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DRUG INFORMATION ASSOCIATION

19th Annual Conference on Medical Communications

# Medical Information, Medical Liaisons, Contact Centers

## March 9-12, 2008 | Buena Vista Palace, Orlando, FL, USA


**PROGRAM CHAIRS**

**REBECCA A. VERMEULEN, RPH**
Six Sigma Champion, LRL/Medical, Eli Lilly and Company

**LESLEY FIERRO, PHARMD, MS**
Senior Director, Medical Information Services, sanofi-aventis

**PROGRAM COMMITTEE**

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**Tabletop Exhibit Opportunity**
Contact **Jeff Korn, Exhibits Associate**
Phone **+1-215-442-6184 / Fax +1-215-442-6199**
email **Jeff.Korn@diahome.org**

***18 exciting, interactive breakout sessions – on topics essential to medical information, medical liaisons, and contact centers with special programming for Medical Science Liaisons***

### GENERAL GOALS

- Demonstrate core competencies in industry-based drug information practice for both medical liaisons and headquarter-based personnel on topics relating to current practices in medical communications; verbal and written responses; provision of on-label and off-label information; medical and scientific literature evaluation; and appropriate regulatory and legal applications
- Describe the relevance of patient education and health literacy to the medical communications profession
- Discuss medical liaison best practices and career opportunities
- Describe new and innovative technologies for the delivery of medical information
- Demonstrate how to improve responsiveness to customer and media inquiries
- Describe how to develop your personal skills in establishing professional networks, participating in crucial conversations, and in preparing for interviews
- Communicate best practice through podium and poster pearls
- Identify and discuss legal and regulatory issues that influence medical communication groups

### WHO SHOULD ATTEND

- Medical communications
- Medical liaisons
- Medical information
- Medical call center environment
- Industry, academia, and government

## *Attention Medical Liaisons*

***We know you have busy schedules and want to bring your attention to this interesting meeting so we have tailored the schedule just for you.***

Medical Science Liaisons must balance their busy travel schedules with their need to educate themselves on the latest technologies and methods in medical communications. *We are therefore offering a special Monday-only rate for Medical Science Liaisons.*

This year's program committee has specifically designed a special program for MSLs that will not only accommodate their busy travel schedules but also provide them with the latest information to help them perform their jobs more effectively.

See page 2 for a schedule of sessions created by Medical Science Liaisons for the field-based medical science liaison professional.

THIS PROGRAM WAS DEVELOPED BY THE **MEDICAL COMMUNICATIONS** SPECIAL INTEREST AREA COMMUNITY

**VISIT WWW.DIAHOME.ORG FOR A COMPLETE SCHEDULE OF EVENTS!**

# *Special Medical Liaisons Program*

Sessions created by Medical Science Liaisons for the field-based medical science liaison professional include:

**SUNDAY, MARCH 9** (See page 3)

**Current Practices in Medical Communications**

**Medical Communications from the Perspective of Our Customers and Partners**

**Tricks of Advanced Literature Searching**

**Field-based Medical Communications Break-Outs**
including the following topics:

- *2007 MSL Survey Results*
- *Introduction to the MSL World (Advice from an MSL recruiter)*
- *Training/ Skill Development and Competencies*
- *KOL Relationships 101*
- *The Well-read MSL (or Staying on Top of the Data)*
- *Assessing Performance/RML Value*

**MONDAY, MARCH 10** (See pages 4-7)

**Patient Education and Health Literacy: A Collaborative Mission**

**Healthcare Professionals**

**Disease State and Advocacy**

**Career Mapping – Charting an MSL's Path to Success**

**Compendia Communications Implementing a Process for Compliant Interaction with Compendia**

**MSL Best Practices**

**Improving the Delivery of Product-related Medical Information Provided by both Headquarters- and Field-based Professionals**

**What Does Medical Communications Need to Do to Successfully Manage Inquiries Resulting From Product-related Media?**

The Drug Information Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Participants may earn up to 21.5 contact hours or 2.15 continuing education units (CEU's) for completing the program and the Core Curriculum tutorial.

**Nursing** The Drug Information Association will offer nursing credits for this program in collaboration with Corexcel. Corexcel is accredited as a provider of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation. Participants may earn up to 21 nursing contact hours for participating in the program and the Core Curriculum tutorial.

The Drug Information Association (DIA) has been reviewed and approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1620 I Street, NW, Suite 615, Washington, DC 20006. The DIA has awarded up to 2.2 continuing education units (CEUs) to participants who successfully complete the program and the Core Curriculum tutorial.

## Continuing Education Credit Allocation

**Core Curriculum Tutorial:** 286-000-08-003-L04; 6 contact hours (.6 CEUs); 6 nursing contact hours; .6 IACET CEUs

**Conference:** 286-000-08-002-L04; 15.5 contact hours (1.55 CEUs); 15 nursing contact hours; 1.6 IACET CEUs

**To receive a statement of credit, please visit www.diahome.org. Detailed instructions on how to complete your credit request and download your certificate will be provided onsite.**

**Disclosure Policy:** It is Drug Information Association policy that all faculty participating in continuing education activities must disclose to the program audience (1) any real or apparent conflict(s) of interest related to the content of their presentation and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Faculty disclosure will be included in the course materials.

*Learning Objectives: At the conclusion of the conference, participants should be able to:*

- **Core Curriculum Tutorial**
  - Demonstrate core competencies in industry-based drug information in both headquarters-based and field-based practice environments
  - Identify partnering opportunities for headquarter-based and field-based medical communications professionals
  - Refine and enhance skills for searching the medical literature
  - Describe the regulatory environment that influences the practice of medical communications
- **Session 1**
  - Describe the impact of FDA, healthcare providers, media, and PhRMA on patient education and health literacy
  - Identify opportunities for industry collaboration and partnership with these stakeholders to optimize patient educational initiatives
- **Session 2 – Breakout Sessions**
  Learning objectives are included in the agenda.
- **Session 3 – Breakout Sessions**
  Learning objectives are included in the agenda.
- **Session 4 – Breakout Sessions**
  Learning objectives are included in the agenda.
- **Session 5**
  - Describe what makes a conversation crucial
  - Identify situations where conversations have gone crucial
  - Transform anger and hurt feelings into powerful dialogue
  - Utilize resources and skills to increase productive dialogue
  - Apply techniques to be more persuasive rather than abrasive
- **Session 6 – Podium Pearls**
- **Session 7 – Breakout Sessions: Part 1**
  Learning objectives are included in the agenda.
- **Session 8 Breakout Sessions: Part 1**
  Learning objectives are included in the agenda.
- **Sessions 9 & 10**
  - Discuss recent regulatory actions and the impact on medical communication practices
  - Describe how actions of other government agencies affect the pharmaceutical industry and medical communication practices

