



Agenda

WEDNESDAY, MARCH 6

7:30-8:00AM	Short Course and Executive Forum Registration	Veracruz North Registration
8:00AM-12:00PM	Medical Affairs Executive Forum <i>*Tailored for senior-level executives only. Advance registration is required.*</i>	Yucatan
7:30-8:30AM	Registration and Continental Breakfast	
8:10-9:15AM	<p>Session 1: How to Stay Competitive in Current Markets Session Description Uncover the complexities of maintaining competitiveness in today's markets by exploring dynamic shifts in customer engagement and team collaboration strategies. This session focuses on essential strategies for adapting to the evolving customer landscape and emphasizes the identification of future customers by addressing resource adaptation and flexing strategies, placing a spotlight on prioritization and the evolving role dynamics within cross-functional teams. Additionally, this session will discuss workforce challenges, such as layoffs and organizational changes, while also examining the impact of self-service concepts on customer interactions.</p> <p>Speakers J. Lynn Bass, PharmD, RPh, Senior Director, Medical Science Liaisons, BridgeBio Ann Westra, MD, Senior Medical Knowledge Expert Iris Tam, PharmD, Vice President and Head, Medical Affairs and HEOR, Coeus Consulting Group</p>	
9:15-10:30AM	<p>Session 2: Evolution of Medical Affairs in the Era of Rapid Innovation Session Description Engage in a discussion on policy and strategy development for executives in the realm of Artificial Intelligence (AI) and privacy by exploring the multifaceted impact of AI on various stakeholders, including healthcare professionals (HCPs). This session will utilize insights to understand how medical affairs professionals are embracing digital technologies to enhance data accessibility and communication in an evolving global healthcare landscape</p> <p>Speakers Robin Winter-Sperry, MD, President, Scientific Resilience Corporation Richard Swank, PhD, Founder and Principal, Scientific Engagement, LLC Ann Westra, MD, Senior Medical Knowledge Expert</p>	
10:30-10:45AM	Refreshment Break	
10:45AM-12:00PM	<p>Session 3: Valur of Systematic Inclusion of Patient Voice Session Description Offering a holistic view on the value of patient insights in product development and the role that medical affairs can serve. This session will highlight the value of patient inclusivity and examine the evolving external landscape requiring inclusion of patient perspectives and experience data. A key focus of this session will be to discuss the benefit of the including patient insights into decision making and research activities including diversity in clinical trials.</p> <p>Speakers Rebecca Vermeulen, RPh, Vice President, Global Patient Networks, PD Medical Affairs, Genentech, A Member of the Rouch Group Robin Winter-Sperry, MD, President, Scientific Resilience Corporation Richard Swank, PhD, Founder and Principal, Scientific Engagement, LLC</p>	
12:00PM	<p>Executive Forum Concludes <i>If you purchased a One Day Pass or a full MASC Forum registration, please join us for the Opening Luncheon in the Exhibit Hall</i></p>	