DIA

Medical Affairs and Scientific Communications Forum

Primer: March 12 | Short Courses: March 13 | Forum: March 13-15 Tucson El Conquistador Golf & Tennis Resort | Tucson, AZ

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Overview

The *Medical Affairs and Scientific Communications Forum* is a cross-functional forum for knowledge sharing and integrated thought leadership, for thepurposes of gaining further expertise and networking opportunities in a specific area of work, as well as related functional areas. The sessions are developed to meet the needs of those who work in pharmaceutical-based medical affairs and scientific communications, and organized into three central tracks:

- Medical Communications
- Medical Writing: Regulatory and Publication
- Medical Science Liaisons

Who Should Attend

Professionals involved in:

- Medical Communications
- Medical Writing
- Medical Liaisons
- Medical Information
- Medical Call Center Environment
- Regulatory Affairs
- Clinical Research
- Professional Education, Training and Development
- Document Management/eSubmissions

Highlights

- Keynote Addresses from Dr. Anna Barker, PhD, and Lucy Rose, MBA
- NEW: DIAfit Yoga Classes on Tuesday and Wednesday mornings
- NEW: Live Tweetup on March 14, 12:45-1:30PM meet fellow Tweeters and participate in a live social media conversation
- Two Dinner on the Town opportunities to eat and engage with your peers
- NEW: more interactive session formats. This year's program features a mix of traditional session formats and new engaging formats such as MEDtalk (a story telling format similar to a TEDtalk), role playing, demonstrations, and group work.
- Exhibit Hall with 30+ participating companies

Message from Program Co-Chairs

Dear Colleagues,

We are pleased to welcome you to the DIA *Medical Affairs and Scientific Communications Forum*! This forum is unique in setting the stage for an open, collaborative discussion of important topics and tools for medical scientific communications professionals to navigate the dynamic and quickly changing health care environment. Experts across the three central tracks, Medical Writing, Medical Communications, and Medical Science Liaisons, will be presenting. We are truly three meetings in one, with plenaries planned to create a cross-functional experience for knowledge-sharing, integrated thought leadership, and proactive networking.

We will kick off with a full day primer on Sunday and half day short courses Monday morning. The main forum will begin in the afternoon on Monday and will feature our first motivational keynote address, by Anna Barker, PhD, Co-Director; Director; Professor, School of Life Sciences Complex Adaptive Systems; NBDA; Arizona State University, which is immediately followed by a fun, interactive session unlike any you have attended before, delving into solutions for working with difficult people leading into our first round of breakout sessions and ending with an amazing welcome reception to be held outside on the resort grounds. Tuesday we start the day with our second keynote address by Lucy Rose, President of Lucy Rose and Associates, LLC, who will highlight what you need to know about FDA including the two new communications guidances!

We hope you will take advantage of the many opportunities to actively engage in discussions and with each other. Be sure to join us Tuesday evening for the Residents and Fellows Poster Session and Networking Reception, followed by a Dinner on the Town, and Wednesday during the luncheon to see the Professional Posters, and at the closing MEDtalk Session for access to three inspiring executives who will be sharing their success stories.

Best Regards,
The MASC 2017 Program Committee

Thanking our Media Partner: PharmaVOICE

Schedule At-A-Glance

Track A: Medical Communications
Track B: Medical Writing: Regulatory and Publications
Track C: Medical Science Liaisons

PRIMER | SUNDAY, MARCH 12		
8:30AM-5:00PM	**Medical Communications Primer: The Fundamentals of Medical Communications**	Coronado
DAY ONE | MONDAY, MARCH 13		
7:30AM-5:30PM	Registration	Presidio Foyer
7:30-8:30AM	Short Course Continental Breakfast and Networking	Turquoise Ballroom Foyer
8:30AM-12:00PM	**Short Course 1:** Medical Communications: Compliance in 2017	Joshua I
8:30AM-12:00PM	**Short Course 2:** Promotional and Medical Review Committee 101	Coronado II
8:30AM-12:00PM	**Short Course 3:** Wearing Multiple Hats with Style – How to Effectively Manage Your Medical Writing Projects	Coronado I
8:30AM-12:00PM	**Short Course 4:** Medical Science Liaison - Achieving Success in Your Career	Agave I
1:00-1:15PM	**Welcome and Opening Remarks**	Presidio Ballroom
1:15-2:00PM	**Session 1: Keynote Address One** Complexity, Convergence, and Collaboration: Forces Shaping the Future of Precision Medicine	Presidio Ballroom
2:00-3:30PM	**Session 2:** Successfully Collaborating with Difficult People: Yes, You Can!	Presidio Ballroom
3:30-4:00PM	Refreshments, Exhibits, and Networking Break	Turquoise Ballroom
4:00-5:30PM	**Session 3:** Breakout Sessions **Track A:** Customer Centric Medical Information: Evolving the Content Around the Customer **Track B:** HEOR: Value of Health Economics and Outcomes Research and Knowledge Transfer **Track C:** Field-Based Medical Affairs: Medical Science Liaisons on a Global Scale	Presidio Ballroom I & II Joshua Tree Coronado
5:30-6:30PM	Networking Reception	Poolside
DAY TWO | TUESDAY, MARCH 14		
6:30-7:30AM	**NEW! DIAfit Yoga Class**	Oro Valley
7:30AM-5:00PM	Registration	Presidio Foyer
7:30-8:30AM	Continental Breakfast, Exhibits, and Networking Break	Turquoise Ballroom
8:30-9:30AM	**Session 4: Keynote Address Two** FDA Potpourri for the Medical Affairs Professional	Presidio Ballroom
9:30-10:00AM	**Community Updates and Awards Ceremony**	Presidio Ballroom
10:00-10:30AM	Refreshments, Exhibits, and Networking Break	Turquoise Ballroom
10:30AM-12:00PM 10:30AM-11:30PM 11:30AM-12:30PM	**Session 5:** Breakout Sessions **Track A:** Innovation in Medical Communications: War Stories and Survival Tips **Track B:** Communicating Quantitative Research Effectively **Track C1:** Grabbing The Brass Ring: Understanding the Keys to Job Interview Success for MSLs (and Managers of MSLs) **Track C2:** How to Train Your Dragon, Err, Mean MSL...	Presidio I & II Joshua Coronado Coronado
12:00-1:30PM	Luncheon, Exhibits, and Networking	Presidio Ballroom
12:00-1:30PM	**Looking Forward: Resident, Fellow, and Preceptor Luncheon and Professional Development Session**	Turquoise Ballroom
12:45-1:30PM	**NEW! Tweetup**	Presidio V
	Session 6: Breakout Sessions **Track A:** Globalization of Medical Information Operations and Systems **Track B1:** How Does it All Work? A Peek behind the Scenes of Sponsor-Vendor Relationships **Track B2:** Innovations in Data Presentation **Track C:** MSL Value: A Panel Approach Of Perspectives from Various Stakeholders	Presidio I & II Joshua Tree Agave Coronado
3:00-3:30PM	Refreshments, Exhibits, and Networking Break	Turquoise Ballroom
3:30-5:00PM	**Session 7:** Breakout Sessions **Track A:** Consistently Delivering the Experience Desired by Your Customer **Track B1:** Submission Survival Toolkit: Truth Versus Fiction **Track B2:** Publications, People, and Positive Practices **Track C:** The Integrated Delivery Network: An Evolving Customer for Medical Affairs Engagement and Support	Presidio I & II Joshua Tree Agave Coronado
5:00-6:00PM	Resident and Fellow Posters and Networking Reception	Turquoise Ballroom
6:30PM	**Dinner on the Town -** Complimentary shuttles run 6:30- 0:30PM	La Encantada
DAY THREE | WEDNESDAY, MARCH 15		
6:30-7:30AM	**NEW! DIAfit Yoga Class**	Oro Valley
7:00AM-4:30PM	Registration	Presidio Foyer
7:30-8:00AM	Continental Breakfast, Exhibits, and Networking Break	Turquoise Ballroom
8:00-9:30AM	**Session 8:** Breakout Sessions **Track A:** Podium Pearls **Track B:** Medical Writing Competency Model and Professionalism **Track C:** Policy Updates: Staying Informed and Understanding Their Potential Impact to the Medical Liaison Role	Presidio I & II Joshua Tree Coronado
9:30-10:00AM	Refreshments, Exhibits, and Networking Break	Joshua Tree
10:00-11:30AM	**Session 9:** Breakout Sessions **Track A1:** To Tweet or Not to Tweet and Other Channels of Engagement **Track A2:** Investigational Products: Access, Medical Information, and Communications Channels **Track B1:** Hot Topics in Clinical Trial Transparency **Track B2:** Clinical Pharmacology: What In The World Are They Talking About and What's In It For Me? **Track C:** Insights, Influence Analytics, and Driving Value	Coronado Presidio V Joshua Tree Agave Presidio I & II
11:30AM-1:00PM	Luncheon, Posters, and Exhibits	Turquoise Ballroom
1:00-2:30PM	**Session 10:** Breakout Sessions **Track A:** The Dream: One Connected, Global Medical Information System **Track B1:** Component Authoring - An Overview of Our Experience in Medical Information **Track B2:** Ready, Aim, Publish: What to Target in Publication Planning **Track C:** The Future is Now: Top 10 MSL Innovations to Implement Today and Tomorrow For Me?	Presidio V Joshua Tree Agave Presidio I & II
2:30-3:00PM	Refreshments and Networking Break	Presidio V
3:00-4:30PM	**MEDTalk:** Mentoring and Other Pathways to Success	Presidio Foyer

