

# Exploring the Scientific Art of Medical Writing: Blending Complexity with Simplicity

16th & 17th June 2017

J W Marriott, Juhu  
Mumbai

DIA

## PROGRAM CHAIR



**Nimita Limaye**  
CEO  
Nymro Clinical Consulting Services

- As the world becomes more complex, writers struggle to play a fine balancing act between dealing with more complex challenges such as authoring complex protocols, drafting risk management plans, publication planning, authoring aggregate reports, drafting comprehensive economic and outcomes literature reviews, to stepping down the complexity a notch, trashing the jargon and developing the art of authoring lay language summaries, understanding the value and nuances of QC'g safety narratives and balancing the freedom of expression with the importance of compliance. It is a tight rope walk, with the need to stay abreast with the latest tools and technologies, evolving regulations and yet not lose the fine art of writing.

## PROGRAM COMMITTEE



**Ashwini Patil**  
Subject Matter Expert - Publications  
Tata Consultancy Services

- The Fine Art of Publication Writing
- The World of Ethics and Data Transparency: Is it finally about the Patient?
- Building a Medical Writing Business
- Tracking the Safety Continuum
- Challenges and Best Practices in Authoring Regulatory Documents



**Bindu Narang**  
Head, Regulatory Affairs and Aggregate Safety and Risk Management Practice  
SciFormix

## Keynote Speaker



**Vijaya Raman - Chandra**  
Senior Director,  
Head of Global Medical Writing & CTA  
Biogen



**Michael Penlington**  
Global Head - Science Writing  
GSK Vaccines



**Rajesh Kher**  
Head of Outsourcing Partnership Management in the Capabilities group of Integrated Data Analytics and Reporting (IDAR)  
J&J



**Roopa Basrur**  
Senior Director  
Medical Writing Services  
PAREXEL

## MEETING MANAGER

- Manoj Trivedi**  
Senior Manager, Business Development  
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DIA Global Center: Washington, DC, USA | Basel, Switzerland | Beijing/Shanghai, China | Horsham, PA, USA | Mumbai, India | Tokyo, Japan

## AGENDA

### Day 1 | Friday, 16th June

8:30 – 9:30 **REGISTRATION**

9:30 – 10:00 **OPENING CEREMONY**

10:00 – 10:30 **Keynote Presentation : Symbiotic Evolution: Medical Writing and Drug Development**

**Vijaya Raman-Chandra**

Senior Director, Head of Global Medical Writing & CTA  
Biogen

10:30 – 11:00 **Tea / Coffee Break**

11:00 – 12:30 **Session 1: Challenges and Best Practices in Authoring Regulatory Documents**

**Session Chair**

**Rajesh Kher**

Head of Outsourcing Partnership Management in the Capabilities group of Integrated Data Analytics and Reporting (IDAR)  
J & J

**Speakers**

11:00 – 11:30

**Best practices for Managing Quality in Regulatory Documents 'Right Resource for Right Job'**

**Devjani Ghosh**

Deputy General Manager  
Cognizant Technology Solution

11:30 – 12:00

**Best Practices in Developing Pediatric Investigational Plan**

**Rajendra Ramdas Wable**

Subject Matter Expert  
Scientific Writing & Regulatory Affairs  
Sciformix

12:00 – 12:30

**Innovation and Insight in Narrative-Writing: Transforming Challenges into Opportunities**

**Shreya Bhargava**

Medical Writer  
Tata Consultancy Services

12:30 – 13:30 **LUNCH**

13:30 – 14:30 **SESSION 2: Panel Discussion : How structured and lean writing will change the medical writing practices**

**Moderator**

**Sunil Modali**

Group Head Document Excellence (DE) – Pharma and NIBR  
Global Development Operations (GDO)  
Novartis Healthcare Pvt. Ltd.

**Panelists**

**Ajithkumar Vasudevan**

Associate Director  
Global Scientific Communication  
Eli Lilly

**Asha Liju**

Senior Medical Writer  
PAREXEL

**Shishir Jain**

Manager-Medical Writing  
Tata Consultancy Services

14:30 – 15:00 **Tea / Coffee Break**

15:00 – 16:30 **SESSION 3: Tracking the Safety Continuum**

**Session Chair**

**Bindu Narang**

Head, Regulatory Affairs and Aggregate Safety and Risk Management Practice  
Sciformix

**Speakers**

15:00 – 15:30

**Beyond compilation: Building aggregate reports that are accurate, brief and concise**

**Animesh Chaturvedi**

Group Head - Document Excellence  
Global Development Operations (GDO)  
Novartis Healthcare Pvt Ltd.

