DYNAMIC GLOBAL EVENTS

MedComm 3.0

MEDICAL + SCIENTIFIC COMMUNICATIONS CONFERENCE

WYNDHAM PHILADELPHIA HISTORIC DISTRICT, PHILADELPHIA, PA OCT. 25-26, 2018

Streamlining Communication, Data and Compliance of Medical Information for Key Stakeholders and Influencers

FIVE REASONS TO ATTEND

- Morning Workshop: MedComm 101, designed to go over the basics with those new to medical communications or a refresher course for the seasoned professional
- Breakout session covering medical communications, medical writing, publications and medical science liaisons
- Discover the reality of patient-centricity, transparency and collaboration in medical communication operations
- Discuss emerging technologies in digital medicine and innovative trends in the industry
- Panel Discussion on careers in medical communications, hear from industry experts as they share their career trajectories and advice for those transitioning into medical communications

WHO SHOULD ATTEND

This conference is designed for Life Sciences representatives with responsibilities in:

- Medical/Scientific Communications
- Medical Information
- Medical Science Liaisons
- Medical Writing
- Regulatory Affairs
- Medical Affairs
- Knowledge Management
- Medical Call Centers

The Conference will also benefit service provider groups including:

- Medical communication consultants
- Contact centers
- Document and library management professionals
- Technology vendors

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KEY TAKEAWAYS

- **MUST ATTEND!** Spend **TWO-DAYS** with renowned **Chairperson, Kirk Shepard, Senior Vice President, Global Medical Affairs Oncology, Eisai**, as he presents industry challenges and his outlook on the future of medical communications
- Discover digital breakthroughs and innovative technologies being utilized at **GSK** with their **Group Director of U.S. Medical Information**
- Executive Panel with **Merck, Janssen, Alexion Pharmaceuticals Inc.** and **Adocia**, in an interactive session on the evolution of Medical Affairs
- Authorship protection and promoting practices that mitigate risk
- Accelerate integration of **Health Outcomes Data**

ATTENDEE PROFILE

This conference is designed for Life Sciences representatives with responsibilities in:

- Communication
- MI
- MSL
- Medical Affairs
- Medical Writing
- Regulatory Affairs
- Knowledge Management
- Call Centers

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PRE-CONFERENCE MEDICAL WRITING AND COMMUNICATIONS BOOT CAMP

WEDNESDAY, OCTOBER 24TH

Come prepared for dynamic workshops as you learn with some of the brightest minds in the field!

8:00 AM – 9:00 AM	**WORKSHOP REGISTRATION & CONTINENTAL BREAKFAST**
9:00 AM - 12:00 PM	**MEDICAL COMMUNICATIONS WORKSHOP OVERVIEW**

This workshop is designed for individuals with careers in medical communications or professionals looking to enhance their day-to-day job functions. Discuss best practices and the key challenges that face the industry and employees on a daily basis.

Learning Objectives:

- Explore the different roles and responsibilities for MedComm professionals throughout the drug development lifecycle
- Discuss best practices, resources and ideas to enhance productivity
- Uncover the latest trends in pharma affecting MedComm
- Pinpoint strategies to maximize knowledge transfer for day-to-day job functions
- Define the value proposition associated with Medical Information for internal and external customers
- Learn how the regulatory environment influences the efficiency of medical communications

Moderator Invited Sandoz

12:00 PM – 1:00 PM	**NETWORKING LUNCH**
1:00 PM -4:00 PM	**TECHNICAL WRITING FOR THE PHARMACEUTICAL, MEDICAL DEVICE AND BIOTECH INDUSTRIES**

This technical writing training program will offer attendees an understanding of how the reporting process supports products in research, development, and in the marketplace. This session will highlight the mandates for documentation set forth by the regulators, such as the FDA, the ISO, and other governing bodies. The program will train attendees on effectively reviewing and revising documents and assessing your audience, in effect producing effective written correspondence.

