

📍 Millennium Gloucester Hotel London Kensington

Sep 24, 2024 8:00 AM - Sep 25, 2024 6:00 PM

4-18 Harrington Gardens, London, SW7 4LH, United Kingdom

# Medical Information and Communications Conference

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## Print Agenda

Day 1 Sep 24, 2024

8:15 AM – 9:10 AM

## Registration and Welcome Coffee

9:10 AM – 9:30 AM

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# Session 1: Meeting our Patients Wherever They Are

Session 1: Meeting our Patients Wherever They Are

Learning Objective : Session overview coming soon

## Session Chair(s)



### Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant  
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.



### Peter Brodwin

Director of Medical Information Effectiveness  
Pfizer Limited, United Kingdom

Peter is Director of Business Planning and Communications (EMEA) in Pfizer Medical Information, supporting global and regional operations, and leading their Global Customer Engagement Strategy. Peter has worked in Pfizer MI for over 15 years, covering numerous roles and responsibilities during this time. He is a passionate advocate for MI, the work MI does and the value that it provides to both the customer and the company.

## Speaker(s)



### 24/7 MI Self-Service: Be There Where The Customer Is - A UCB Journey

### Gaurav Kumar, PhD

Associate Director  
UCB, Belgium

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implementation across >35 countries at UCB. He enjoys resolving issues that users face in the MI systems on daily basis and further improving the systems for users.



## Medical Information Journey and Preferences of Brazilian Health Care Professionals, Comparative perspective for Engagement

Soraia Borba, MBA, RPh

Medical Information and Customer Service Manager  
AstraZeneca, Brazil

Leading the Medical Information (MI) and Customer Service (CS) teams in Brazil, responsible for the both operation. Responsible for the overall development of MI and CS Operational Strategic goals, objectives and timelines, including the digital/innovation/omnichannel strategy and looking for innovation across external partners and market.



## Self-Service Ingredient Checker (IC) on Italian Medical Information (MI) website for Health Care Professionals and Patients

Paola Ferrario

Medical Information Cluster Lead  
Sanofi, Italy

Paola is a Biologist, experienced Medical Information manager with 20 year career in the pharmaceutical industry working in medical department, covering different roles and responsibilities before joining Medical Information. Skilled in Pharmacovigilance, Clinical trials, Medical activities. As Medical Information Cluster Lead she is responsible for the development, management and implementation of strategic Medical Information objectives across portfolio within broad therapeutic areas and for the coordination of Medical Information activities within the countries to ensure alignment and cohesiveness across MI global organization.



## Medical Information in Digital Formats: New Opportunities to Deliver Patient Benefits – The Role of Epi and Gravitare-Health

Giovanna Ferrari, PhD

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the Pfizer process for management of country labeling documents. Externally, Giovanna has represented Pfizer in a wide range of industry forums over the last few years, in particular focussing on e-labelling, and is the industry lead for a highly innovative and patient-focussed digital health information project that is being progressed via an IMI public-private partnership – Gravitare Health

10:45 AM — 11:00 AM

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## Coffee Break

11:15 AM — 12:30 PM

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## Session 2: Optimizing the Customer Experience

Learning Objective : Session overview coming soon

### Session Chair(s)



#### Katia Castrillo, PhD

Medical Information Europe Capability Senior Manager  
Eli Lilly, Ireland

Katia is a European Medical Information Capabilities specialist for Eli Lilly. With a background in Genetics, Katia has been working for six years in medical information for the European market in Lilly. Before joining Lilly, she worked in competitive watch for the pharmaceutical market in France. After working on the frontline and specializing in the autoimmune and pain area, she is now involved in the development of the content creation platforms used by the MI team and digital channels. She is passionate about innovating and improving our Medical information customers’.



#### Jürgen W.G. Bentz, MD, PhD, MSc

Head of Medical Information & Patient Support  
Belgium

Jürgen W.G. Bentz is the Head of Medical Information & Patient Support of UCB. In his current role, Jürgen oversees the provision of medical information and patient support to generate the best

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## Speaker(s)



### The Art of Turning Obstacles into Opportunities

Caitlin Feuerstein

Business Unit Director, Medical Information  
Inizio Engage, United States

In Caitlin's ten years with Inizio Engage, she has cultivated a career marked by a passion for enhancing customer engagement and satisfaction. As a Medical Information Business Unit Director, she is responsible for driving operational excellence, providing oversight of project performance and strategic initiatives. Caitlin thrives on driving efficiency and process improvement, leveraging her expertise gained through diverse roles in Operations, Client Account Management, and Leadership. She delivers high quality and effective solutions through technology and innovation to meet clients' needs and create seamless experiences for patients and healthcare providers alike.