15:30 – 16:00

**Signal Detection: an integral component in all we do in pharmacovigilance**

**Parul Singla**

General Manager- PV  
APCER Life Sciences

**Henna Khan**

Team Lead- Pharmacovigilance  
APCER Life Sciences

16:00 – 16:30

**Authoring Risk Management Plans**

**Sushma Materla**

Sr. Submission Writer I - Document Excellence (DE)  
Global Development Operations (GDO)  
Novartis Healthcare Private Limited

16:30

**DAY END**

## AGENDA

### Day 2 | Saturday, 17th June

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| 9:00 – 9:30 | <b>Keynote presentation - Challenges and Opportunities of the Information Revolution in Healthcare</b> |
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#### Michael Penlington

Global Director – Scientific Writing  
GSK - Vaccines

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| 9:30 – 11:00 | <b>Session 4: The Fine Art of Publication Writing</b> |
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#### Session Chair

#### Ashwini Patil

Subject Matter Expert - Publications  
Tata Consultancy Services

#### Speakers

9:30 – 10:00

Global Publication Planning: Prospects and Implications for Emerging Markets

#### Avishek Pal

Manager – Medical Information, Communications, Events  
Novartis Healthcare Private Limited

10:00 – 10:30

HEOR Publications: Practices Pearls for authoring a Good Manuscript

#### Madhur Garg

Director - Real World Evidence and Market Access  
Sciformix

10:30 – 11:00

Challenges and Implications of Scientific Publications : Moving to Emerging Markets from Asia Pacific region

#### Namrata Singh

Founder and Director  
Turacoz Healthcare Solutions

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| 11:00 – 11:30 | <b>Tea / Coffee Break</b> |
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| 11:30 – 13:00 | <b>Session 5: The World of Ethics and Data Transparency: Is it finally about the Patient?</b> |
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#### Session Chair

#### Pooja Phogat

VP, Head of BD and Technical Lead  
Development Operations  
Kinapse Ltd.

#### Speakers

11:30 – 12:00

Patient lay summaries – key principles of writing lay summaries and identifying ownership of stakeholders

#### Shruthi M P

Manager - Medical Writing Services  
PAREXEL

12:00 – 12:30

Educational Content Writing in a Patient Centric World

#### Tushar Deshpande

Lead – Medico-marketing  
Tata Consultancy Services

12:30 – 13:00

Documentation Preparation per EU Policy 0070 – Redaction to Anonymization

#### Shalini Dwivedi

Senior Manager - Clinical Trial Disclosure  
Kinapse Ltd.

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| 13:00 – 14:00 | <b>LUNCH</b> |
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| 14:00 – 16:00 | <b>SESSION 6: Panel Discussion</b> |
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14:00 – 15:00

Industry Panel Discussion - Building a Medical Writing Business

#### Moderator

#### Roopa Basrur

Senior Director Medical Writing Services  
PAREXEL

#### Panelists

#### Sandeep Gantotti

Senior Director Medical Solutions  
Indegene

#### Bindu Narang

Director, SWRA  
Sciformix

#### Kalpesh Shah

General Manager  
Reliance Life Sciences Pvt. Ltd

#### Shabana Khan

Senior Manager – PK/PD  
Ecron Acunova Limited

#### Himakshi Sharma

Submission Writer Document Excellence  
Global Development Operations (GDO)  
Novartis Healthcare Private Ltd.

15:00 – 16:00

#### Student Panel Discussion

#### Moderator

#### Sofia Baig

Practice Lead - HEOR, PRMA & RWE  
Tata Consultancy Services

#### Panelists

#### Bhumika Desai

#### Avadhoot Dixit

#### Vaishnavie

#### Divya

#### Sonia Menezes

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| 16:00 – 16:30 | <b>Conference Wrap up</b> |
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| 16:30 | <b>Tea / Coffee</b> |
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