



# How Servier took the headache out of organizing meetings during JP Morgan

## The Company

Servier is an international pharmaceutical company present in 149 countries, with a turnover of 4.2 billion euros in 2018 and 22,000 people worldwide. Corporate growth is driven by their constant search for innovation in five areas of excellence: cardiovascular, immune-inflammatory and neuropsychiatric disease, cancer and diabetes, as well as by their activities in high-quality generic drugs. Servier also offers eHealth solutions beyond drug development. Currently, they have 30 drug candidates including 16 new molecular entities at various stages of clinical development.

To further accelerate the research and development of innovative treatments, Servier Group has instituted a dynamic policy of open innovation. Servier develops partnerships both with academic organizations as well as other pharmaceutical groups and biotechnology companies. Partnering is a deeply valued activity and partnerships are meant to be a long-term investment, leveraging Servier's scientific and medical excellence with their top scientists and extensive clinical expert network. Each partnership is unique, and creates a personalized relationship.

## The Challenge

A key opportunity to meet both current and potential partners is in San Francisco during the week of the JP Morgan Healthcare conference. Each year, Servier brings 30 attendees from Senior Management and hosts over 100 meetings in 5 retained meeting spaces.

The logistics of this brings its own set of problems. From shared calendars and Excel tables to multiple room agendas and time differences, JPM organization is notoriously difficult.

## The Solution

To simplify and improve their meeting management during JP Morgan week, Servier chose Inova's JPM Private Scheduler. Private Scheduler provides smart and secured scheduling for pharma companies that attend JPM and coordinate meetings within their private hotel suites. It is connected to Inova's partnering platform, enabling Inova clients to centralize all of their partnering information in seconds. Meetings managed by JPM Private Scheduler are imported directly into the Inova platform.

## The Benefits



**Ruth Allison-Marshall**  
Executive Assistant, BD&L  
Servier

"Inova's Private Scheduler takes the headache out of organizing meetings during JP Morgan. Managing rooms and schedules takes just a fraction of the time now."

### Simplified Scheduling and Rescheduling

Private Scheduler is intuitive and easy-to-use. In one glance, Servier sees what rooms are available, allowing them to quickly schedule or reschedule meetings as well as maximize their room usage. In the past, scheduling a meeting required provisionally scheduling the room, sending internal and external meetings and calendar invitations--today, it can be scheduled in seconds. Time zones are managed automatically, taking the mathematical headache out of getting meetings scheduled.

### Streamlined communication

Private Scheduler handles the meeting communications automatically, including calendar invitations (.ics) and emails for scheduling and rescheduling. Once a meeting is scheduled, Private Schedule does the rest – notifying and updating all participants of the time and location.

### Everything in one place

One of the biggest advantages for Servier has been Private Scheduler's connection to Inova's partnering platform. Meetings scheduled in Private Scheduler are directly imported into Inova, putting all of Servier's partnering information in one secure place. With no manual data entry, Servier's attendees can get started on their follow-ups right away. *"Having all our meetings imported to Inova's partnering platform is a huge benefit. Instead of retyping the meeting information, everything the team needs to know is right there,"* says Ruth Allison-Marshall, Executive Assistant, BD&L.

### Reporting

Private Scheduler provides fast, easy reporting on Servier's meetings. Both individual and room schedules can be printed quickly, providing the real-time status of their meetings.

## About Inova

Inova accelerates partnering for the future of medicine. Our cloud-based solutions help life science companies manage their biopharma opportunities more efficiently. They find all their partnering information in one place, track their deals and alliances easily and report on their pipeline and activities in seconds.

We have also developed strategic partnerships that make data from the 20 biggest biopharma events automatically available in Inova, providing our users with always up-to-date company and contact information.

Over 150 life science companies, including 50% of the top 50 pharmaceutical companies, already use Inova.

We are headquartered in Lyon, France and operate offices in Denver, New York and Tokyo. For more information, visit [www.inova.io](http://www.inova.io).