Learning Objectives:

- Understand the mandates for documentation set forth by the regulators, such as the Food and Drug Administration (FDA), the International Organization for Standardization (ISO), and other governing bodies
- Know how the reporting process supports products in research, development, and the marketplace
- Track a documents path from initial correspondence, to an approved protocol, amendments, and ending with a final study report
- Create key and concise messaging
- Understand how to create and structure reports to better leverage industry information
- Recognize how active and passive voices work and learn to become more selective when choosing the appropriate one
- Become a better editor with improvement techniques

Moderator Invited Pfizer

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CONFERENCE DAY ONE | *THURSDAY, OCTOBER 25TH*

8:00 AM – 9:00 AM	**REGISTRATION & BREAKFAST**
9:00 AM – 9:15 AM	**CHAIRPERSON'S OPENING REMARKS**
9:15 AM – 10:00 AM	**MEDICAL COMMUNICATIONS IN THE NEW OPERATING MODEL OF MEDICAL AFFAIRS: MULTISTAKEHOLDER PERSPECTIVES, END-TO-END EVIDENCE & VALUE DEMONSTRATION, DIGITAL ENGAGEMENT, PATIENT CENTRICITY** • Understand the paradigm shift in stakeholder engagement with focus on 3Ps (physicians, payers, patients) • Integrate broad dimensions of value entailing clinical, patient and economic value • Strategic dynamics of end -to- end evidentiary continuum and communication of real world evidence • New frameworks to harness patient voice, outcomes and perspectives in medical communications • Key areas of leveraging digital technology across the communication platform • Stakeholder driven gap analyses for publication planning and scientific prowess • SMART Goals & performance based KPIs to assess effectiveness & scientific impact **Usman Iqbal M.D, MPH, MBA** *Senior Director, Medical Affairs & HEOR* **Trevena**
10:00 AM - 10:30 AM	**BRING TOGETHER INTERNAL FUNCTIONS TO ELIMINATE SILOS AND CONSTRUCT A STRATEGY THAT IS IN THE BEST INTERESTS OF THE PATIENT** • Recognize best practices for creating a collaborative team across departments • Sharing information and insights back and forth across functions • Identify how to effectively communicate as one team a comprehensive story that provides evidence for how and when to use treatments with patients **Jacob Runyan** *Director, Scientific Communications* **Boehringer Ingelheim**
10:30 AM – 11:00 AM	**NETWORKING BREAK**
11:00 AM – 11:30 AM	**OVERVIEW OF OPTIONS FOR DELIVERY AND IMPLEMENTATION OF THE SCIENTIFIC PLATFORM** • Establish communication priorities • Learn how to be as inclusive as allowable in your organization • Ensure consistent disease state and product communications • Define clear, coordinated, and referenced communication points **Mindy Yang, Pharm.D.** *Senior Director, Publications* *Medical Affairs* **Amicus Therapeutics**

11:30 AM - 12:00 PM **ADDRESS IMPORTANCE OF COMMUNICATION AND COLLABORATION BETWEEN HOME MEDICAL AND FIELD MEDICAL TEAMS**

- Identify key ways in which home medical and field medical teams can effectively partner
- Create strategies to increase flexibility
- Describe the best approach to utilizing field insights to supplement overall medical and corporate strategy

J. Lynn Bass
Director, Medical Science Liaisons
Santen

12:00 PM – 1:00 PM **NETWORKING LUNCH**

1:00 PM – 2:00 PM **ROUNDTABLE SESSIONS:**

ROUNDTABLE ONE: MEDICAL INFORMATION

- Develop solutions to manage support across the product lifecycle
- Develop impactful solution and tips to improve customer service
- Apply practical examples to enable more efficient use of existing resources

Moderator TBD

ROUNDTABLE TWO: MEDICAL WRITING

- Summarize why project management skills are important for medical communicators
- Identify resources and skills that are helpful for delivering projects for all stakeholders involved
- Apply techniques for successfully launching, managing, and completing projects
- Review the current and evolving regulatory landscape
- Discuss how content review is an integrated system from ideation to content expiration
- Discuss how to easily incorporate risk assessments into review processes

Darryl Z. L'Heureux
Global Development and Medical Affairs, Medical Data Operations, MW Manager
Bristol-Myers Squibb