Continuing Education Credit

DIA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program is designated for the CEUs indicated below. Type of Activity: Knowledge

ACPE Credit Requests MUST BE SUBMITTED by Saturday, April 25, 2017

DIA is required by the Accreditation Council for Pharmacy Education (ACPE) to report pharmacy-requested CEUs through the CPE Monitor system. All ACPE-certified activity credit requests need to be submitted through DIA's My Transcript within 45-days post activity. If ACPE credit is not requested by Saturday, April 25, 2017, the CEU request will not be transmitted through to the CPE Monitor. Pharmacists will need to provide their National Association of Boards of Pharmacy (NABP) e-Profile ID and date of birth (MMDD) to ensure the data is submitted to the ACPE and NABP properly. If you need to obtain your NABP e-Profile, please visit www.cpemonitor.net.

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As an IACET Authorized Provider, DIA offers CEUs for its programs that qualify under the ANSI/IACET Standard. DIA is authorized by IACET to offer the up to 2.7 CEUs. Participants must attend the entire forum in order to be able to receive an IACET statement of credit. No partial credit will be awarded.

Medical Communications Primer..... 0.7 CEUs
Short Course 1 ..... 0.3 CEUs
Short Course 2..... 0.3 CEUs
Short Course 3..... 0.3 CEUs
Short Course 4 ..... 0.3 CEUs
Forum ..... 1.6 CEUs

Continuing Education Credit and My Transcript

If you would like to receive a statement of credit, you must attend the forum (Primer and/or Short Course(s), if applicable), complete the "Verification of Attendance" form located in your meeting folder, turn in your form to the registration desk at the conclusion of the forum, and complete the online credit request process through My Transcript. Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests on **Wednesday, March 29, 2017.**

To view DIA's Grievance Policy, visit DIAglobal.org/CE

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- Visit DIAglobal.org, select "Sign in" and you will be prompted for your user ID and password
- Choose MENU, found in the upper left corner
- Under CONFERENCES select "Continuing Education"
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Continuing Education Allocation

Medical Communications Primer

Pharmacy 7 contact hours or .7 CEUs, UAN: 0286-0000-17-036-L04-P; IACET .7 CEUs

Short Courses

Short Course 1: ***Medical Communications: Compliance in 2017:*** Pharmacy 3.25 contact hours or .325 CEUs, UAN: 0286-0000-17-037-L04-P; IACET .3 CEUs

Short Course 2: ***Promotional and Medical Review Committee 101:*** Pharmacy 3.25 contact hours or .325 CEUs, UAN: 0286-0000-17-038-L04-P; IACET .3 CEUs

Short Course 3: ***Wearing Multiple Hats with Style – How to Effectively Manage Your Medical Writing Projects:*** IACET .3 CEUs

Short Course 4: ***Medical Science Liaison - Achieving Success in Your Career:*** Pharmacy 3.25 contact hours or .325 CEUs, UAN: 0286-0000-17-039-L04-P; IACET .3 CEUs

Forum Pharmacy Credit Breakdown

Session 3A: ***Customer Centric Medical Information: Evolving the Content Around the Customer:*** 1 contact hours or .1 CEUs, UAN: 0286-0000-17-040-L04-P

Session 3B: ***HEOR: What is Needed for a Health Economics Decision and How Does the Communicator Facilitate Knowledge Transfer?:*** 1 contact hours or .1 CEUs, UAN: 0286-0000-17-041-L04-P

Session 3C: ***MSL Global Medical Affairs:*** 1 contact hours or .1 CEUs, UAN: 0286-0000-17-042-L04-P

Session 4: ***Keynote Address 2: FDA Potpourri for the Medical Affairs Professional:*** 1 contact hours or .1 CEUs, UAN: 0286-0000-17-043-L04-P

Session 5A: ***Innovation in Medical Communications: War Stories and Survival Tips:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-044-L04-P

Session 5B: ***Communicating Quantitative Research Effectively:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-045-L04-P

Session 5C2: ***How to Train Your Dragon, Err, Mean MSL…:*** 1 contact hours or .1 CEUs, UAN: 0286-0000-17-046-L04-P

Session 6A: ***Globalization of Medical Information Operations and Systems: Data Privacy Changes that Impact You:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-047-L04-P

Session 6B2: ***Innovations in Data Presentation:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-048-L04-P

Session 6C: ***MSL Value: A Panel Approach Of Perspectives from Various Stakeholders:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-049-L04-P

Session 7A: ***Consistently Delivering the Experience Desired by Your Customer:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-050-L04-P

Session 7C: ***The Integrated Delivery Network: An Evolving Customer for Medical Affairs Engagement and Support:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-051-L04-P

Session 8A: ***Podium Pearls:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-052-L04-P

Session 8C: ***Policy Updates: Staying Informed and Understanding Their Potential Impact to the Medical Liaison Role:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-053-L04-P

Session 9A1**:** ***To Tweet or Not to Tweet and Other Channels of Engagement:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-054-L04-P

Session 9A2: ***Investigational Products: Access, Medical Information, and Communications Channels:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-055-L04-P

Session 9B1: ***Hot Topics in Clinical Trial Transparency:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-056-L04-P

Session 9B2: ***Clinical Pharmacology: What in The World Are They Talking About and What's In It For Me?:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-057-L04-P

Session 10A: ***The Dream: One Connected, Global Medical Information System:*** 1.5 contact hours or .15 CEUs, UAN: 0286-0000-17-058-L04-P

Sessions not available for Pharmacy Credit:

Short Course 3, Welcome and Opening Remarks, Session 1, Session 2, Session 5C1, Session 6 B1, Session 7B1, Session 7B2, Session 8B, Session 9C, Session 10B1, Session 10B2, Session 10C, Closing Session

It is DIA policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any relevant financial relationships related to the content of their presentation and/or the educational activity, and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Disclosures will be included in the handout materials. This educational activity may include references to the use of products for indications not approved by the FDA. Opinions expressed with regard to unapproved uses of products are solely those of the faculty and are not endorsed by the DIA or any of the manufacturers of products mentioned herein. Faculty for this educational activity was asked to disclose any discussion of unlabeled or unapproved uses of drugs or medical devices.

Medical Communications Track

Examine current developments in the medical communication and medical information fields. Speakers will discuss timely topics such as patient centricity, evolving content, globalization, and data privacy laws. In addition, best practices for investigational agents including expanded access programs and hotlines, as well as AMCP dossiers for pre-approved products will be explored. Attendees will also hear of companies using social media and new digital channels to interact with patients and health care professionals.

Medical Science Liaison Track

The MSL track will feature a wide range of topics for both tenured, and new MSL professionals. The sessions highlight seasoned industry professionals with the goal of providing insight into the changing MSL role across the product life cycle, perspectives on demonstrating MSL value, and evaluating the globalization of the MSL role. The program will also explore future facets of the MSL role with the emergence of a variety of new thought leader types in our expanding health care system. Attendees will learn best practices for ensuring professional growth, innovative methods for MSL training, and solutions and new tools to assist field-based medical teams with engaging both internal and external stakeholders.

Medical Writing Track

The medical writing track is subdivided into two tracks: regulatory and publications. Sessions will cover: health education outcomes research; EMA policy 70 and layperson summaries; innovative ways of presenting data; sponsor/vendor relationships; medical writing competency model and professionalism; authorship and publication planning; effective communication of quantitative research; writing for clinical pharmacology; devices and submissions; and dealing with team challenges and criticism.