### Medical Information: Gaining Valuable Insights

Victoria Evans

Director, Client Services  
ProPharma, United Kingdom



### SRD Search Solution: A Look At What We Are Learning From Hcps' Searches

Sebastian Rodriguez Sanchez, MPharm

Medical Information Operations Lead  
Gilead Sciences, United Kingdom

Sebastian is a Regional Senior Manager in Medical Information Operations at Gilead for Australia, Canada and Europe. In his current role he is responsible for the contact center in the region, process improvement, quality of the MI service and is involved in the development and implementation of new MI technology solutions. Prior to joining Gilead, Sebastian has worked in MI at local, regional and global level in multiple pharma companies in Spain, Ireland and United Kingdom. His experience includes first line MI at country level, creating of MI content for global organizations and project management. Sebastian is passionate about MI and the contribution that MI makes to improve patients life.



### What Questions Are Hcps Asking About Your Medicines, And Do Your Srd's Answer Them?

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## Lunch

## Session 3: Actionable Insights for Launch Excellence

Session overview coming soon

Learning Objective : Session overview coming soon

### Session Chair(s)



Sarah Dunnett

Medical Operations Partner  
Sarah Dunnett Consulting Ltd, United Kingdom

Sarah is a Medical Operations Consultant working with Medical Information, Affairs and Compliance professionals, applying skills in clinical pharmacy and experience as a Regional Director and Cluster Senior Manager. She has partnered many teams and led a wide range of initiatives, e.g. catalysing complex projects; auditing and improving processes; developing clear operating frameworks; evaluating and implementing novel technologies; upskilling multi-cultural, cross functional groups; and effecting change. A Pharmacist and Medical Signatory, Sarah sustainably improves business and patient outcomes. She is a past President of PIPA, founding member of the MILE body, and has supported the DIA as a committee member and session chair since 2008.

### Speaker(s)



Title to be confirmed

Philippe Sorel Takam, PharmD, PhD, MSc, RPh

Senior Global Medical Info Lead  
Ipsen, United Kingdom

Phil is a time-honoured healthcare professional and holds a Doctorate in Pharmacy (Pharm.D.), a Master Degree in Pharmaceutical Science and three Post-Graduate Diplomas in Medicines Information, Patient's Clinical Management and Business Administration. Throughout his professional achievements over 16 years, he has played a broad cross

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## From Vanity To Value – The Evolution Of Medical Information’s Impact Measurement In Rare Diseases

Sophia Andeh, MSc, RPh

Head of Global Medical Information  
PTC Therapeutics, United Kingdom



## Medical Information For Orphan Medicines - Challenges And Evolution Of The Pharma And Contact Center Partnership

Lillian Auberson, PhD

Director Medical Information EMEA  
Argenx Switzerland SA, Switzerland



## Evolving MI Structure To Maintain Service Levels With Budgetary Alignment

Hannah Hunter

Director, Medical Information EU  
Propharma, United Kingdom

Hannah is currently Director, Medical Information, Europe, at ProPharma focussing on supporting dedicated client services within Europe. Hannah has worked within MI for 16 years supporting pharmaceutical companies across the globe. Hannah is passionate about Medical Information and its ability to evolve to best suit the needs of customers and clients, with excellent provision of telephone-based MI continuing as a particular focus as telephony remains the route of receipt of the vast majority of MI enquiries and allows many opportunities for excellent service provision. Hannah is also focussing on how technology can aid the medical information teams and drive efficiency.

3:30 PM – 4:00 PM

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## Coffee Break

4:00 PM – 5:15 PM

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Building from last year's session, we are encouraging attendees to once again stand up and share their thoughts, views, plans for "Driving the Future of MI" with the audience! No slides, no long preparation, just get up on stage and share your insights on:

- What have you done
- What have you tried to do
- What do you want to do

We will be collecting names before the session (you will receive a sign-up slip), so please come and find us during the conference or reach out virtually to let us know you want to put your name down!

## Session Chair(s)



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Medical Operations Partner  
Sarah Dunnett Consulting Ltd, United Kingdom

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5:15 PM — 5:30 PM

## Wrap-up and Highlights from Day 1

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8:00 PM – 10:00 PM

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## Networking Dinner

Day 2 Sep 25, 2024

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9:00 AM – 9:15 AM

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## Welcome and Opening

9:15 AM – 10:30 AM

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## Session 4: AI and Technology

Learning Objective : Session overview coming soon

### Session Chair(s)



#### Marie-Luise Helmich, PhD

Head of Europe Medical Information  
Sanofi, Germany

Marie-Luise is the Head of Europe Medical Information at Sanofi. Before, she has led Medical Information for Sanofi in Germany, Switzerland and Austria. Besides ensuring high-quality Medical Information for all customers and products, she is working on inclusion of new digital media in the Medinfo channel mix. She is the Co-founder of the subcommittee Medical Information of the industry association (VFA) in Germany. Before joining Medical Information she has gained experience in Medical Affairs, Supply Chain, and as a Qualified Person in Quality.