## SUNDAY • MARCH 9

**7:00-8:00 AM** — **CORE CURRICULUM REGISTRATION AND CONTINENTAL BREAKFAST FOR CONFIRMED CORE CURRICULUM ATTENDEES**

**8:00-8:30** — **WELCOME AND INTRODUCTIONS**

FACULTY

**Alicia Alexander Cadogan, PharmD**
Director, Medical Communications, Wyeth Pharmaceuticals
**Lynn Bass, PharmD,** Senior Regional Medical Liaison, Medical Affairs, Amgen Inc.
**Chris Dadas, PharmD,** Director, Medical Affairs, Allergan
**Stacey Fung, PharmD,** Senior Scientist, Medical Communications, Genentech, Inc.
**Kristen Mack, PharmD,** Medical Science Liaison, Biogen Idec
**Carol L. Mitchell, MD,** Head, Cialis Global Medical Information, Eli Lilly and Company
**Robert J. Moss, PharmD,** Senior Medical Science Liaison, Medical Affairs, Amylin Pharmaceuticals, Inc.
**Molly Moyle, MEd,** Training and Development Leader, Medical Affairs, AstraZeneca Pharmaceutical Company
**Rupa Shah, PharmD,** Associate Director, Medical Information, Bristol-Myers Squibb
**Danielle Ziernicki, PharmD,** Associate Director, Global Regulatory Policy and Intelligence, Johnson & Johnson Pharmaceuticals Group

Following opening remarks, the Core Curriculum faculty will introduce themselves to the attendees and provide descriptions of their career paths leading to their current roles in medical communications. The faculty will then describe their current responsibilities, allowing for the audience to begin seeing similarities and differences in the practice of medical communications across the industry.

**8:30-9:15 AM** — **CORE CURRICULUM SESSION 1**

### An Introduction to the Regulatory Environment

FACULTY

**Danielle Ziernicki, PharmD**

Attendees will build on their existing knowledge regarding the regulatory environment that influences medical communications practice. An overview of the pharmaceutical industry and DDMAC regulations will be presented along with the rationale for many of the routines common in our practice environment.

**9:15-10:00 AM** — **CORE CURRICULUM SESSION 2**

### Current Practices in Medical Communications

FACULTY

**Alicia Alexander Cadogan, PharmD**
**Kristen Mack, PharmD**

In this interactive session, we will discuss the similarities and differences in the roles and responsibilities of medical communications professionals based at headquarters and those that are field-based. We will explore some of the routine activities of both groups, and understand the partnering opportunities that may exist between the two groups.

**10:00-10:30 AM** — **REFRESHMENT BREAK**

**10:30-11:00 AM** — **CORE CURRICULUM SESSION 3**

### Medical Communications from the Perspective of Our Customers and Partners

FACULTY

**All Core Curriculum Faculty Members**

Medical communications is a service-oriented role in which we typically serve two distinct audiences: external customers (health-care providers) and internal partners (commercial, regulatory, safety, sales, etc). Through case scenarios, and with audience participation, we will identify the types of services that are requested of us, and how our services benefit our external customers and internal partners.

**11:00 AM-12:00 PM** — **CORE CURRICULUM SESSION 4**

### Tricks of Advanced Literature Searching

FACULTY

**Carol L. Mitchell, MD**

Literature searching is a vital skill for everyone in medical communications. But how do we know we are using technology to the fullest capacity? This interactive session will demonstrate "slick tricks of the trade" for field-based and headquarters-based searchers of the medical literature. Each participant will walk away with new, tangible skills that they can apply immediately upon return to their daily responsibilities.

**12:00-1:00 PM** — **NETWORKING LUNCHEON FOR CONFIRMED CORE CURRICULUM ATTENDEES**

**1:00-4:30 PM** — **CORE CURRICULUM CONCURRENT AFTERNOON SESSIONS**

**In the afternoon, there will be two concurrent Core Curriculum sessions. Session A will focus on issues specific to headquarters-based medical communications, and Session B will focus on issues specific to field-based medical communications. Participants will select one session for the afternoon, based on their personal interest.** *(Note that session selection is not predetermined by the participant's current role).*

### CORE CURRICULUM CONCURRENT SESSION A: HEADQUARTERS-BASED MEDICAL COMMUNICATIONS

FACULTY

**Alicia Alexander Cadogan, PharmD**
**Stacey Fung, PharmD**
**Rupa Shah, PharmD**

This session will discuss the common responsibilities of headquarters-based medical communications staff. Topics will include contact centers, phone skills, formulating clinical replies, and formulary dossiers. Role playing and mock examples will be used to reinforce principles that emphasize the importance of our role to the industry and to the customers we serve. After a break, participants will be divided into smaller working groups. The faculty will present several real-life scenarios that represent challenges that are common to our roles. Time will be allotted for the participants of the working groups to discuss the scenarios. The groups will then craft their ideal responses to the situations, and share their responses with the larger group.

**2:30-3:00 PM** — **REFRESHMENT BREAK**

### CORE CURRICULUM CONCURRENT SESSION B: FIELD-BASED MEDICAL COMMUNICATIONS

FACULTY

**Lynn Bass, PharmD**
**Chris Dadas, PharmD**
**Kristen Mack, PharmD**
**Robert J. Moss, PharmD**
**Molly Moyle, MEd**
**Bryan Vaughan**

This session will consist of an interactive review of current practices for field based Medical Liaisons. The facilitators will provide a brief introduction and lead a discussion of the following topics:

■ Review results from the 3rd Annual Medical Science Liaison (MSL) Survey; ■ Introduction to the MSL World – A recruiter's view; ■ Training/Skill Development and Competencies; ■ KOL Relationships 101; ■ The well-read MSL; ■ Assessing Performance/MSL Value

Each topic will be briefly introduced, followed by an audience discussion. Case studies and common scenarios affecting medical liaisons will be used to emphasize important topics.