Medical Affairs and Scientific Communications Forum

PRIMER | SUNDAY, MARCH 12

7:00AM-5:00PM Primer Registration

8:30AM-5:00PM

Medical Communications Primer

The Fundamentals of Medical Communications

Lead Instructor

Kristin Goettner, PharmD
Director, Medical Information
Janssen Scientific Affairs, LLC

Instructors

Jackie Byun, PharmD
Manager, Medical Information Services
Sanofi US

Payal Desai, PharmD
Associate Director, Medical Information
Janssen Scientific Affairs, LLC

Sabrina Lo, PharmD
Scientist, Managed Care Medical Communications
Genentech, A Member of the Roche Group

Ellen Whipple, BS Pharm, PharmD
Medical Information Specialist/Virtual Scientific Manager
Med Communications

Margaret May, MLS, AHIP
Literature Research Analyst,
US Medical Affairs
Genentech, A Member of the Roche Group

Ankur Shah, PharmD
Director, Medical Information
Incyte Corporation

Jennifer Totten, PharmD
Director, Scientific Communications and Training, Global Medical Excellence
Allergan

Health care professionals and patients look to medical communication and medical information professionals to provide essential, accurate, and unbiased drug information, therefore making medical communications an integral part of the health care industry. Because we work in the second most regulated industry, the pharmacy professionals who provide these services need to have a comprehensive understanding of not only the medical content, but also the regulatory and compliance environment which directly affects their daily activities.
This workshop will address many of the common responsibilities of medical communications staff and dig deeper into challenging aspects of each role. This activity is specifically designed to meet the needs of individuals new to biopharmaceutical industry-based medical communications. Many times, their understanding is limited to only their own companies SOPs and "way of doing things." In this activity, attendees will learn and discuss important skill sets that provide value to both internal and external customers and compare these across companies. These include activities such as identifying the critical steps that a medical communications professional should take when receiving an inquiry, evaluating the sources of information/data, and the importance of fair balance and documenting responses. Topics will also include important elements of writing a standard response letter (formulary dossier communications), promotional review committee best practices, and activities at scientific congresses. Role playing and mock examples will be used to re-enforce principles that emphasize the importance of our role to the industry and to the customers we serve.

Learning Objectives

At the conclusion of this primer, participants should be able to:

- Describe how the regulatory environment influences medical communications practice
- Identify critical steps that a medical communications professional should take when receiving an unsolicited inquiry, including evaluating the available data and sources of information
- Describe the important elements of writing a concise and clear standard response letter
- Recognize key biomedical literature resources used for answering medical information inquiries including strategies and techniques for finding literature to answer medical information questions
- Discuss medical information roles and responsibilities at medical congresses
- Recognize the differences and similarities between the roles of medical communications and medical science liaisons, including ways to share information and resources and share best practices and ideas for collaboration to enhance productivity and value for both organizations
- Discuss ways that medical communications professionals can support the needs of managed care customers including understanding the background, content, and purpose of the AMCP Formulary Dossier
- Describe the distinct scientific value that medical communications provides on promotional review committees

6:00-10:00PM

Dinner on the Town: Oro Valley Marketplace

Make plans to form new connections, network with peers, and dine with colleagues!
(Dinner cost is on own.)

Shuttle service to the Oro Valley Market Place will begin at 6:00PM with additional depatures and returns every half hour.

DAY ONE | MONDAY, MARCH 13

7:30AM-5:30PM Registration

7:30-8:30AM Short Course Continental Breakfast and Networking

8:30AM-12:00PM

Concurrent Short Courses

Short Course 1

Medical Communications: Compliance in 2017

Instructors

Monica A. Kwarcinski, PharmD
Executive Director, Medical Services
Purdue Pharma L.P.

Mark A. DeWyngaert, PhD, MBA
Managing Director
Huron Consulting Group

The compliance obligations within the pharmaceutical industry continue to increase each year. Now more than ever it is critical that medical communication departments have policies and procedures that address such things as medical inquiry and response documentation, staff training, and monitoring/audit programs. Whether you have been in medical communications for a few months or a few decades, this course will provide an overview of what policies, procedures, and programs medical communications departments should consider implementing to help ensure compliance and mitigate risk. This will be an interactive course with opportunity for discussion and Q&A.

Learning Objectives

At the conclusion of this short course, participants should be able to:

- Discuss compliance hot topics in medical communications such as medical inquiry documentation; response development, review, and dissemination; Sunshine Act reprint reporting requirements: staff training, and sales force facilitated inquiries
- Describe what policies and procedures the Office of Inspector General (OIG) is requiring medical communications departments to have in place based on recent Corporate Integrity Agreements (CIA)
- Identify the factors to consider when developing, implementing, and maintaining QA, compliance, and training programs
- Describe how to mitigate risk in medical communications

Short Course 2

Promotional and Medical Review Committee 101

Instructor

Lucy Rose
President
Lucy Rose and Associates, LLC

Promotional review is a critical component to the successful marketing of products. Promotional review committees ensure that a company's advertising and promotional materials and activities meet regulatory, legal, and scientific requirements, and internal policies and guidelines. Medical information/communications can play a key role in ensuring scientific rigor and accuracy and clinical relevancy of the content. Topics relevant for medical communications professionals performing promotional review will be covered. The short course is primarily designed for the new reviewer, but also will serve as an excellent follow-on to the topics covered in the Primer course or as a refresher for the experienced promotional material reviewer. It will be highly interactive and will include in-depth reviews of promotional materials cited by the FDA.

Learning Objectives

At the conclusion of this short course, participants should be able to:

- Apply principles of promotional materials review and learnings from FDA enforcement letters when reviewing and commenting on promotional materials
- Apply FDA standards and expectations of data requirements
- Determine acceptability of references used to support promotional claims
- Explain the current regulatory, legal, and compliance environment for promotional materials and activities beyond FDA

Short Course 3

Wearing Multiple Hats With Style – How to Effectively Manage Your Medical Writing Projects

Instructor

Eileen Girten
Principal Medical Writer
Inventiv Health Clinical

Medical writing professionals do much more than write and edit regulatory and publications deliverables — they also lead meetings, communicate with stakeholders, develop timelines, coordinate documents, make decisions, and foster positive and productive relationships with their customers and colleagues – in essence, they also act as project managers. An effective medical writer needs to be skilled in negotiations, collaborations, time management, team building, setting goals, interpersonal skills, and accepting criticism. However, such skills may be overlooked at the expense of focusing on the document types and therapeutic areas. Therefore, it is important to consider and develop such skills to help produce quality deliverables on time and cultivate client-customer relationships. This workshop will incorporate the Drug Information

Association Medical Writing Competency model and include breakout sessions to brainstorm and discuss approaches to the writing project lifecycle. This workshop is appropriate for new medical writers or other individuals who wish to further develop their project management skills.

Learning Objectives
At the conclusion of this short course, participants should be able to:
- Summarize why project management skills are important for medical communicators.
- Consider stakeholders and identify resources and skills that are helpful for delivering projects.
- Examine best practices for managing tasks throughout the project's lifecycle.
- Apply techniques for successfully launching, managing, and completing projects.

Short Course 4
Medical Science Liaison – Achieving Success in Your Career

Instructors
J. Lynn Bass
Director, Medical Science Liaisons (Americas)
Santen, Inc.

Craig J. Klinger
Consultant, Field Medical Liaison Strategy and Capabilities - Trainer
Lilly USA, LLC

This short course will provide new and experienced MSLs the foundational principles needed to be successful. Topics will be wide-reaching and will include:

- Thought leader identification techniques and relationship development skills
- How to build strong internal partnerships
- Tips for successful scientific exchange
- Basic MSL business acumen skills ranging from geographic management, adapting to evolving customer social styles, working with other field colleagues, and managing burdensome administrative tasks

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe the potential challenges MSLs face early in their new career
- Examine best practices to be a successful MSL, ranging from identification of thought leaders, to partnering with internal business colleagues

12:00-1:00PM **Refreshments and Networking Break**
(Lunch is not provided by DIA)

1:00-1:15PM **Welcome and Opening Remarks**

Sudip Parikh, PhD
Senior Vice President and Managing Director
DIA Americas

Julia Petses, PharmD
Director, Medical Information Services, Diabetes
Sanofi US

Darryl Zachary L'Heureux, PhD, MPharm, MSc
Medical Writing Manager
Bristol-Myers Squibb

Craig Klinger, RPh
Consultant, Medical Liaison Strategy and Capabilities – Trainer
Lilly USA, LLC

Medical Affairs and Scientific Communications Forum

1:15-2:00PM

Session 1: Keynote Address One

Complexity, Convergence, and Collaboration: Forces Shaping the Future of Precision Medicine

Anna D. Barker, PhD
Professor and Director Transformative Healthcare Networks; Co-Director, Complex Adaptive Systems Initiative
Arizona State University

2:00-3:30PM

Session 2

Successfully Collaborating with Difficult People: Yes, You Can!