#### Michelle Bridenbaker, BSN, MS

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centric ways to support healthcare and non-healthcare professionals around the world to ensure the safe and effective use of medicines.



Igor Vieira, DrSc

Medical Information Data & AI Solutions Lead  
UCB Pharma, Belgium

## Speaker(s)



Beyond the Hype: Demonstrating the Value of AI  
Through Concrete Examples

Katie Corina Lewis

Regional Director  
TransPerfect , United Kingdom

Katie started with TransPerfect 12 years ago in New York City. She moved to London in 2009 to oversee some of TransPerfect's key life sciences clients across Europe. She is responsible for helping companies create meaningful customer experiences. She manages a team of incredible life sciences account management professionals across Europe. Passionate about driving gender parity in healthcare, Katie sits on the Healthcare Businesswomen Association UK board and oversees Volunteer Engagement and Membership.



Generative AI for the Medical Information Contact  
Centre: Risk, Regulation and Reward

Emily Bevington, MSc

Associate Director, Innovation and Implementation  
Propharma, United Kingdom



Enhancing a Medical Information Omnichannel Service  
with Voice of Customer Integration

Beatrice Omisakin, MPharm

Head Medical Information, Region EMEA  
Takeda, Switzerland

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10:30 AM — 11:00 AM

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## Coffee Break

11:00 AM — 12:30 PM

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## Session 5: Workshop

Join us for an engaging and hands-on workshop where participants will have the opportunity to delve into critical topics in medical information. This session will be divided into three parallel working groups, each guided by an expert speaker on a topic each. Participants will benefit from interactive discussions, collaborative activities, and networking opportunities within their groups. This format is designed to foster learning from peers and experts alike, ensuring a rich exchange of knowledge and practical insights.

Topics:

- Collaboration across medical affairs, data and insights – how to demonstrate value add and save time
- Implementing AI and Tech in MedInfo

### Session Chair(s)



#### Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant  
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.



#### Michelle Bridenbaker, BSN, MS

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centric ways to support healthcare and non-healthcare professionals around the world to ensure the safe and effective use of medicines.

12:30 PM – 1:30 PM

## Lunch

1:30 PM – 2:45 PM

## Session 6: New Considerations for Customer Engagement

Learning Objective : Session overview coming soon

### Session Chair(s)



#### Jürgen W.G. Bentz, MD, PhD, MSc

Head of Medical Information & Patient Support  
Belgium

Jürgen W.G. Bentz is the Head of Medical Information & Patient Support of UCB. In his current role, Jürgen oversees the provision of medical information and patient support to generate the best individual experience for every patient, caregiver, or health care professional. Jürgen is enthusiastic about the well-being of people suffering from severe diseases and looking into all facets to provide the right solution to the right patient at the right time. During his professional career, Jürgen worked as scientific journalist, and contributed for more than 20 years to the well-being of patients in multiple medical, clinical and operational roles with increasing responsibility.



#### Hakan Aribas, MD

Medical Operations Head  
Orion Healthcare Inc., Turkey

Previous positions: Novartis Pharmaceuticals – Region Europe Medical Expert on Bone & Pain; Novartis Pharmaceuticals – Medical Information & Communication Manager; Novartis Pharmaceuticals ANKARA Rheumatology, Gastroenterology & Urology Therapeutic Area (Reg. Medical Manager);

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MILE Update  
Representative Invited  
Switzerland



A Decade of Growth and Collaboration: The Medical Information Group in Spain  
MARIA ANGELES HERNANDEZ MARTIN, DrMed,  
PharmD

Associate Director Medical Information  
Gilead Sciences, Spain



Twitter Journal Clubs: How the physician-led medical information movement transformed how doctors learn  
Daniel Ghinn

CEO  
Creation.Co, United Kingdom

Daniel Ghinn has been studying how healthcare professionals use digital media to communicate since 1998, when he first started helping doctors to get online. In his book, *Activating Digital Opinion Leaders*, he set out a methodology for identifying, engaging and activating HCPs who are making an impact on social media. He subsequently led the launch of CREATION Pinpoint, an AI-based platform that tracks the voice of millions of HCPs on social media and maps the most influential among their online peers. Today he is leading the launch of an app for HCPs to track and improve their own impact on social media. Daniel is founder of CREATION.co, the insights consultancy on a mission to transform nations through health.



Digital Innovation Uptake Beyond the Buzz: Lessons from the Psychological Technical Adoption Framework Study

Celia Wilson, MS  
Global Medical Information Specialist  
EXCELYA, France

Celia is an experienced MI consultant and Project Manager, supporting both the industry and providers on a range of

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## Regulatory Intelligence/Language Needs for Teams Working Across Geographies

Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant  
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.

2:45 PM — 3:00 PM

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## Conclusions and Outcomes

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