**4:30 PM** — **CORE CURRICULUM ADJOURNED**

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**5:00-6:30 PM** — **WELCOME WINE AND CHEESE RECEPTION**
**Sponsored by the Medical Communications Special Interest Area Community**
*(All conference registrants are invited to attend)*

## MONDAY • MARCH 10

**7:00-8:00 AM** — **REGISTRATION AND CONTINENTAL BREAKFAST**

**8:00-8:15 AM** — **WELCOME AND OPENING REMARKS**

**Rebecca A. Vermeulen, RPh**
Six Sigma Champion, LRL/Medical, Eli Lilly and Company

**8:15-10:00 AM** — **SESSION 1**

### Patient Education and Health Literacy: A Collaborative Mission

CHAIRPERSONS

**Kathryn L. Gann, PhD,** Vice President, Scientific Development, Scientific Advantage, LLC

**Ramineh Zoka, PharmD, MS,** Senior Director, Clinical Scientists, Medical Affairs Department, Centocor, Inc.

**Learning Objectives**

At the conclusion of this session, participants should be able to:

- Describe the impact of FDA, healthcare providers, media, and PhRMA on patient education and health literacy
- Identify opportunities for industry collaboration and partnership with these stakeholders to optimize patient educational initiatives

The pharmaceutical industry has a key responsibility in patient/consumer education and communication. This session includes a dynamic multidisciplinary discussion regarding patient education and health literacy among a panel of expert representatives from FDA, health care providers, media, and PhRMA. The topics of their current and emerging patient education strategies and needs, as well as suggestions for collaborative efforts with pharmaceutical industry will be discussed.

PANELISTS

**Sharon Brigner, MS, RN,** Deputy Vice President, PhRMA

**Sunil Kripalani, MD, MSc,** Associate Professor of Medicine, Vanderbilt University

**Nancy D. Smith, PhD,** Director, Office of Training and Communication, CDER, FDA

**Grant Winter,** President, The Manhattan Bureau, LLC

**10:00-10:30 AM** — **REFRESHMENT BREAK**

**10:30-11:45 AM** — **BREAKOUT SESSIONS 2-1, 2-2, & 2-3**

**These breakouts are follow-up discussions to the opening session.**

The attendees will participate in one of the three breakout sessions to discuss best practices and actionable follow-ups related to medical communication's role in partnering with healthcare professionals, media/internet industry, or advocacy groups in patient education initiatives.

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Identify medical communication partnership opportunities with healthcare professionals, media/internet industry, or advocacy groups related to patient education initiatives
- Describe at least one related patient education best practice that has been successfully implemented within medical communication

| BREAKOUT SESSION 2-1 | BREAKOUT SESSION 2-2 | BREAKOUT SESSION 2-3 |
|---|---|---|
| **Healthcare Professionals** | **Internet/Media** | **Disease State and Advocacy** |
| CHAIRPERSON<br>**Joseph P. Casey, RPh, MBA,** Associate Director, Medical Affairs Knowledge, Resource Center, TAP Pharmaceutical Products, Inc. | CHAIRPERSON<br>**Lesley Fierro, PharmD, MS**<br>Senior Director, Medical Information Services, sanofi-aventis | CHAIRPERSON<br>**Dominick Albano, PharmD, MBA**<br>Assistant Vice President, Global Medical Communications, Wyeth Pharmaceuticals |
| MODERATOR<br>**Ramineh Zoka, PharmD, MS**<br>Senior Director, Clinical Scientists, Medical Affairs Department, Centocor, Inc. | MODERATOR<br>**Nancy Hildebrand, RPh**<br>Six Sigma Black Belt, US Demand Realization, Eli Lilly and Company | MODERATOR<br>**Lynn Bass, PharmD**<br>Senior Regional Medical Liaison, Medical Affairs, Amgen, Inc. |
| SPEAKERS<br>**Kathy Mulcahy, RN, MSN, CDE**<br>Clinical Management Liaison, Amylin Pharmaceuticals<br>**Robin Lindenbaum**<br>Director, Benefit-risk Medical Affairs, Centocor, Inc. | | |

**11:45 AM-1:15 PM** — **NETWORKING LUNCHEON (Globalization and Medical Liaisons)**

## BREAKOUT SESSION 3-1

### Career Mapping: Charting an MSL's Path to Success

CHAIRPERSON

**Lynn Bass, PharmD,** Senior Regional Medical Liaison, Medical Affairs, Amgen, Inc.

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Describe the competitiveness of the MSL role
- Identify attributes which lead to success within the MSL role
- Describe development plans and other tools that support professional growth opportunities

Within the last decade, there has been a steady rise in the number of medical science liaison (MSL) groups within the pharmaceutical industry. As these groups have expanded, the battle for MSL talent is stronger than ever. Managers are interested in retaining the best talent. MSLs are seeking professional growth within the roles with new and expanded responsibilities. A few companies have been successful in developing various MSL career tracks such as technical versus administrative tracks. However, other companies are struggling in this area. To compound this issue, there is a paucity of information in the literature to provide guidance for MSL career path progression. This presentation will provide a review on the MSL career path from beginning to success with best practices highlighted from across the pharmaceutical industry.

**Medical Science Liaisons: Leveraging Yourself in an Ever Changing Industry**
**Bryan Vaughan,** Manager, Recruiting and Sales, Fidelis BioPharm

**Navigating Your Professional Development**
**Molly Moyle, MEd,** Training and Development Leader, Scientific Affairs, AstraZeneca Pharmaceutical Company

**A Road Less Traveled: The Technical Career Path of the Medical Liaison**
**Craig Klinger, RPh,** Senior Medical Liaison Consultant, Eli Lilly and Company

## BREAKOUT SESSION 3-2

### Managing Your Contact Center's Customer Needs in the Changing Telecommunication Market

CHAIRPERSON

**Maureen L. Baldwin, RN, MSN,** Manager, U.S. Contact Center, Medical Communications, Wyeth

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Define Channel Management processes for Contact Centers
- Discuss an illustrative Channel Management Model in the Contact Center
- Identify key customer service issues to consider when designing self-service options for an IVR

In order to remain competitive in today's business world we must be willing to identify and implement new ways of doing business. With changes in technology we now have an opportunity to expand on the ways that our customers contact us. This session will identify key issues to consider when making your decision to incorporate a new process into your operations. Two case studies will be presented providing scenarios of systems that have been implemented. You're also invited to discuss your contact center's issues and solutions on this topic during this session.