Session Chair
Robin Whitsell
President
Whitsell Innovations, Inc.

The life science industry is dominated by teams. High-performing teams create a dynamic where innovation and productivity flourish. They respect and amplify the talents of the individual. Put simply: they get more done. However, even the most motivated teams can have challenging team members and, possibly be derailed by those individuals. With candor (and humor), this session will outline specific team member personalities that can disrupt a project or process. Small groups will focus on strategies for keeping cool, obtaining information, and maintaining team rapport with their challenging team member. You will be encouraged to share examples and solutions within your small group and then the larger audience. This will be an interactive session for attendees at all levels.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Discuss the challenges of working in a group dynamic
- Detail strategies for handling challenging team members
- Strategize how to create a better rapport

Session Faciliators

Julia Petses, PharmD
Director, Medical Information Services, Diabetes
Sanofi US

Christi C. Marsh, PharmD
President
MedInfo Results, LLC

Holli Simmons
Director, The Lilly Answers Center
Lilly USA, LLC

Kathleen M. Guindon, PhD, MS, RN
Senior Medical Science Liaison
Puma Biotechnology

Eileen Girten, MS
Principal Medical Writer
Inventiv Health Clinical

Darryl Zachary L'Heureux, PhD, MPharm, MSc
Medical Writing Manager
Bristol-Myers Squibb

Ed Cunningham, PharmD
Director, Medical Science Liaison Lead
Sunovion Pharmaceuticals Inc.

Craig J. Klinger, RPh
Consultant, Field Medical Liaison
Strategy and Capabilities - Trainer
Lilly USA, LLC

3:30-4:00PM Refreshments, Exhibits, and Networking Break

4:00-5:30PM Session 3: Breakout Sessions

Session 3 Track A

Customer Centric Medical Information: Evolving the Content Around the Customer Session

Session Chair
Christi C. Marsh, PharmD
President
MedInfo Results, LLC

A varied speaker panel will provide unique experience-based dialogue of how medical information content and focus has been evolving around customers from both the HCP and patient perspectives in the era of customer–centricity. Speakers will share customer advisory results, best practices, new pilots, customer feedback, and examples of content evolution for medical information from their respective companies. This session promises to be thought provoking and challenging the "norms" for medical information and communications! Put your thinking caps on and come to our session to ideate as we learn to create more value for our customers together.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Demonstrate the benefits of conducting an External Advisory Board to obtain comprehensive feedback from our HCP customers
- Promote innovative thinking by providing examples of different types of content
- Gain practial ideas regarding customer preference and needs ways to measure
- List some key considerations around Consumer Response Documents and appreciate challenges of implementing a new format for consumers
- Gain ideas of how to implement or pilot new ways of creating content for the HCP and patient customers
- Understand the newer technologies being used to guage feedback and also for creating content for customers

Discontent with Content?
Matthew Wong, PharmD
Celgene Corporation

Evolving the HCP Response: Everything from Navigational Ease, Updated Presentation, to Different Source Content
Shelby Biagi, PharmD
Associate Director, Medical Information and Communications Neurology
UCB, Inc.

New Frontiers for Medical Information for Our Customers: Considerations Around Patient Medical Information Response Documents
Chi Chang, PharmD
Associate Director, Medical Communications
Genetech, Inc

Panel Discussion

Session 3 Track B

HEOR: Value of Health Economics and Outcomes Research and Knowledge Transfer

Session Chair

Darryl L'Heureux, PhD, MPharm, MSc
Medical Writing Manager
BMS

Recent changes to the reimbursement landscape have elevated the importance of health economics and outcomes research (HEOR) within the pharmaceutical industry. Ensuring that a new medicine or device provides the health care system with "value" is the focus of the science of HEOR. As a result of new demands from payers and Population-Based Decision Makers (PBDMs), market access considerations are now seen as integral to drug development from its earliest stages and throughout its life cycle. During development, companies collect important information to help define the clinical value of a new medicine - from clinical metrics to patient reported outcomes and preference studies. Compiling this information into a cogent dossier to inform a formulary decision or health technology assessment is a specialized form of communication that benefits from an understanding of clinical science, health economics, and systems policies. This session will introduce key concepts in HEOR, discuss current regulatory landscape, and provide insights and tools to prepare value dossiers for submission to US health plans and to HTA-based national health programs. Best practices in presenting HEOR communications and preparing pharmacoeconomic publications will be discussed.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Recognize the evolution of HEOR in drug development and changing roles
- Identify value-based components of HEOR
- Compare different models for economic evaluations and cost-effectiveness
- Describe the key elements of a value dossier and review how value decisions are approached by formularies and health technology assessors

Real-World Data and HEOR Value Messages

John Brokars
Health Outcomes Scientist
Bristol-Myers Squibb

Evaluation of Patient Outcomes Communicating Safety and Treatment Benefit

Stacie Hudgens
Managing Partner
Clinical Outcomes Solutions

Communication of HEOR Information with Payors and Formulary Committees

Chad Green, PharmD, MBA
Director, Medical Communications
Clinical Outcomes Solutions

Panel Discussion

Session 3 Track C

Field-Based Medical Affairs: Medical Science Liaisons on a Global Scale

Session Chair

J. Lynn Bass
Director, Medical Science Liaisons (Americas)
Santen, Inc.

The pharmaceutical industry is challenged with communicating and providing education to both local and global constituents on the risks and benefits of its products. In the field, this communication is often provided by MSLs to a variety of health care providers. Since the inaugural team of MSL was deployed, the role and function of the individual MSL has evolved and pivoted in numerous directions. This evolution has expanded and now includes education on a global basis to a broader, more diverse base of customers. Explore when a global MSL team is essential, evaluate how an MSL team is developed to support global needs with regional implementation considerations, and discuss the challenges of assessing outcomes for these teams.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Identify when a globally based MSL team should be deployed and how to develop resources for the team
- Identify and discuss the challenges of providing field MSL services on a global scale

Robin Winter-Sperry, MD
Global MS Franchise Strategy and Tactics, Global Medical Affairs
Sanofi Genzyme

5:30-6:30PM Networking Reception

DAY 2 | TUESDAY, MARCH 14

6:30-7:30AM

NEW! DIAfit Yoga Class

Experience the benefits of yoga by waking up to salute the sun and open our hearts in this early morning practice. Set an intention for your day while you build strength, flexibility, and awareness. Poses will be presented in a flowing manner and coordinated with the breath. All levels welcome!

Instructor
Lisa N. Toth
Scientific Communications Consultant
Eli Lilly and Company

7:30AM-6:00PM Registration

7:30-8:30AM Continental Breakfast and Networking

8:30-9:30AM

Session 4: Keynote Address Two

Food and Drug Administration (FDA) Potpourri for the Medical Affairs' Professional

Session Chair
J. Lynn Bass
Director, Medical Science Liaisons (Americas)
Santen, Inc.

In 2013, the Center for Drug Evaluation and Research (CDER) created three long-term objectives for human drugs:

1. Promoting public health by helping to ensure the availability of safe and effective drugs
2. Protecting public health by promoting the safe use of marketed drugs

3. Protecting public health by helping to ensure the quality and integrity of marketed drug products

How successful was CDER in 2016 in meeting these ambitious objectives? Were there new guidances released by the FDA in 2016 - how do these guidances affect personnel in the medical communications, medical science liaisons, and medical writing roles? What effect has the US Presidential election had on the FDA in the short term since November? How do recent discussions regarding off-label discussions impact medical and scientific affairs?
These topics and others have been at the forefront of the industry dialogue over the last year and beyond.
In this session, Lucy Rose will lead a discussion in which you will gain perspectives on these and additional, pertinent, hot topics from the FDA. The session lays the foundation for the remainder of the conference by discussing at large topics, which directly affect the daily roles of individuals in the medical communications, medical science liaison, and medical writing roles.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify the trends reflected in the latest enforcement actions and policies issued by the FDA
- Discuss how current and new FDA guidances will affect the roles of Medical Communications, Medical Science Liaisons, and Medical Writing staff in 2017

Lucy Rose
President
Lucy Rose and Associates, LLC

9:30-10:00AM **Community Updates and Awards Ceremony**

10:00-10:30AM **Refreshments, Exhibits, and Networking Break**

10:30AM-12:00PM **Session 5: Breakout Sessions**
(Note varying times)

Session 5 Track A
Innovation in Medical Communications: War Stories and Survival Tips
Session Co-Chairs
Peter Baumeister, PhD
Senior Manager, Global Scientific Communications
Amgen, Inc.