ROUNDTABLE THREE: MEDICAL SCIENCE LIAISONS

- Evaluating the Value of the MSL Team to the Organization
- How to maintain MSL authenticity under commercial pressures
- Review the benefits and risks of disruptive forces within the current pharmaceutical environment
- Detect how the future of the MSL role will be positively affected
- Discuss how KPIs and metrics differ based on MSL support across the product lifecycle and on the size and longevity of an MSL program
- Discuss how to collate the overall value message for MSLs that can be shared with key stakeholders

Kasmin (Boswell) Delgado
Senior MSL
Perrigo Pharmaceuticals

2:00 PM – 2:30 PM **DISCUSS HOW THE ROLE OF MEDICAL COMMUNICATION HAS EVOLVED**

- Understand some of the factors that have influenced the way in which the biopharmaceutical industry and medical communications companies operate.
- What changes can we expect and what can medical communications teams do to be prepared?
- Challenges and opportunities for medical communications

Mina Patel
Senior Director, Global Scientific Communications
Alexion Pharmaceutical

2:30 PM - 3:00 PM **NETWORKING & REFRESHMENT BREAK**

3:00 PM - 3:30 PM **SUCCESSFULLY COMMUNICATE DATA FROM PUBLICATIONS BETWEEN DIFFERENT CHANNELS**

- Addressing opportunities and challenges for optimizing communication and engagement with specific audiences
- Demonstrate the differences between insight, observation and reporting on data and analytics

Renu Juneja
Head, Scientific Communications and Training, Oncology Medical Affairs
Janssen Pharmaceuticals

3:30 PM – 4:30 PM **PANEL: BEST PRACTICES FOR COLLABORATING WITH AUTHOR GROUPS**

This panel discussion will examine tangible recommendations for achieving greater transparency and promoting practices that protect the integrity of authorship and how-to best resolve authorship disputes that arise in the development of publications and product messages

Ann L. Davis, MPH, CMPP
Manager, Global Scientific and Medical Communications
Medical Development and Scientific/Clinical Affairs
Pfizer

Jim Gurr, PhD
Sr Manager, Global Scientific Communications
Publications Lead - Nusinersen
Biogen

4:30 PM – 4:45 PM **DAY ONE CLOSING REMARKS**

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CONFERENCE DAY TWO | *FRIDAY, OCTOBER 26TH*

8:00 AM - 9:00 AM	**BREAKFAST**
9:00 AM - 9:15 AM	**CHAIRPERSONS RECAP OF DAY ONE**
9:15 AM - 10:00 AM	**KEY STRATEGIES FOR EFFECTIVELY UTILIZING INNOVATIVE TECHNOLOGIES** **Div Khetia, PharmD, MBA** *Group Director, U.S. Medical Information Head* **GSK**
10:00 AM – 10:45 AM	**DISCOVER EMERGING TECHNOLOGIES TO SUPPORT MEDICAL COMMUNICATIONS** • Discuss in what way AI and predictive models are being used to calculate the community impact of a given medical strategy • Discover how data is being used to create an informed and well position scientific platform and how AI can be used to predict the outcome of your products scientific platform • Learn how these new technologies are being used to improve publication strategy, conference strategy, opinion leader and influencer strategy **Jason Bradt** *Executive Medical Director, Oncology, Americas Medical Affairs* **Astellas Pharma**
10:45 AM – 11:15 AM	**NETWORKING & REFRESHMENT BREAK**
11:15 AM – 11:45 AM	**CROSS-FUNTIONAL ALIGNMENT: WHY MEDICAL NEEDS TO COMMUNICATE, COLLABORATE AND CO-CREATE WITH COMMERCIAL FUNCTIONS TO DEVELOP A UNIFIED BRAND STRATEGY** **Safura Babu-Khan** *Former Director, Global Medical Affair – Strategic Planning* **Amgen**
11:45 AM – 12:15 PM	**HOW TO ENSURE QUALITY MEDICAL INFORMATION RESPONSES GLOBALLY** • Identify and compare different technology solutions to develop and share content globally • Explain how to manage staff and key stakeholders through change • Define the importance of developing a MI content strategy and identify the resources necessary to deliver **Lucy Hodge** *Senior Manager, Global Medical Information* **BioMarin**
12:15 PM – 1:15 PM	**NETWORKING LUNCH**

1:15 PM - 2:15 PM **MEDICAL AFFAIRS: A GROWING CAREER PATH – HOW TO MOVE FORWARD**

With job functions within Medical Affairs constantly evolving, it can be difficult and often overwhelming to move forward to a new position. To help understand jobs and functions that often occur within medical affairs, join our panel of executives that chose different career paths. Hear how they each ended up in their current role and how you could advance in your own career.