**Channel Management: Taking Control to Maximize Your Contact Centers Effectiveness and Efficiency – An Illustrative Case Study**
**John Di Brango, RN, MEd,** Call Center Management/Governance Director, AstraZeneca LP

**Meeting Customer Expectations while Maximizing IVR Self-Service**
**Rich Lippincott, RPh,** Director of Operations, PPD, Inc.

## BREAKOUT SESSION 3-3

### New and Innovative Technologies for Medical Information Delivery

CHAIRPERSON

**Lesley Fierro, PharmD, MS**
Senior Director, Medical Information Services, sanofi-aventis

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Describe new technologies for the delivery of medical information
- Recognize knowledge management technologies and develop a web-based tool for obtaining medical information
- Discuss self-service technologies to supplement information needs

With the communication age upon us, medical communications groups are in a position to take full advantage of innovative technologies for the delivery of information. This session will focus on several technologies in development and in use including XML to deliver correspondence, labeling, web-based applications for augmenting knowledge management; and development and launch experience with web-based, self-service medical information sites. The use of these technologies enables speed of delivery of responses to our customers while maintaining consistency.

*Breakout Session 3-3 continued on page 6*

## BREAKOUT SESSION 3-4

### Compendia Communications: Implementing a Process for Compliant Interaction with Compendia

CHAIRPERSON

**J. Michael Spivey, PharmD,** Director, CNS Medical Communications, Ortho-McNeil Janssen Scientific Affairs, LLC

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Describe the role drug compendia play in providing drug information and how this may affect interactions with industry
- Explain regulatory and healthcare compliance regulations that may affect communications from industry to compendia
- Describe potential steps to design and implement a compendia communication process

The drug compendia landscape has changed dramatically over the past couple of years in part due to Medicare Part D. This breakout is designed to enhance the understanding of drug compendia's role in providing drug information and to share insights on the design and implementation of a compendia communication process.

*Breakout Session 3-4 continued on page 6*

*Breakout Session 3-3 continued from page 5*

## BREAKOUT SESSION 3-3

### New and Innovative Technologies for Medical Information Delivery

**Establishing a Single Source of Medical Information Using XML**
**Joseph Jenkins,** Director,Global Business Development, RWD Applied Technology Solutions

**Leveraging Technology for Managing and Sharing Medical Information**
**Leena Jindia, MS, PharmD,** Associate Director, Medical Information, Tibotec Therapeutics

**Self-service Medical Information Technology**
**Joseph Tuazon, PharmD,** Director, Medical Communications, Pfizer Inc

*Breakout Session 3-4 continued from page 5*

## BREAKOUT SESSION 3-4

### Compendia Communications: Implementing a Process for Compliant Interaction with Compendia

**The Role of Drug Compendia**
**Kay Morgan,** Vice President, Drug Products, Gold Standard

**Healthcare Compliance Implication of Compendia**
**Mary Bradley, PharmD,** Healthcare Compliance Director, Ortho-McNeil Janssen Pharmaceutical Services

**Compendia Communications: Creating Process Guidelines**
**Jeni Bastean, PharmD, GCP, FASCP,** Associate Director, Medical Communications, Ortho-McNeil Janssen Scientific Affairs, LLC

**2:45-3:15 PM** **REFRESHMENT BREAK**

**3:15-4:45 PM** **BREAKOUT SESSIONS 4-1, 4-2, 4-3, & 4-4**

## BREAKOUT SESSION 4-1

### MSL Best Practices

CHAIRPERSON
**Hetal V. Patel, PharmD,** Clinical Scientist-MSL, Medical Affairs, Centocor, Inc.

**Learning Objectives**
At the conclusion of this breakout session, participants should be able to incorporate these best practices into their MSL role and organization:

- KOL relationship management
- Medical meeting leadership
- Personal and team development

The external customer: Good KOL relationship management is essential to an MSL's success. This presentation will provide insights into how to identify an existing KOL in a field new to you or your company, get and conduct a first appointment, manage a bad situation in a good relationship, manage unrealistic expectations, and develop your own KOLs.

The internal customer: Internal business partners rely on the MSL for key clinical and competitive information from scientific meetings. This discussion will share strategies on how to partner with internal customers, such as medical directors and competitive intelligence, identify and compile pertinent abstracts and symposia, conduct pre- and post-meeting information sharing, all within a formalized process.

You and your team: You manage your external and internal customers, but how do you manage your or your team's development? MSL development comes with a unique set of challenges, as many growth opportunities are in a land far, far away called the home office. This presentation will review the value of a mentoring program, how to identify appropriate stretch assignments for yourself or a team member, both within and outside the MSL role, and how your relationships are essential to career success.

**KOL Relationship Management**
**Heather Thomson, MS,** Clinical Affairs Manager, Endo Pharmaceuticals

**Medical Meeting Leadership**
**Jannell DePalantino, PharmD,** Medical Science Liaison, Ortho Biotech Clinical Affairs, LLC

**Personal and Team Development**
**LaTanya Pearson, MT, PhD,** Franchise Manager, Clinical Scientist-MSL, Centocor, Inc.

## BREAKOUT SESSION 4-2

### Improving the Delivery of Product-related Medical Information Provided by Both Headquarters- and Field-based Professionals

CHAIRPERSON
**A. Amyas Huston, RPh,** Senior Manager, Medical Communications, Cubist Pharmaceuticals
**Stacey Fung, PharmD,** Senior Manager, Medical Communications, Genentech, Inc.

**Learning Objectives**
At the conclusion of this breakout session, participants should be able to:

- Implement standards for the medical communication and medical scientific liaison (MSL) groups
- Discuss the regulations for medical communications and MSLs and use tools to conduct a review of operations

Standards for the practice of medical information and medical scientific liaisons within medical communications enhance internal relationships, build efficiency and deliver greater value to customers. Effective communication and alignment with regulations is an essential business practice.