Poonam A. Bordoloi, PharmD
Associate Director, Strategic Medical Communications and Innovation
Celgene Corporation

This session is designed to provide examples of the latest technologies, systems, and practices that are either enhancing or redefining the way pharmaceutical companies are interacting with their customers. Specific, in-depth examples from currently deployed online and digital resources for access to medical information by both patients and health care professionals will be presented. This session will also explore the process of innovation within the highly-regulated field of medical communications with the goal of giving you a better sense of how to navigate the innovation landscape. Lastly, we will have a panel discussion and share examples of innovation successes and failures, and invite you to participate in a question and answer session.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Be informed about leading-edge technologies and processes that have the potential to either create efficiencies or enhance the way medical information and communications professionals interact with their customers
- Define the skills and practices that will make them a better innovator in the medical information and communications environment

Medical Information Online and Digital Initiatives
Joseph Falcone
Associate Director, Strategy and Innovation
Worldwide Medical Contact, Content and Insights
Bristol-Myers Squibb

PfizerMeds App for Patients: Next Generation Improvements
Rania Gaspo, BPharm, PhD
Director – Regional Therapy Area Lead
External Medical Communications – Neuroscience & Pain – CA/US
Pfizer Canada Inc.

Panel Discussion

Session 5 Track B
Communicating Quantitative Research Effectively
Session Chair
Darryl Z. L'Heureux, PhD, MPharm, MSc
Medical Writing Manager
Bristol-Myers Squib

Writing about quantitative research findings is an important tool in the repertoire of medical writers. Despite this need, few people are formally trained to write about numbers. Communications specialists learn to write for varied audiences, but rarely are taught specifically to deal with numbers. Scientists and others who routinely work with statistics learn to calculate and interpret the findings, but rarely are taught to describe them in ways that are easy to grasp for audiences that are not trained in statistics. This workshop will introduce ways to bridge the gap between correct statistical analysis and good expository writing to communicate quantitative research results clearly to patients, medical providers, or other non-scientific audiences.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Determine key elements of communicating numeric information, including topic, context, and units
- Describe important attributes of sentences that use numbers as evidence to address a research question
- Identify ways of organizing data in tables and charts to support the associated prose description of a numeric result or pattern

Jane Miller, PhD
Professor
Rutgers University, Institute for Health, Health Care Policy and Aging Research

10:30-11:30AM

Demonstration!

Session 5 Track C1

Grabbing The Brass Ring: Understanding the Keys to Job Interview Success for MSLs (and Managers of MSLs)

Session Chair

Jim R. Wilkinson, PhD
Executive Director, Hem-Onc Regional Medical Liaisons, Global Scientist
Amgen, Inc

This session will discuss the desired MSL skill sets from the viewpoint of the MSL, MSL manager, and Executive Recruiter. Topics will include best practice tips for the interviewee, as well as advice for MSL managers when identifying and selecting top talent. The session will utilize a quick, interactive format including a mock interview.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe the core qualifications and skillsets required for success in a MSL role
- Identify job search strategies and how your career aspirations/experience look to potential employers
- Evaluate best practices for preparing for and handling MSL interviews
- Evaluate best practices for interviewing candidates and selecting the best talent
- Apprise how to avoid common pitfalls when looking to make a career change

Jim R. Wilkinson, PhD
Executive Director, Hem-Onc Regional Medical Liaisons, Global Scientist
Amgen, Inc

Michael Pietrack, MA
Executive Vice President
TMAC Direct

11:30AM-12:30PM

Session 5 Track C2

How to Train Your Dragon, Err, Mean MSL...

Session Chair

Craig J. Klinger, RPh
Consultant, Field Medical Liaison Strategy and Capabilities – Trainer
Lilly USA, LLC

This session will discuss the on-boarding process of training a newly hired MSL as well as how to continue the education of experienced MSLs within your organization to keep them engaged and up to date. Development of curriculum to best suit an adult-based learner will be explored and shared. Discussion will be around topics covered during training from the science to company policies and soft skills to be more effective as an MSL.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Define the needs to appropriately train an adult-based learner to prepare for a MSL role
- Integrate “soft skill” training to enhance the MSL experience
- Differentiate between curricula for initial on-boarding and further development of experienced MSLs
- Assemble a learning plan to facilitate on-boarding and continue the education of MSLs

Calming the Dragon – How Best to Train an Adult Learner
Craig J. Klinger, RPh
Consultant, Field Medical Liaison Strategy and Capabilities – Trainer
Lilly USA, LLC

12:00-1:30PM Luncheon, Exhibits, and Networking

12:00-1:30PM

Looking Forward: Resident, Fellow, and Preceptor Luncheon and Professional Development Session

This is a special session for Residents, Fellows, and their preceptors, and will be held in a private room during the luncheon. No fee is required.

Session Co-Chairs
Alicia Alexander Cadogan, RPh, PharmD
Director, Oncology Medical Information
Pfizer, Inc.

Evelyn R. Hermes-DeSantis, PharmD, BCPS
Director, Drug Information Service; Robert Wood Johnson University Hospital
Clinical Professor, Department of Pharmacy Practice and Administration
Ernest Mario School of Pharmacy
Rutgers, The State University of New Jersey

The decision to puruse a Pharmaceutical Industry Medical Information Fellowship or Residency requires commitment and deidication. It is believed that the sacrifices one will make to complete such a program will be outweighed by the benefits gained. Spending 1-2 years in a training program such as these should cement the choice of career path, and make access to those career choices much easier. But is that what really happens? In this session we will hear from former Fellows and Residents share what they expereinced as they made critical decisions about their post-training careers. Some of their stories may sound similar to your 5-year plan; others may surprise you. Each will provide an opportunity for reflection and dicussion.

Preceptors are encouraged to participate in the discussion and to take information back to continue the discussion with their trainees.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Describe one potential career path that they had not previously considered
- Identify one industry colleague to connect with to explore a career option discussed during this session
- Apply the information that is most relevant to their particular situations

12:45-1:30PM

Tweetup!

Join us for a Tweetup! What's a Tweetup? A Tweetup is an event where people who actively use Twitter come together to meet in person. Finally putting a face to a name, this is your great opportunity to really connect with the people in your network and share a little more than 140 characters at a time. Not on Twitter or don't regularly tweet? Come anyway! This is a fantasitc chance to meet new people, connect, learn about social media, and engage with like-minded professionals.

1:30-3:00PM

Session 6: Breakout Sessions

Session 6 Track A

Globalization of Medical Information Operations and Systems: Data Privacy Changes that Impact You

Session Chair
Michael Burman, PharmD, RPh
Vice President, Global Medical Information
ProPharma Group

Globalization of medical communications, from global content to contact center to insights, continues to be a focus for many companies. But what about the impact of data privacy? Doesn't Safe Harbor cover us? What is the Privacy Shield? Who is the data owner and data controller, and why does this matter? Are there more changes coming in 2018? If medical information is built on the premise that the contact is unsolicited, does this really matter? We will open this session with an expert in data privacy law, followed by two global medical information case studies focused on the impact of data privacy on operations and systems. This session will include time for panel discussion and participation.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identfy why data privacy is important and relevant for your work
- Prepare for what is coming in 2018 for Medical Information systems and operations
- Apply information learned to your operating model and your system design

EU Data Privacy and Medical Information
Mark Watts
Partner, Global Privacy Attorney
Bristows, LLC
England

Incorporating Data Privacy into the Launch of a Global Medical Information Database
Tom Faria, PharmD, MSc
Executive Director, Global Medical Information
Celgene Corporation

Data Privacy Considerations with Mergers and Acquisitions
Maureen Feeney, PharmD
Head Global Medical Information
Shire Pharmaceuticals

Panel Discussion

Session 6 Track B1

How Does it All Work? A Peek behind the Scenes of Sponsor-Vendor Relationships

Session Chair
Ann M. Winter-Vann, PhD
Senior Medical Writer and Consultant
Whitsell Innovations, Inc.

Partnerships between sponsors and vendors are becoming increasingly commonplace in the pharmaceutical industry. It's a symbiotic relationship — you need them and they need you. But

how do these relationships work? In this interactive session, we will use both live polling of the audience and survey results to look at the factors that sponsors and vendors consider when establishing partnerships.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe the factors that are considered by sponsors and vendors when establishing a partnership.
- Analyze the benchmarks that sponsors and vendors use to define their working relationship
- Compare the parameters used by your company with the industry standard for sponsor-vendor partnerships

Jamie Scism-Bacon, PhD
Scientific Communications Consultant
Eli Lilly and Company

Ann M. Winter-Vann, PhD
Senior Medical Writer and Consultant
Whitsell Innovations, Inc.

