

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

PROGRAM COMMITTEE



Ashwini Patil
Subject Matter Expert -
Publications
Tata Consultancy Services



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



Pooja Phogat
VP, Head of BD and
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Kinapse



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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

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 Highlights

- 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

Keynote Speaker



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



Michael Penlington
Global Head - Science Writing
GSK Vaccines

MEETING MANAGER

Manoj Trivedi

Senior Manager, Business Development

DIA (India) Private Limited | cell: +91 98.1977.7493 | manoj.trivedi@diaglobal.org

DIA India Pvt. Ltd.

Office Number 250, Unit No 1, Level 2, B Wing| Times Square, Andheri Kurla Road|Andheri East, Mumbai 400059 INDIA
+91 22. 6608 9588 (tel) | +91 9029098844 (cell) | www.DIAglobal.org | India@DIAglobal.org

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

9:00 – 9:30 **Keynote presentation - Challenges and Opportunities of the Information Revolution in Healthcare**

Michael Penlington
Global Director – Scientific Writing
GSK - Vaccines

9:30 – 11:00 **Session 4: The Fine Art of Publication Writing**

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

11:00 – 11:30 **Tea / Coffee Break**

11:30 – 13:00 **Session 5: The World of Ethics and Data Transparency: Is it finally about the Patient?**

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
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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.

13:00 – 14:00 **LUNCH**

14:00 – 16:00 **SESSION 6: Panel Discussion**

14:00 – 15:00
Industry Panel Discussion - Building a Medical Writing Business
Moderator
Roopa Basrur
Senior Director Medical Writing Services
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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

16:00 – 16:30 **Conference Wrap up**

16:30 **Tea / Coffee**

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Event I.D. 17651 | 16th & 17th June 2017 | J W Marriott, Juhu, Mumbai, India

VENUE: J W Marriott, Juhu

Juhu Tara Road , Juhu , Mumbai - 400049 India
| Telephone : +91-22-66933069, Mobile: +91 7738306610,
Fax : +91-22-66933023 | Email: divya.varanasi@marriott-hotels.com

RESERVATIONS CONTACT

Divya Varanasi, Assistant Sales Manager, JW Marriott Mumbai Juhu
Telephone : +91-22-66933069, Mobile: +91 7738306610,
Fax : +91-22-66933023 | Email: divya.varanasi@marriott-hotels.com

MEETING MANAGER

Manoj TRIVEDI, Senior Manager, Business Development
DIA (India) Private Limited
cell: +91 98.1977.7493 | manoj.trivedi@diaglobal.org

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DRUG INFORMATION ASSOCIATION

Office No. 250, Unit 1, Level 2, B Wing,
Times Square, Andheri Kurla Road,
Andheri East, Mumbai 400059
tel: +91 22.6608 9588 | email: india@diaglobal.org

PAYMENT DETAILS

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