**Implementing Standards for the Effective Practice of Medical Communications**
**A. Amyas Huston, RPh,** Senior Manager, Medical Communications, Cubist Pharmaceuticals

**Field-based Delivery of Medical Information and Interfaces with Headquarter-based Personnel**
**Stephen L. Harris, PharmD,** Director, Professional Services, Medical Affairs, CV Therapeutics

**Meeting Compliance Guidelines for Medical Communications**
**Peter Guillot,** President, CenterFirst

## BREAKOUT SESSION 4-3

### Are We Listening to Our HCP/Patient Customers?

CHAIRPERSON

**Nancy Hildebrand, RPh,** Six Sigma Black Belt, US Demand Realization, Eli Lilly and Company

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Create HCP/patient satisfaction tools enabling medical information contact centers (MICC) to institute improvements
- Utilize strategies to collect and prioritize VOC insights of HCPs, patients, and care givers contacting the MICC
- Partner with cross-functional business areas to understand and leverage multiple sources for VOC inputs
- Generate ideas to leverage VOC insight strategies with limited FTEs/$$s

Medical information contact centers (MICC) are a wealth of healthcare professional, patient, and caregiver voice of the customer needs. Many of these needs, if understood and answered by the business could not only help improve HCP/patient outcomes, but would positively impact the bottom line. Despite the abundance of VOC needs captured daily via the MICC, our ability to prioritize and take action continues to challenge us. This session will look at realistic strategies to capture and communicate HCP/patient VOC needs to the business in a way that positively impacts outcomes while balancing the business bottom line.

**HCP/Patient Satisfaction Tools to Help Determine Your VOC Needs: What Satisfaction Results Reveal MICCs Should Do to Improve**
**Richard Shapiro,** President, The Center For Client Retention

**Internal Collaboration: the Key to Mining HCP/Patient Needs to Improve Patient Outcomes**
**Vince Kochert,** Strategy Professional, The Lilly Answers Center, Eli Lilly and Company

**VOC Synthesis to Meet HCP/Patient and Business Needs throughout a Product's Life Cycle and to Provide Internal Business Partners with Intelligence on HCP and Patient Needs**
**Lee Houser,** Senior Director of Planning, Contracting, and Customer Communications, Ortho-McNeil Janssen Scientific Affairs

## BREAKOUT SESSION 4-4

### Breaking News! Media Mania: Anticipating the Onslaught! What Does Medical Communications Need to Do to Successfully Manage Inquiries Resulting from Product-related Media Coverage

CHAIRPERSON

**Mary Sendi, PharmD,** Senior Director, Women's Healthcare and Vaccines, Global Medical Communications, Wyeth Pharmaceuticals

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Identify current and future roles/activities within medical information groups in communicating and disseminating scientific information to customers and partners as a result of product controversy
- Identify opportunities to drive alignment, teamwork, and accountability for headquarter- and field-based medical communications professionals when communicating and disseminating such information
- Identify challenges [systems issues] to successful implementation of such medical information initiatives/partnerships
- Build a case for positive change

This session is designed to describe the leadership role of medical communications in communicating and disseminating timely, quality scientific and medical information to external customers and internal partners as a result of product-related media coverage. The session will describe current initiatives within the pharmaceutical industry, potential future programs and implementation concerns, and propose next steps to build a case for change.

**Managing Product Controversy: A Call Center Point of View**
**Kelly Andress,** Manager, Business Development, Alliance Healthcare Information, Inc.

**Managing Product Controversy: A Headquarter Scientist Point of View**
**Poonam Bordoloi, PharmD,** Senior Medical Information Specialists, Medical Information Services, sanofi-aventis

**Managing Product Controversy: A Medical Liaison Point of View**
**Scott Kraun,** Vice President, MSL Programs, Science Oriented Solutions (S.O.S.)

**4:45-6:15 PM**

## RESIDENT POSTER SESSION & RECEPTION

**Take some time to network with your peers while you view posters prepared by medical communications residents and fellows. This is a great opportunity to discuss topics of interest with colleagues and view some of the interesting work being done by up-and-coming industry residents and fellows.**

## TUESDAY • MARCH 11

**7:00-8:00 AM** **REGISTRATION AND CONTINENTAL BREAKFAST**

**8:00-9:30 AM** **SESSION 5**

### Personal Leadership Development

CHAIRPERSON

**Timothy E. Poe, PharmD,** Director, Medical Operations, GSK Response Center, GlaxoSmithKline

**Learning Objectives**

At the conclusion of this session, participants should be able to:

- Describe what makes a conversation crucial
- Identify situations where conversations have gone crucial
- Transform anger and hurt feelings into powerful dialogue
- Utilize resources and skills to increase productive dialogue
- Apply techniques to be more persuasive rather than abrasive

Communication is critical in our daily lives – at work, at home, and at play. This session will describe an approach to improve your communication skills.

**Crucial Conversations**
**Kevin J. Brown,** Senior Director, Management Development, Wyeth Pharmaceuticals

**9:30-10:00 AM** **REFRESHMENT BREAK**

**10:00-11:30 AM** **SESSION 6**

### Podium Pearls

CHAIRPERSON

**Heather Schiappacasse, PharmD, MBA,** Senior Manager, Medical Information Services, sanofi-aventis

This session will offer a unique opportunity for any medical communications practitioner (e.g. information specialist, medical liaison, manager) to share their successes, challenges, and "pearls of wisdom" on various medical communications topics through podium presentations.

**11:30 AM-12:30 PM** **LUNCHEON/POSTER PEARLS**

**12:30-2:00 PM** **BREAKOUT SESSIONS 7-1, 7-2, 7-3, 7-4, 7-5, & 7-6**

## BREAKOUT SESSION 7-1

### Medical Information and Medical Liaisons: Best Practices for Effective Collaboration

CHAIRPERSONS

**Christine Wyble, PharmD,** Director, Oncology/Urology Medical Information Services, sanofi-aventis

**Donna Holder, PharmD,** Senior Director, Medical Resources, AstraZeneca

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Collaborate to build an efficient and productive relationship between the two groups
- Identify electronic solutions to provide assistance to ensure consistency and compliance, and avoid duplication of effort
- Identify synergies between medical information and medical liaisons to streamline processes in areas of training and slide development

Medical information professionals and medical liaisons are the primary contacts for medical information in a pharmaceutical company. Since responsibilities of the groups are similar in relation to providing evidence-based medical information, it is essential to identify synergies and establish collaborative working relationships.