Panel Discussion

Session 6 Track B2

Innovations in Data Presentation

Session Chair

Michael Church, MA
Senior Director, Medical Writing
Inventiv Health

This session will tackle new trends and techniques in data presentation, considering ways to reinvigorate traditional formats and to transform Real World Data RWD) into insights and actionable information. We will describe and discuss a growing range of digital formats and tools available to help researchers/authors present their work in more powerful and engaging ways.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Discuss evolving and emerging methods of data presentation
- Identify and evaluate software, apps, and other digital tools available to aid and enrich data presentation
- Integrate RDW into the current health care conversation using data visualization and impactful storytelling techniques
- Discuss options for the user experience after scanning a QR code

Digital Formats and Tools for Data Presentation

Michelle Carey, PhD
Principal Medical Writer
inVentiv Health Clinical

Data Talks, People Mumble

Bonny McClain, MSc, DC
Storyteller, Insight Architect, and Journalist
Data & Donuts

What is on the Other Side of Your QR Code? Making Data Come to Life
Arlene Kray, PharmD, PhD
Associate Director, Medical Writing
PRA

Panel Discussion

Session 6 Track C

MSL Value: A Panel Approach Of Perspectives from Various Stakeholders

Facilitated Conversation

Session Chair
Kathleen M Guindon, PhD, MS, RN
Senior Medical Science Liaison
Puma Biotechnology

Central to the MSL role is customer relationship management. Relationship management involves visits, provision of off-label data in response to unsolicited questions, research support, presentations, and triaging requests/single point of contact. This session will provide perspectives from stakeholders on what they view as relationship management strategies used by MSLs that constitutes value.

Learning Objectives
At the conclusion of this session, participants should be able to

- Explore MSL relationship management practices that create value for various stakeholders
- Leverage information gained from session to build strategic MSL customer management plans
- Leverage information gained from session to create innovative MSL relationship management practices

Panelists
Raymond Taetle, MD
Medical Oncologist
Arizona Oncology

Peg Crowley-Nowick, DrSc
President
Zipher Medical Affairs, LLC

3:00-3:30PM Refreshments, Exhibits, and Networking Break

3:30-5:00PM Session 7: Breakout Sessions

Session 7 Track A

Consistently Delivering the Experience Desired by Your Customer

Session Co-Chairs
Rania Gaspo, PhD
Director, Regional Therapy Area Lead, Medical Information
Pfizer, Inc., Canada

Pete G. Guillot, CPA, MBA, RAC
President
Centerfirst

Delivering on your customer's desired experience is a combination of knowing what your customers expect from interactions, developing communication in a format that meets those expectations, and continuously measuring and improving the communication itself. Three experts from within our industry will host a dialogue on how to consistently deliver the experience that is desired by your customer.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Develop a clear understanding on how to determine your customer's desired experience
- Determine specific strategies and tactics for creating the experiences your customer wants
- Speak with patients in a style, format, and vocabulary that appeals directing to their interests and needs
- Identify what your pharmacist customers desire from interaction and exactly how to deliver on their expectations

Creating Memorable Customer Experiences
Dawn Kirspel
Vice President
The Center For Client Retention

Universal Patient Language: Communicating Complex Topics to Patients
Elizabeth Chebli, PharmD
Patient Hub – Capabilities Lead
Bristol-Myers Squibb

Elizabeth Turcotte, MBA
Director, Patient hub
Bristol-Myers-Squibb

Where do Pharmacists Really Go for Information? Results from a PhactMI Survey
Jung Lee, PharmD
Director Medical Information
AstraZeneca

Panel Discussion

Session 7 Track B1

Submission Survival Toolkit: Truth Versus Fiction

Session Chair
Stephanie L. Byrdé, BSN, RN, MLD
Manager, Clinical Pharmacology Scientific Communications
Eli Lilly & Company

NDA and BLA submissions have a reputation for being scarier than the latest horror movie. Some of that reputation is well deserved, while some of it is urban legend. Hear from two uber-experienced submission writers who have been in the trenches of a submission and lived to tell about it. What's their secret? Join them to find out how you, too, can survive a submission (mostly) intact!

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe the knowns and unknowns of submission planning — when to plan and when to execute
- Articulate at least three ideas to consider incorporating into the plan for your next submission
- Recognize the value of mitigations and contingencies to avoid risk

Surviving the Storm: Planning for Submission Success

Deborah Frisby, MA
Scientific Communications Consultant
Eli Lilly and Company

Ann Winter-Vann, PhD
Senior Medical Writer and Consultant
Whitsell Innovations

Panel Discussion

Session 7 Track B2

Publications, People, and Positive Practices

Facilitated Conversation

Session Chair

Jennie G. Jacobson, PhD
Consultant, Scientific Communications
Eli Lilly and Company

Working with others is one of the joys and frustrations of publication writing. When teams work actively, collaboratively, and well, they produce high-quality publications. Without good and substantive collaboration, quality and timelines can suffer. Disagreements about authorship and subpar contributions may decrease quality and increase working time. The two presentations in this session will focus on strategies for forming and keeping a collaborative team, and tactics for managing author contributions and avoiding or mitigating authorship disputes. The session will end with an open, interactive discussion of challenges and best practices in publications writing.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe strategies for creating productive collaborations
- Identify tactics for resolving authorship questions and maintaining momentum
- Discuss practical solutions for challenges in publication writing

Coming Together, Keeping Together, Working Together: Secrets to Successful Author Collaborations

Lisa M. DeTora, PhD
Assistant Professor
Hofstra University

Author Disputes, Responsibilities, and Contributions: Not Just Herding Cats Anymore

Jennie G. Jacobson, PhD
Consultant, Scientific Communications
Eli Lilly and Company

Panel Discussion

Facilitated Conversation

Session 7 Track C

The Integrated Delivery Network: An Evolving Customer for Medical Affairs Engagement and Support

Session Chair

Kevin Charles Henderson, PharmD, MBA
Medical Science Liaison
Genentech Inc., A Member of the Roche Group

The growth and importance of Integrated Delivery Networks (IDNs) are redefining how the biopharmaceutical industry engages its external stakeholders. Significant business challenges have emerged around how best to address IDNs' unique needs, including how companies structure and deploy their medical and scientific field resources. This session will provide an overview of IDNs, but will focus on the role of medical affairs with these customers, both now and in the future. The format will be primarily an audience/moderator-driven discussion with two panel IDN biopharmacteutical industry experts.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe the current IDN landscape in the US and their key business challenges
- Discuss the expanding role of IDNs within the broader US health care system and its implications on health care delivery, access to medicines, and reimbursement
- Compare and contrast the pharmaceutical industry's traditional versus novel approaches to interacting with IDNs and critical success factors for future engagement

Panelists

Michael Dubroff, MD
Director, Institutional Markets Field Team
Genentech Inc., A Member of the Roche Group

Stephen Dodge, PharmD, MBA
Executive Director, Medical Affairs Health Systems
Merck & Co.

5:00-6:00PM

Resident and Fellow Posters and Networking Reception

Session Co-Chairs

Alicia Alexander Cadogan, RPh, PharmD
Director, Oncology Medical Information
Pfizer, Inc.

Evelyn R. Hermes-DeSantis, PharmD
Clinical Professor, Ernest Mario School of Pharmacy
Rutgers, The State University of New Jersey

The residents and fellows will display their projects and will be eager to discuss their work. Take advantage of this opportunity to learn from their research, share your perspective, and discuss the results and impact on your business. Projects will cover a wide range of topics and represent many pharmaceutical companies. One project will be selected as the winner for having the biggest potential impact on how we practice medical communications.

6:30-10:30PM

Dinner on the Town: La Encantada
Make plans to form new connections, network with peers, and dine with colleagues!
Restaurant information to be announced at a later date.
(Dinner cost is on own.)

Shuttle service to the La Encantada will begin at 6:30PM with additional depatures and returns running every half hour.

DAY 3 | WEDNESDAY, MARCH 15

6:30-7:15AM

NEW! DIAfit Yoga Class
Experience the benefits of yoga by waking up to salute the sun and open our hearts in this early morning practice. Set an intention for your day while you build strength, flexibility, and awareness. Poses will be presented in a flowing manner and coordinated with the breath. All levels welcome!