Stanislav Glezer
Chief Medical Officer
ADOCIA

Lai H Jen, MD
Executive Director, Global Medical Information Physician – Oncology, Global Medical Affairs, Global Medical Information
Merck

Renu Juneja
Head, Scientific Communications and Training, Oncology Medical Affairs
Janssen Pharmaceuticals

Mina Patel
Senior Director, Global Scientific Communications
Alexion Pharmaceutical

2:15 PM - 2:45 PM **TOPIC OF DISCUSSION: UTILIZE REAL-WORLD EVIDENCE TO HELP CLINICIANS UNDERSTAND AND NAVIGATE ITS IMPLICATIONS**

- Enhance optimal treatment to patients by clearly demonstrating value to practitioners, payers, and providers
- Accelerate coordination and integration of different health outcomes data and achieve external recognition for providing credible scientific information
- Assess and provide real-world insights on patient journey and clarify opportunities for improving patient outcomes
- Integrate components of a broader communication plan where a story of safety, value, efficacy, and effectiveness is delivered to support product use and access

Jamie Partridge, PhD, MBA
Director, Global Scientific Affairs, External Scientific Engagement, Health Economics Outcomes Research, Public Health & Policy
Abbott Nutrition

2:45 PM – 3:15 PM **NETWORKING BREAK**

3:15 PM - 3:45 PM **BEYOND PATIENT-CENTRICITY IN MEDICAL COMMUNICATIONS**

- Address the communication requirements of patients as important stakeholder in healthcare decision making
- Discover how companies are successfully integrating patient-centric strategies
- Demonstrate a patient perspective by actively considering where in the development of communication tactics there should be patient contribution

Invited Speaker Abbvie

3:45 PM - 4:15 PM	**DISCUSS CHALLENGES MEDICAL COMMUNICATIONS PROFESSIONALS FACE WITH REGULATORY COMPLIANCE** • How collaboration between medical affairs and compliance professionals ensures companies drive medical communications toward a new future • Understand the relevant regulatory and enforcement framework • Describe how to mitigate risk in medical communications **Karen Mittleman** *Member of Board of Trustees and Global Transparency Committee* ***ISMPP***
4:15 PM – 4:30 PM	**CHAIRPERSONS CLOSING REMARKS**

REGISTRATION
to register CLICK HERE or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com/
web: http://pmaconference.com/
Mail: POB 2303 Falls Church Va 22042

Please make checks payable to: "PMA"

EVENT LOCATION

Wyndham Philadelphia Historic District
400 Arch Street Philadelphia, Pennsylvania 19106
+1-215-923-8660

Cite the conference for rate of $199/Night

PLEASE REGISTER

- ◯ Medical and Scientific Communications Conference October 25-26 Early bird on or before September 7, 2018: $1596.00. Regular Rate: $1796
- ◯ Conference and Workshop October 24-26 Early bird on or before September 7, 2018: $2296.00. Regular Rate: $2496
- ◯ Workshop Only October 24: $996

Group Rates

Any organization wishing to send multiple delegates to this event may send 1 FREE for every 2 delegates registered. (not applicable to "workshop only" registrants.

Please call 201 871 0474 to place group registrations

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

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Company

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List any dietary or accessibility needs here

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Name on Card | Billing Address

Account Number | Billing City | Billing State

Exp. Date | Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) | Billing Zip Code/Postal Code

OR Enclosed is a check for $ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before August 28, 2018 in order to be refunded and will be subject to a US $195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other Global Dynamic Events program. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, Global Dynamic Events' liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.