This will be an interactive session focusing on "best practices" related to two topics: training and slide development/dissemination. A review of these topics will uncover opportunities for partnership and synergy across all stages of the product lifecycle.

**Effective Collaboration: Medical Information and Medical Liaisons**
**Donna Holder, PharmD,** Senior Director, Medical Resources, AstraZeneca

**Slides and Training: Opportunities to Maximize Partnership**
**Christine Wyble, PharmD,** Director, Oncology/Urology Medical Information Services, sanofi-aventis

## BREAKOUT SESSION 7-2

### Literature and Database Searching for the Medical Information Professional

CHAIRPERSON

**Lois Jessen, MS, PharmD,** Director, Medical Information, Bristol-Myers Squibb

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Discuss ways to stay current on new therapeutic information through internet resources commonly accessed by our external customers
- Recognize practical and innovative methods that health care professionals use to find information
- Identify useful electronic drug information and clinical trial resources, as well as tips for maximizing those resources
- Explain how to proceed when you hit a "dead-end" in one of your searches

Being aware of electronic medical resources will help medical information professionals stay current on new information and research, as well as be prepared to respond to requests for information. The first presentation will touch on each of these issues. The second presentation focuses on the medical information professional's quest for needed scientific information through the use of library science skills. Attendees will learn ways to become more proficient in literature searching through the use of controlled terminologies. The presentation facilitates creative approaches and demonstrates concepts by providing attendees with example ideas.

**Optimizing Electronic Resources to Stay Current on Therapeutic Data, Find Medical Information, and Identify Key Research**
**Chris Marrone, PharmD,** Outcomes Liaison, Acute Care, Eli Lilly and Company

**Becoming More Literature-search Literate: Why Mess with MeSH®, EMTREE, and Other Controlled Terminologies**
**Carol Mitchell, MD,** Associate Consultant Medical Information, Eli Lilly and Company

## BREAKOUT SESSION 7-3

### Manager's Forum: Understanding and Harnessing the Informal Organization

CHAIRPERSONS

**Dominick Albano, PharmD, MBA,** Assistant Vice President, Medical Communications, Wyeth Pharmaceuticals

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Explain how the informal organization impacts the success of a group, a team, or a company
- Identify strategies or tools to influence the informal elements of your organization
- Describe how to leverage the informal organization to build commitment in your organization

*This session is applicable to new and experienced managers as well as those on a management career track.*

There's the organizational chart and then there's the way that things really work. In every company there is a parallel power structure that can be just as important as the one that you can put on paper and design. Companies spend a lot of time thinking about the formal organization, but often leave informal interactions to the instinct and inclinations of individual front-line managers or chance.

In this session we will learn about the informal organization, and how some companies harness it to achieve superior results. We will also explore its critical importance in obtaining emotional commitment throughout the workforce, and what your organization can do to influence the informal elements in your organization, and better integrate them to complement the formal elements.

Participants will discuss case studies as well as focus on their own organizations and unique challenges.

SPEAKER/FACILITATOR

**Will Harris,** Principal, Katzenbach Partners, LLC

## BREAKOUT SESSION 7-4

### Promotional Review: A Critical Role for Medical Information Professionals

CHAIRPERSONS

**Kevin P. Tynan, PharmD, MBA,** Senior Director, Medical Information, Medical Affairs Operations, Centocor, Inc. & Ortho-Biotech, Inc.

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Describe the critical and unique role that medical communication and information professionals play in the promotional review process
- Differentiate between promotion of investigational and co-promoted products
- Explain how participation in promotional review may provide opportunities to expand roles and responsibilities

Promotional review is a critical component to successful marketing of pharmaceuticals. Medical Information/communication professionals can play a major role in ensuring scientific accuracy of the content based on appropriate scientific evidence. The promotional review process at different Companies will be described with emphasis on identifying "best practices" that have enhanced the process resulting in high-quality promotional materials.

The session will include discussion around promotional review for investigational products, and also highlight processes that involve collaborative approaches between companies involved in a co-promotion relationship. In addition, there will be discussion on new opportunities that can arise from the interactions occurring through promotional review. While medical departments focus on scientific evidence, regulatory affairs places emphasis on compliance based on rules imposed by regulatory authorities. Differentiation between the role of medical and regulatory review will be highlighted. Examples of promotional pieces with potential compliance implications will also be discussed.

**MEDICAL INFORMATION IN PROMOTIONAL REVIEW: BEST PRACTICES**
**John P. Berg, PharmD,** Director, Medical Information, Oncology and Nephrology, Ortho Biotech Clinical Affairs, L.L.C.

**PROMOTIONAL REVIEW: INVESTIGATIONAL AGENTS AND CO-PROMOTIONAL RELATIONSHIPS**
**John Raia, PharmD,** Director, Professional Affairs, Daiichi Sankyo, Inc.

**MEDICAL VERSUS REGULATORY CONSIDERATIONS FOR PROMOTIONAL REVIEW**
**Jane Bromund, MSN, RN,** Clinical Research Scientist, Eli Lilly and Company, U.S. Oncology, Medical

## BREAKOUT SESSION 7-5

### Interview(ing) Success

CHAIRPERSONS

**Natalie C. Gearhart, PharmD,** Associate Director, Medical Communications, Ortho-McNeil Janssen Scientific Affairs, LLC

**Hetal V. Patel, PharmD,** Clinical Scientist-MSL, Medical Affairs, Centocor, Inc.

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to describe the following topics from an interviewee's and an interviewer's perspective:

- The resume
- Pre-interview screenings
- Significance of the interview
- Preparation for the interview
- During the interview
- After the interview

Think back to your last job interview. Did you experience any of the following symptoms as you were putting on your business suit and printing off extra resumes: sweaty palms, shaky hands, an upset stomach, or a racing heartbeat? Whether it is for your first job or your tenth job, having anxiety about interviews is perfectly normal because they can be nerve-racking and stressful. Even interviewing candidates can be an unpleasant experience if you are not prepared.