Instructor
Lisa N. Toth
Scientific Communications Consultant
Eli Lilly and Company

7:30AM-4:30PM

Registration

7:30-8:30AM

Continental Breakfast and Networking

8:00-9:30AM

Session 8: Breakout Sessions

Session 8 Track A

Podium Pearls

Session Chair
Julia Petses, PharmD
Director, Medical Information Services, Diabetes
Sanofi US

Medical communications professionals will be presenting their successes, challenges, and "pearls of wisdom" on various topics through podium presentations.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Discuss and share best practices, experiences, and innovative processes for medical communications topics related to social media, new technologies, information exchange platforms, and expanding medical information roles

US MEDICAL INFORMATION WEBSITES BENCHMARKING: HOW IS THE INDUSTRY FAIRING IN USABILITY?
Rania Gaspo, PhD
Director, Regional Therapy Area Lead, Medical Information
Pfizer, Inc., Canada

SYSTEMATIC PROACTIVE REVIEW OF ONLINE DRUG COMPENDIA MONOGRAPHS
Taleen Kalebjian, PharmD
Associate Manager, Medical Information
Gilead Sciences, Inc.

COMPARISON OF MEDICAL INFORMATION SERVICES PRE- AND POST- SPLIT OF A PHARMA COMPANY: COMBINING TWO CUSTOMER FEEDBACK METHODS
Sarika Sood, MD
Director, North America Lead-Global Medical Information
Shire

EFFECTIVE GLOBALIZATION IN A MATRIX ORGANIZATIONAL STRUCTURE
Thomas Malieckal, PharmD
Director, Global Medical Information
Celgene

ADDING CLARITY BEYOND VERBAL RESPONSE ONLY: PROVIDING WRITTEN MEDICAL INFORMATION RESPONSES TO PATIENTS
Brandi Gregg, PharmD
HCP Associate, UCBCares
UCB, Inc

MEDICAL INFORMATION (MI) SOCIAL MEDIA ACTIVITIES: IMPACT OF POST TYPE AND REFERRALS TO MI
Alicia Alexander Cadogan, RPh, PharmD
Director, Oncology Medical Information
Pfizer, Inc.

Session 8 Track B

Medical Writing Competency Model and Professionalism

Session Chair
David B. Clemow, PhD
Senior Clinical Research Scientist
Eli Lilly and Company

This session will highlight the global DIA Medical Writing Community Competency Model (Version 2, 2017) content, application, and link to certification. Updates from the original 2009 model will be discussed. The model provides the competencies and associated knowledge, skills, and behaviors believed by industry experts to be needed to succeed as a medical writer in the pharmaceutical industry. Using the competency model for career ladders, job descriptions, mentoring, and career development will be discussed. The competency backbone associated with the American Medical Writers Association Medical Writer Certified™ certification will aslo be reviewed. Demonstration of competency for professional purposes with be examined in an audience-panel interactive discussion. You will be provided with a copy of the updated competency model.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Recognize the content that makes up the medical writing competency model
- Apply the medical writing competency model to career development activities
- Describe medical writing certification, identify its link to competency, and appraise its professional merits

Medical Writing Competency Model Content
David Clemow, PhD, MWC
Advisor Scientific Communications Information Strategy
Eli Lilly and Company

Medical Writing Competency Model Application
Eileen Girten, MS
Principal Medical Writer
inventive Health

Medical Writing Certification
David Clemow, PhD, MWC
Advisor Scientific Communications Information Strategy
Eli Lilly and Company

Panel Discussion

Session 8 Track C

Policy Updates: Staying Informed and Understanding Their Potential Impact to the Medical Liaison Role

Session Chair
Ed Cunningham, PharmD
Director, Medical Science Liaison Lead
Sunovion Pharmaceuticals Inc.

With the rapidly-changing political and health care landscape in the US, the environment manufacturers operate in is likely to increase in complexity. Medical Liaisons play a critical role in the exchange of scientific information with health care professionals, and the regulation of those communications remains in a state of flux. This session will provide an update on current legislative, judicial and regulatory developments, and their potential implications to the Medical Liaison role. A summary of the recent discussions related to the FDA's hearing on Manufacturer Communications Regarding Unapproved Uses of Approved or Cleared Medical Products, among other topics, will be discussed.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe and discuss current policies regulating medical liaison communications
- Explore recent updates and trends in order to better prepare and react to changes as they evolve

Recent Developments Impacting the Ability to Communicate Truthful, Non-Misleading Information
Torrey Cope, JD
Partner
Sidley Austin LLP

Industry Perspective
Jamie Haney, JD
General Counsel – Lilly Diabetes; Senior Director and Assistant General Counsel
Eli Lilly and Company

9:30-10:00AM Refreshments, Exhibits, and Networking Break

10:00-11:30AM Session 9: Breakout Sessions

Session 9 Track A1

To Tweet or Not to Tweet and Other Channels of Engagement

Session Chair
Holli Simmons
Director, The Lilly Answers Center
Lilly USA, LLC

Come participate in a session where customer engagement experts will provide insight on the current use of channels beyond the telephone; Twitter, text, chat, IVR features, social media, and Google. See how one company is using Twitter to respond to customers! Learn how a variety of channels are being used and explored in the medical communications community, and how teams are engaging the business through customer insights and listening.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Explain how channels beyond the telephone are being used based on industry benchmarking
- Recognize how HCPs and patients are searching for information in the Twitter space
- Explain how Twitter can be used to interact with customers
- Describe the business impact of listening to customers through a Customer Experience Day

Channel Surfing
Katherine Thomas
Associate Director, Operations
PPD

Socializing Med Info
Dale Cooke
President
PhillyCooke Consulting

Responding to Unsolicited Requests (RUR) on Twitter
Andrea M. TenBarge, PharmD
Consultant, Medical Digital Strategy and Capabilities
Eli Lilly and Company

Panel Discussion

Session 9 Track A2

MEDtalk: Investigational Products: Access, Medical Information, and Communications Channels

Session Chair
Ivy Lee Chang, PharmD
Associate Director, Medical Communications
Genentech, Inc., A Member of the Roche Group

The number of pharmaceutical companies with active pipelines is steadily increasing every year. While the pipeline is rich, the probability of success from Phase I to approval in the US remain

about 10% overall. As manufacturers race to get drugs to market faster, does access to investigational products increase? How do investigators and patients learn about clinical trials? Payers need to know about new products for their planning purposes. How do manufacturers inform payers about the status of their pipeline products? During this session the faculty will share their views and experiences on these topics.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Understand the state and federal right-to-try legislations and their potential impact on pharmaceutical industry's business process of product development programs
- Describe challenges and best practices to address access to investigational products
- Apply the AMCP Dossier 4.0 guidance for preparing and submitting a dossier before FDA approval/clearance or product launch

The Right To Try Movement - What do State Laws and Federal Bills Mean?
Patricia J. Zettler, JD
Associate Professor
Georgia State University College of Law

Pre-Approval Access - Challenges and Best Practices
Judy Lee
Trial Information Specialist
Genentech, Inc, A Member of the Roche Group

AMCP Dossier for Investigational Products (v4.0)
Iris Tam, PharmD
VP, Patient Access and Quality, Medical Affairs
Otonomy, Inc.

Multichannel Medical Communications: Beyond the Standard Response Document
Christine Sunwoo, PharmD, MPH
Senior Manager, Strategic Medical Communications and Innovation
Celgene Corp

Panel Discussion

Session 9 Track B1

Hot Topics in Clinical Trial Transparency

Session Chair
Michael Church, MA
Senior Director, Medical Writing
Inventiv Health

Examine ongoing clinical trial transparency initiatives and their impact within the pharmaceutical industry, particularly scientific communications. We will discuss the scope EMA Policy 0070 and look at its effect on the way clinical study reports and clinical data summaries are being written. We will also cover the basics of the regulations surrounding the clinical trial transparency in the EU and provide best practices for avoiding pitfalls in the creation of lay language summaries due to vague requirements within those regulations; in addition, we will focus on the purpose of lay summaries and the benefits of using particular tools in their preparation.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Discuss the scope and impact of EMA Policy 0070 on the pharmaceutical industry
- Implement best practices for avoiding pitfalls in the creation of lay language summaries
- Assess the benefits of the use of particular tools in the preparation of lay language summaries

EMA Policy 0070: A Game Changer for Industry
Robert Paarlberg, MS
Principal
Paarlberg & Associates, LLC

Interpreting the Lay Summary Regulations into Lay Language
David Meats
Principal Medical Writer
inVentiv Health

TransCelerate Date, Transparency Updates, and New Developments
Helle M. Gawrylewski
Senior Director, Medical Writing and Alliance Management
Janssen Research & Development, LLC

Panel Discussion

Session 9 Track B2
What In The World Are They Talking About and What's In It For Me?
Session Chair
Stephanie L. Byrdé, BSN, RN, MLD
Manager
Eli Lilly & Company

