arzneimittel #codierung

EmpCo-Richtlinie und Greenwashing – was ist das? (20 Min.)

Stefanie Fraunschiel
Format: Short - Impulsvortrag
Sprache: Deutsch, English on request
#greenwashing #regulation #update

Kulturelle Erfahrungen aus GMP-Readiness in Asien (Indien, Vietnam) (20 Min.)

Pravitha Paul, Klara Kunckova
Format: Short - Impulsvortrag
Sprache: Deutsch, English on request
#audits #gmp #experience #culture #kultur #exchange

15:05 – 15:50

Anatomy of a Medical Marketing Campaign (45 Min.)

Bianca Czeipek, Andrea Zudrell
Format: Vortrag & Offener Austausch
Sprache: Deutsch, English on request
#marketing #pharma_strategies

Medizinprodukte im Wandel: Trends verstehen. Veränderungen nutzen. Zukunft meistern (45 Min.)

Eva Bauer, Natascha Gansinger
Format: Vortrag
Sprache: Deutsch, English on request
#medizinprodukte #medical_writing

Getting the Most out of Your Computerized Systems - Focus Learning Management and PV solutions (45 Min.)

Caius Stefan Giura
Format: Vortrag
Sprache: English
#PV #systems #optimization #data #learning_management

16:00 – 16:30

KI und wir - ROUND TABLE im Plenum (30 Min.)

Eva Bauer, Bianca Czeipek, Johanna Gugler, Sandra Hartbach, Angéline Wlodarczyk, Johanna Klocker, Stefan Zohmann
Format: Offener Austausch
Sprache: Deutsch, English on request
#ki #zukunft #schnittstellen #exchange #future

16:30 – 17:30

DREHM EXPERT FAIR

Stationen mit allen Fach-Abteilungen DREHM und DREHM Communication and Innovation
Offener Austausch mit unserem Team zu Fachthemen auf hohem Niveau.

WEINVERKOSTUNG mit Robert Herbst

Gemeinsam köstliche Weine verkosten und den Tag ausklingen lassen.

Optional:

OPEN SPACES – Ad-Hoc-Sessions

Offenes Format, für direkten Austausch zwischen Teilnehmer:innen und DREHM - gestaltet durch Teilnehmer:innen

Time	Duration	SESSION 1	SESSION 2	SESSION 3	SESSION 4
8:30-9:00	30 min.	REGISTRATION & CHECK-IN			
09:00–09:15	15 min.	OPENING KEYNOTES			
09:15–10:15	60 min.	**Food Supplements: Successful Positioning DESPITE Health Claims** Johanna Gugler - Workshop	**AI-Driven Case Intake in PV - The TheraLyze Example** Caius Stefan Giura, Sunil Kulkarni (Theralyze) - Presentation (EN)	**Psychology and Communication from an Auditor's Perspective** Tina Kreiner - Presentation	**OPTIONAL: OPEN SPACES Ad Hoc Sessions** Open Format Designed by Participants
10:15–10:30	15 min.	MORNING COFFEE & PASTRIES			
10:30–11:20	50 min.	**Regulatory Updates from the Food Supplements Sector** Christian Egger - Presentation	**GVP for Non-PV Staff - A Crash Course** Stefan Zohmann - Presentation	**From Online Marketing for Humans to MCP for Machines: Interactive Workshop on AI Optimisation and GEO Using Websites as a Practical Example** Michael Kalina, Michael Brantner - Presentation, Workshop	**Executive Coffee Table 1:** LEGAL UPDATE: What Is Keeping CEOs and Executives Busy in 2026 ... or: How Not to Get Nuts in Times of Continuous Change Sandra Hartbach - Update, Open Discussion, Q&A
11:30–12:00	30 min.	**Biologics in Focus - Current Trends & Future Perspectives** Klara Kunckova - Presentation	**Pharmacovigilance Updates 2025/26** Stefan Zohmann - Presentation	**Executive Coffee Table 2: CEO Perspective - PEOPLE & LEADERSHIP in Transition - Open Discussion on Experiences and Solutions** Sandra Hartbach - Update, Open Discussion, Q&A	**Escape Room Experience for Non-PV Staff:** "PV Purgatory - Do You Dare Solve the Case?" - GROUP 1 Max. 4 Participants Tina Kreiner - Experience, Training
12:10–12:45	35 min.	ROUND TABLE with All DREHM Departments + Executive Management - Plenary Session			
12:45–13:30	45 min.	LUNCH			

