

DIA

Compliant medical communications for a global market demands a comprehensive action-plan to bolster the way we design and disseminate scientific information.

While there are certainly challenges to overcome, there is plenty of opportunity to expand.

Medical Affairs and Scientific Communications Forum

Why Attend?

There is a clear need to thoroughly examine the increasingly complex network of media channels and to efficiently evaluate potential sources of medical information.

Improve your knowledge of pharmaceutical medical affairs and communications and other related topics.

Three Tracks

Five Concurrent Breakout Sessions

1 Medical Communications

- Current developments in the medical communication and medical information fields
- Patient centricity, evolving content, globalization, and data privacy laws for best practices for investigational agents including expanded access programs and hotlines, as well as AMCP dossiers for pre-approved products
- Social media and new digital channels for patient engagement

2 Medical Writing

Regulatory and Publication

- Health education outcomes research, EMA policy 70 and layperson summaries, and innovative ways of presenting data
- Innovative ways to present data and how to manage sponsor/vendor relationships, the medical writing competency model, and professionalism
- Effective communication of quantitative research, writing for clinical pharmacology, devices, and submissions

3 Medical Science Liaisons

- Insight into the changing MSL role across the product life cycle, perspectives on demonstrating MSL value, and evaluating the globalization of the MSL role
- Future facets of the MSL role with the emergence of a variety of new thought leader types in our expanding health care system
- Solutions and new tools to assist field-based medical teams with engaging both internal and external stakeholders

One Fantastic Location!

Hilton Tucson El Conquistador Golf & Tennis Resort | Tucson, AZ

Highlights

One full day Medical Communications Primer:
The Fundamentals of Medical Communications

Cross-functional general sessions

dedicated to integrating work areas, addressing regulatory, policy, and medicine updates

Networking Receptions

Two poster sessions highlighting original research from fellows, residents, and professionals

Exhibit Hall with **30+** exhibiting companies

Podium Pearls presentations on best practices

Learn more at DIAGlobal.org/MSC17