Regardless of which side of the desk you sit on, the interview process can be challenging and proper preparation is essential for success. As a candidate, there is very little you can do to avoid the butterflies in your stomach, but there is plenty you can do to get the job you want. As a manager, ensuring you get a good pool of candidates and making the right selection is essential to the success of your team, department, and organization. Since you will play the role of both the interviewee and interviewer throughout your career, this session will help you up your game from both perspectives.

The interview process is comprehensive and starts with the resume, and should end with an offer. There are plenty of interview and resume resources available online, but have you noticed that they usually don't apply to your Medical Affairs background? This session will review how to write and screen a resume. With a growing number of candidates, verbal and written screenings are more and more common – this session will discuss their importance and how to maximize them. And of course, the live interview – what to do before, during, and after. This session will help you make a good impression each step of the interview process.

#### How to Get the Right Job

**Hetal V. Patel, PharmD,** Clinical Scientist-MSL, Medical Affairs, Centocor, Inc.

#### How to Get the Best Candidate

**Natalie C. Gearhart, PharmD,** Associate Director, Medical Communications, Ortho-McNeil Janssen Scientific Affairs, LLC

## BREAKOUT SESSION 7-6

### Deliberations and Successes of Joint Venture Partnerships

CHAIRPERSON

**Heather Schiappacasse, PharmD, MBA,** Senior Manager, Medical Information Services, sanofi-aventis

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Identify processes that are necessary to guarantee seamless communication and ensure a successful joint venture partnership within medical information
- Explain strategies that have proven to be successful in existing joint venture partnerships

Supporting a joint venture (JV) product is a challenging undertaking for medical information services (MIS) departments because the processes that regulate each respective department are often conflicting. Many new processes must be created through collaboration in order to ensure a successful JV relationship. These include but are not limited to, written and verbal communication style, standard response creation/review, slide kit creation/review, and Medical Liaison and sales force interaction.

To guarantee seamless communication with the customer, it is imperative that all respective MIS personnel are equally well-trained on the adopted processes associated with the JV product. This session will discuss the considerations necessary to support a JV product, as well as detail aspects of successful real-world MIS partnerships.

#### Important MIS Considerations for Establishing a Successful JV Relationship

**Eric Jozefiak, PharmD,** Director, Medical Information, Bristol-Myers Squibb

#### Evaluation of Joint Venture Scenarios in Medical Information

**Wynter Balcerski, PharmD,** Senior Specialist, Medical Information Services, sanofi-aventis

#### Pathways Chosen to Achieve a Harmonious Joint Venture

**Ivy Chang, PharmD,** Senior Scientist, Medical Communications, Genentech, Inc.

**2:00-2:30 PM** **REFRESHMENT BREAK**

**2:30-4:00 PM** **BREAKOUT SESSIONS 7-1 THROUGH 7-4**
**will be repeated during this time.**

## BREAKOUT SESSION 8-5

### Application of Six Sigma

CHAIRPERSON

**Rebecca Vermeulen, RPh,** Six Sigma Champion, LRL/Medical, Eli Lilly and Company

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Explain the basic concepts of Lean Six Sigma and how to apply to relevant scenarios affecting medical communications
- Apply Six Sigma methodology in your area of responsibility to reduce costs and improve efficiency
- Describe how to position Six Sigma within your area of responsibility to have a positive impact

Six Sigma – lots of industries are implementing it. Some love it, some don't, and some are undecided. It seems to work great in manufacturing where cycle times are predictable and it is easy to track process inefficiencies and measure improvements. Leaner, Faster, Better is the wave of the future. If you have ever wondered what Lean Six Sigma can do for medical communications within the pharmaceutical industry, then this session is for you. Six Sigma itself is a proven methodology for reducing cost by making processes more efficient and reliable. The key is in the application of the tools and the integration into the business.

This session will provide the attendees with an overview of the Six Sigma methodology and discuss how it can be effectively applied to improve performance across all components of medical communications, from call centers, to medical information, and field-based medical liaisons.

**David Asher**
CEO and President, Asher Associates, Inc.

## WEDNESDAY • MARCH 12

**7:00-8:00 AM** **REGISTRATION AND CONTINENTAL BREAKFAST**

**8:00-9:30 AM** **SESSIONS 9 & 10**

### Legal and Regulatory Overview

CHAIRPERSON

**Monica Kwarcinski, PharmD,** Senior Director, Medical Services, Purdue Pharma LP

**Learning Objectives**

At the conclusion of this breakout session, participants should be able to:

- Discuss recent regulatory actions and the impact on medical communication practices
- Describe how actions of other government agencies affect the pharmaceutical industry and medical communication practices

Increasingly, pharmaceutical industry marketing and medical communications practices are being more closely scrutinized. This session will provide the latest information on activities of medical communication personnel that may have important regulatory and legal implications. Topics will include provision of medical product information in a variety of situations and audiences as well as updates on recent activities by DDMAC and the Office of Inspector General (OIG). This will be an interactive session with opportunity for discussion and questions from the audience.

**Lucy Rose, MBA, PA-C**
President, Lucy Rose and Associates, LLC

**Kathleen A. Peterson, Esq.**
Epstein Becker & Green, P.C

**9:30-10:00 AM** **REFRESHMENT BREAK**

**10:00-11:30 AM** **SESSIONS 9 & 10 *continued***

**11:30-11:45 AM** **CLOSING REMARKS**
**Lesley Fierro, PharmD, MS**
Senior Director, Medical Information Services, sanofi-aventis

**11:45 AM** **WORKSHOP ADJOURNED**

**TRAVEL AND HOTEL** The most convenient airport is Orlando International Airport and attendees should make airline reservations as early as possible to ensure availability. The Buena Vista Palace is holding a block of rooms at the reduced rate below until February 11, 2008, for the DIA event attendees. Room availability at this rate is guaranteed only until this date or until the block is filled.

**Single $229** **Double $229**

Please contact the Buena Vista Palace by telephone at +1-866-397-6516 and mention the DIA event. The Buena Vista Palace is located at 1900 Buena Vista Drive, Lake Buena Vista, FL 32830, USA.