Clinical Pharmacology is frequently misunderstood; it's an enigma to many people. The truth is you need to understand where Clinical Pharmacology plays and when you need to involve your Clinical Pharmacology writer. Clinical Pharmacology writers are important from a molecule's first human dose all the way through launch, so understanding the unique abilities and strengths of this group is beneficial to you and your team.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Discern the difference between Clinical Pharmacology trials and biopharmacology trials
- Describe how clinical pharmacology influences the clinical plan and label for every molecule under development
- Verbalize clinical pharmacology's role in dose decisions

Clinical Pharmacology Medical Writers 'Drug Development Accelerators'
Lisa N. Toth
Scientific Communications Consultant
Eli Lilly and Company

Clinical Pharmacology: What in the World are They Talking About and What's in it for Me?
Stephanie Brillhart
Manager, Medical Writing
Inventive Healthcare

Panel Discussion

Session 9 Track C
Insights, Influence Analytics, and Driving Value
Session Chair
Kevin Appareti, MBA
Senior Director, Global Medical Science Liaison
Philips HealthTech

This session will cover the novel ways to collect insights and apply influence analytics strategically to create value across the organization. We will explore the critical realtionships that uncover insights and the importance of applying influence analytics in ways to drive action, make connections, see new networks, and build value.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Discuss the importance of insights and the process of gathering them
- Review the elements of influence analytics and how to apply for building value
- Apply practical methods to apply in your home organization

Avikk S. Ghose, MBA
CEO and Co-Founder
Kernel

Mary Anne Cronk
Senior Manager, Global Marketing Programs
Royal Philips

Sanjay Singhvi, MBA
Director
System Analytic

Panel Discussion, Breakout Groups, and Report-Outs

11:30AM-1:00PM Luncheon, Posters, and Exhibits

1:00-2:30PM Session 10: Breakout Sessions

Session 10 Track A
The Dream: One Connected, Global Medical Information System
Session Co-Chairs
Peter Baumeister, PhD
Senior Manager, Global Scientific Communications
Amgen, Inc.

Poonam A. Bordoloi, PharmD
Associate Director, Strategic Medical Communications and Innovation
Celgene Corporation

Many Medical Information (MI) groups have multiple databases to store and capture information with separate reporting systems to deliver analytics. It is quite a challenge to identify an all-inclusive medical information platform that can function as the customer relationship management (CRM) system to capture and respond to inquiries, a content repository system that can be used for multichannel capabilities, as well as global storage of local documents, and an authoring tool that can simplify the re-use and bulk editing of select content. Despite the challenge, we continue to look! MI groups must also consider literature ordering capabilities, reference manager tools, and other requirements such as integrating across multiple groups (e.g., Drug Safety, Quality, Scientific Communications, Field Medical).

This interactive session will review results from a recent survey on the types of systems MI groups are using and benchmarking data across multiple pharma MI groups. We will then take a deeper dive into three main areas: CRM, content repository, and component authoring. Each topic will include learnings from each company as we learn why decisions were made to stay with the current system, enhance existing build, or completely transition to a new platform. We will conclude with a panel discussion of best practices and an understanding of the time and resources that are required when undergoing a transition.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Identify various CRM's used in the Medical Information setting and what features to consider in a CRM for ease of use from a frontline agent perspective
- Review complexities associated with content repository requirements and systems that fosters global content sharing

Macro to Micro Value-Driven Capabilities – The Big and Small Picture of MI Systems Usage
Anne Arvizu, PharmD, FASCP, PCC
CEO and Medical Information Advisor
RxER Communications

It Has Bells and Whistles, but do the Frontline Agents Like It?
Crystal Perry, RPh
Associate Director, Operations
PPD

Component Authoring - An Overview of Our Experience in Medical Information
Michael Rocco
Director Business Planning and Communications, Americas
Pfizer Inc

Panel Discussion

Session 10 Track B1

Some of my Best Friends are Devices - An Introduction to the Regulations and Documents of Medical Devices and In Vitro Diagnostics

Group Work

Session Chair
Robin Whitsell
President
Whitsell Innovations, Inc.

Did you know most device submissions are still paper or hybrid? Did you know that a device can be awarded “clearance” or “approval”? Have you ever tried to coordinate a pharmaceutical submission with its companion diagnostic or worked with your team/company to determine how they define a drug/device combo? This session will introduce the differences in writing and regulation for medical devices and diagnostics. The speakers will share their experiences in the documentation, timeline development, and processes for this form of regulatory writing. They will also discuss how medical devices and diagnostic writing differs from pharmaceutical regulatory writing.

Learning Objectives

At the conclusion of this session participants should be able to:

- Interpret an overview of submission requirements for diagnostics and diagnostics
- Identify key documentation associated with devices and diagnostics
- Discuss the regulatory implications associated with these submissions

Robin Whitsell
President
Whitsell Innovations, Inc.

Cathi Harmon
Manager, Global Scientific Communications
Eli Lilly and Company

Hal J. Mann, MBA, BSMT, CCRP
Director, Clinical Operations, Trial Support, and Strategic Outsourcing
Roche Molecular Solutions

Session 10 Track B2

Ready, Aim, Publish: What to Target in Publication Planning

Session Chair

Jennie G. Jacobson, PhD
Consultant, Scientific Communications
Eli Lilly and Company

Publications planning can be a complex and perplexing process. Starting with clear ethical guidelines can aid in decision-making and the development of a robust plan. Understanding the effect of ‘grey literature’ on traditional scientific and medical publications and knowing how to match manuscripts to the appropriate journals can reduce the rework and delay associated with resubmitting manuscripts. Exploring new data disclosure opportunities, such as audio and video clips in association with posters and published manuscripts, can engage readers and improve understanding of complex topics.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Discuss the ethics of publication planning
- Evaluate journals to select the most appropriate submission target for a manuscript
- Describe new options becoming available for disclosing scientific data

DoH! And Other Considerations: Ethics as a Foundation for Best Publication Planning

Lisa M. DeTora, PhD
Assistant Professor
Hofstra University

Selecting the Right Journal from the Dizzying Array of Choices
Leslie Citrome, MD, MPH
Clinical Professor of Psychiatry and Behavioral Sciences, New York Medical College; Editor-in-Chief
International Journal of Clinical Practice, Wiley, Oxford, UK

If These Data Could Talk: Scientific Storytelling and the Future of Publication Planning
Jennie G. Jacobson, PhD
Consultant, Scientific Communications
Eli Lilly and Company

Panel Discussion

Session 10 Track C

The Future is Now: Top 10 MSL Innovations to Implement Today and Tomorrow

Group Work

Session Chair
David A. Price, PhD
Consultant - ML and RML Strategy and Capabilities
Lilly USA, LLC

This session will start with a review the Top 10 MSL Technological Innovations as a foundation to the operational efficiency of this data-driven, mobile, and KOL-focused role. Technological advances including: two-way video, immersive virtual experiences, and novel presentation techniques will be covered. The session will culminate with session chairs leading breakout groups through a hands-on iPad experience. During this activity, you will work within your group to diagram a technological concept, for which a perceived gap currently exists. These concepts will then be shared and discussed among session attendees.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Identify Apps, software, and other currently available resources to aid in providing medical information to customers
- Evaluate and prioritize different technologies that can be used to best communicate between internal and external customers of the MSL
- Examine tools to speed efficiency while facilitating organization alongside the daily tasks of a MSL

Top 10 MSL Technological Innovations
Michael Banks, MD
Managing Director
BESTMSLs

Breakout Group Leaders
David A. Price, PhD
Strategy and Capabilities Consultant
Eli Lilly and CompanyAddress:

Kevin Appareti, MBA
Director, Global Medical Science Liaison
Philips HealthTech

Panel Discussion, Breakout Groups, and Report-Outs

2:30-3:00PM Refreshments and Networking Break

3:00-4:30PM

MEDTalk: Mentoring and Other Pathways to Success

Session Chair
David Bowers, PharmD
Director, Medical Communications
PPD

As we complete the *Medical Affairs and Scientific Communications Forum*, we will present three industry leaders to share their personal stories and paths to success. Key topics include:

- Mentorship and networking
- Personal developmental opportunities
- Work/life balance

These successful industry executives will provide their individual insight on the critical components of their careers. Audience questions and participation is encouraged during this interesting and dynamic session focused on professional growth.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Apply tips on prioritizing, time management, and when to say "yes," or more importantly, "no"; all with a focus on integrating balance in your life
- Develop impactful mentoring connections and follow-up effectively

Suzana Giffin, PharmD
Executive Director, Global Scientific Communications
Amgen, Inc.

Kay M. Uttech, PharmD, MA, RPh, BCPS
Consultant
Scientific Commercialization, LLC

Helle M. Gawrylewski
Senior Director, Medical Writing and Alliance Management
Janssen Research & Development, LLC