Time	Duration	SESSION 1	SESSION 2	SESSION 3	SESSION 4
13:30–14:15	45 min.	**The Risk Pyramid for Food Supplement Products - Relief or Stress for Food Supplement Companies** Christian Egger - Presentation	**Next-Generation Medical Writing: Keep Pace with RA & PV Updates - and Review with Confidence** Eva Bauer, Bonang Masilo - Presentation, Discussion (EN)	**Lifecycle and Interfaces with Quality Management & Supply Chain** Angéline Wlodarczyk, Johanna Klocker - Presentation	**Escape Room Experience for Non-PV Staff:** "PV Purgatory - Do You Dare Solve the Case?" - GROUP 2 Max. 4 Participants Tina Kreiner - Experience, Training
14:25–14:45	20 min.	**Multi-Market Packaging and Coding for Medical Devices and Medicinal Products** Daniela Ostheim - Short Presentation	**The EmpCo Directive and Greenwashing - What Is It?** Stefanie Fraunschiel - Short Presentation	**Cultural Experiences from GMP Readiness Projects in Asia (India, Vietnam)** Pravitha Paul, Klara Kunckova - Short Presentation	**OPTIONAL: OPEN SPACES Ad Hoc Sessions** Open Format Designed by Participants
14:50–15:05	15 min.	**AFTERNOON COFFEE & PASTRIES**			
15:05–15:50	45 min.	**Anatomy of a Medical Marketing Campaign** Bianca Czeipek, Andrea Zudrell - Presentation, Discussion	**Medical Devices in Transition: Understand Trends. Embrace Change. Shape the Future.** Eva Bauer, Natascha Gansinger - Presentation	**Getting the Most out of Your Computerized Systems - Focus on Learning Management and PV Solutions** Caius Stefan Giura - Presentation (EN)	**Escape Room Experience for Non-PV Staff:** "PV Purgatory - Do You Dare Solve the Case?" - GROUP 3 Max. 4 Participants Tina Kreiner - Experience, Training
16:00-16:30	30 min.	**AI and Us - ROUND TABLE - Plenary Session**			
16:30–17:30	90 min.	**DREHM EXPERT FAIR - All Subject-Matter Experts**			
16:30 - 17:30	60 min.	**WINE TASTING & INFORMAL CLOSING**			

DETAILED OVERVIEW

09:15 – 10:15

Food Supplements: Successful Positioning DESPITE Health Claims (60 min.)

Johanna Gugler
Format: Workshop
Language: German; English upon request
#food_supplements #health_claims

AI-Driven Case Intake in PV - The TheraLyze Example (60 min.)

Caius Stefan Giura, Sunil Kulkarni (Theralyze)
Format: Presentation
Language: English
#PV #AI #case_input

Psychology and Communication from an Auditor's Perspective (60 min.)

Tina Kreiner
Format: Presentation
Language: German; English upon request
#audits #psychology #communication #pv #quality_management

10:30 – 11:20

Regulatory Updates from the Food Supplements Sector (50 min.)

Christian Egger
Format: Presentation
Language: German; English upon request
#food_supplements #update

GVP for Non-PV Staff - A Crash Course (50 min.)

Stefan Zohmann
Format: Presentation
Language: German; English upon request
#PV #drug_safety_101 #crash_course #regulation

From Online Marketing for Humans to MCP for Machines: An Interactive Workshop on AI Optimisation and GEO Using Websites as a Practical Example (50 min.)

Michael Kalina, Michael Brantner - Leading Experts in Websites and Hands-On Digital Marketing - in Collaboration with DREHM & DREHM Communication and Innovation
Format: Presentation, Workshop
Language: German; English upon request
#marketing #websites #ai #seo #geo

Executive Coffee Table 1: LEGAL UPDATE: What Is Keeping CEOs and Executives Busy in 2026 ... or: How Not to Get Nuts in Times of Continuous Change (50 min.)

Sandra Hartbach
Format: Update, Open Discussion, Q&A
Language: German; English upon request
#executive #leadership #responsibility #legal #liability #update

11:30 – 12:00

Biologics in Focus – Current Trends & Future Perspectives (30 Min.)

Klara Kunckova
Format: Presentation
Language: German; English upon request
#biologics #trends #perspective

Pharmacovigilance Updates 2025/26 (30 min.)

Stefan Zohmann
Format: Presentation
Language: German; English upon request
#PV #drug_safety #update #regulation

Executive Coffee Table 2: CEO Perspective - PEOPLE & LEADERSHIP in Transition - Open Discussion on Experiences and Solutions (30 min.)

Sandra Hartbach
Format: Update, Open Discussion, Q&A
Language: German; English upon request
#executive #leadership #responsibility #legal #liability #update

Escape Room Experience for Non-PV Staff: "PV Purgatory - Do You Dare Solve the Case?" (30 min.)

Tina Kreiner
Format: Experience, Training - 3 slots of 30 minutes each, max. 4 participants
Language: German; English upon request
#PV #drug_safety_101 #training #experience #escape_room

12:10 – 12:45

ROUND TABLE with All DREHM Departments + Executive Management (35 min.)

Eva Bauer, Bianca Czeipek, Johanna Gugler, Sandra Hartbach, Angéline Wlodarczyk, Johanna Klocker, Stefan Zohmann
Format: Open Discussion, Q&A
Language: German; English upon request
#interfaces #exchange #future

13:30 – 14:15

The Risk Pyramid for Food Supplement Products - Relief or Stress for Food Supplement Companies (45 min.)

Christian Egger
Format: Presentation
Language: German; English upon request
#food_supplements #health_claims #risk

Next-Generation Medical Writing: Keep Pace with RA & PV Updates - and Review with Confidence (45 min.)

Eva Bauer, Bonang Masilo
Format: Presentation & Open Discussion
Language: English
#medical_devices #medical_writing

Lifecycle and Interfaces with Quality Management & Supply Chain (45 min.)

Angéline Wlodarczyk, Johanna Klocker
Format: Presentation
Language: German; English upon request
#RA #regulatory_affairs #supply_chain #interfaces #quality_management

14:25 – 14:45

Multi-Market Packaging and Coding for Medical Devices and Medicinal Products (20 min.)
Daniela Ostheim
Format: Short Presentation
Language: German; English upon request
#multi_market #medical_devices #medicinal_products #coding

The EmpCo Directive and Greenwashing - What Is It? (20 min.)
Stefanie Fraunschiel
Format: Short Presentation
Language: German; English upon request
#greenwashing #regulation #update

Cultural Experiences from GMP Readiness Projects in Asia (India, Vietnam) (20 min.)
Pravitha Paul, Klara Kunckova
Format: Short Presentation
Language: German; English upon request
#audits #gmp #experience #culture #exchange

15:05 – 15:50

Anatomy of a Medical Marketing Campaign (45 min.)
Bianca Czeipek, Andrea Zudrell
Format: Presentation & Open Discussion
Language: German; English upon request
#marketing #pharma_strategies

Medical Devices in Transition: Understand Trends. Embrace Change. Shape the Future. (45 min.)
Eva Bauer, Natascha Gansinger
Format: Presentation
Language: German; English upon request
#medical_devices #medical_writing

Getting the Most out of Your Computerized Systems - Focus on Learning Management and PV Solutions (45 min.)
Caius Stefan Giura
Format: Presentation
Language: English
#PV #systems #optimization #data #learning_management

16:00 – 16:30

AI and Us - ROUND TABLE in Plenary Session (30 min.)
Eva Bauer, Bianca Czeipek, Johanna Gugler, Sandra Hartbach, Angéline Wlodarczyk, Johanna Klocker, Stefan Zohmann
Format: Open Discussion, Q&A
Language: German; English upon request
#ai #future #interfaces #exchange

16:30 – 17:30

DREHM EXPERT FAIR
Stations Featuring All DREHM Specialist Departments and DREHM Communication and Innovation
Open Discussion with Our Team on Specialist Topics at an Expert Level.

WINE TASTING with Robert Herbst
Taste a Selection of Excellent Wines Together and Bring the Day to a Relaxed Close.

Optional:
OPEN SPACES - Ad Hoc Sessions
Open Format for Direct Exchange Between Participants and DREHM - Designed by Participants