**GROUP DISCOUNTS*** Register 3 individuals from the same company and receive complimentary registration for a 4th! ***All 4 individuals must register and prepay at the same time – no exceptions.*** DIA will apply the value of the lowest applicable fee to this complimentary registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred. **Group registration is not available online and does not apply to the already-discounted fees for government or charitable nonprofit/academia.**

▶ **To take advantage of this offer, please make a copy of this registration form for EACH of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.**

**Participants with Disabilities:**
*DIA event facilities and overnight accommodations are accessible to persons with disabilities. Services will be made available to sensory-impaired persons attending the event if requested at least 15 days prior to event. Contact the DIA office to indicate your needs.*

# CALL FOR ABSTRACTS

## for Podium & Poster Pearls and Resident Posters

**DEADLINE EXTENDED TO January 11, 2008**

### RESIDENT/FELLOW POSTER INFORMATION

The Drug Information Association (DIA) is offering a poster session for drug information residents/fellows at the 2008 DIA Medical Communications workshop in Orlando, FL. To participate, authors must be current residents of an industry sponsored or co-sponsored drug information program with direct or substantial involvement in the project being presented. Topic selections are unrestricted and may involve any project or showcase of the residency/fellowship program. We ask that all poster presentations be noncommercial and scientific in nature and not appear as a marketing opportunity.

Resident/fellow poster presentations are scheduled for Monday, March 10, 2008 from 4:45-6:15 PM. For those interested in submitting a poster, authors should submit an abstract according to the Guidelines for Preparing Abstracts on the right. **Entries are due by Friday, January 11, 2008.**

**ALL ENTRIES MUST BE SUBMITTED TO:**
**http://www.diahome.org/DIAHome/GetInvolved/AbstractSubmissionLauncher.aspx**

### PODIUM AND POSTER PEARL INFORMATION

The Drug Information Association (DIA) is offering an opportunity for medical communications practitioners (e.g., information specialist, medical liaison, manager) to submit podium and/or poster topics for presentation at the 2008 DIA Medical Communications Workshop in Orlando, FL. This Podium and Poster session will provide those in the medical communications field an opportunity to share successes, challenges, and "Pearls of Wisdom" on various medical communication topics. Participants can share their experiences and "pearls" by:

- Poster
- 10-minute presentation and a poster

To participate, presenters must be currently working in the medical communication field with direct or substantial involvement in the presented topic. Example topics include:

- Medical communications support at conventions/congresses
- After hours coverage
- Starting a student rotation
- Crisis management – involvement of the medical communications department
- Hints for managing field-based medical communication personnel

The Medical Communications Podium Pearls session is scheduled for Tuesday, March 11, 2008 at 10:00 AM. The Medical Communication Poster Pearls session will follow at 11:30 AM.

If interested in participating in the 10-minute podium presentation session, submit an abstract on the topic and information that will be presented. Due to the limited time available for podium presentations, only 6 (six) Pearls will be accepted. Topics not selected for a podium presentation will be considered for a poster.

If interested in submitting a poster, submit an abstract according to the Guidelines for Preparing Abstracts on the right. All podium and poster presentations need to be noncommercial, scientific in nature, should not appear as a marketing opportunity, and should include practical information based on your experience or current practices. If interested in submitting a topic for both a poster and a podium presentation, please indicate on your submission. **Deadline for submissions is Friday, January 11, 2008.**

**ALL ENTRIES MUST BE SUBMITTED TO:**
**http://www.diahome.org/DIAHome/GetInvolved/AbstractSubmissionLauncher.aspx**

### GUIDELINES FOR PREPARING AN ABSTRACT

#### FORMAT

1. All abstracts must be limited to 120 words (excluding title and author).
2. Short, specific titles are desirable. Avoid the use of "A," "An," and "The" as the first word of the title. Type the heading as follows: Start only the first word in the title with a capital letter, followed by all lower case letters, except in the case of a proper name. The name(s) of the author(s) should be listed last name first, first initial, middle initial; do not include titles or degrees. Underline name(s) of the presenter(s). A complete mailing address, including country of residence, is required.
3. Use standard abbreviations. Do not include graphs, tables, or illustrations in the abstract. Avoid the use of trademarks, subscripts, superscripts, and hyphenations in the abstract.
4. Spell out special symbols, Greek letters, degrees, and plus/minus signs.
5. Authors must proofread abstracts carefully. DIA will not correct abstracts

#### CONTENT

Abstracts must be formatted in one or two paragraphs (maximum). Abstracts in outline form will not be accepted. Organize the abstract as follows:

- One-sentence statement of the objective of the report
- Brief description of the key concept (be it a role, service, initial problem, or situation)
- Summary of the procedures or methods
- Results and evaluation of it in terms of the original problem or situation

19th Annual Conference for MEDICAL COMMUNICATIONS

# MEDICAL INFORMATION, MEDICAL LIAISONS, CONTACT CENTERS

**Buena Vista Palace, Orlando, FL, USA** **MARCH 9-12, 2008** | Meeting ID #08006

- **CORE CURRICULUM**
  in-depth discussions, case studies, roundtable discussions
- **18 EXCITING BREAKOUT SESSIONS**
  focused on topics essential to medical information, medical liaisons and contact centers
- **EVENING RECEPTION FEATURING RESIDENCY POSTERS**
- **PODIUM AND POSTER PEARLS**

**NEW!**

***Special programming for MEDICAL SCIENCE LIAISONS with One-day rate for Monday, March 10***

**Register online or fax this page to +1-215-442-6199**

### CONTACT & TABLETOP EXHIBIT INFORMATION

Attendees may visit the tabletop exhibits during the event and during receptions (if applicable).

**Event information:** Contact Jessica Kusma at the DIA office by telephone +1-215-442-6182, fax +1-215-442-6199 or email Jessica.Kusma@diahome.org.

**Tabletop exhibit information:** Contact Jeff Korn, Exhibits Associate, by telephone +1-215-442-6184, by fax +1-215-442-6199 or by email to Jeff.Korn@diahome.org.

❑ **To receive a tabletop exhibit application, please check.**

### GROUP DISCOUNTS (not available online or on already discounted fees)

Register 3 individuals from the same company and receive complimentary registration for a 4th! All 4 individuals must register and prepay at the same time – no exceptions.
*See page 11 for complete details.*

**Registration Fees** *If DIA cannot verify your membership upon receipt of registration form, you will be charged the nonmember fee. Registration fee includes refreshment breaks, luncheons, and reception (if applicable), and will be accepted by mail, fax, or online.*

| MEMBER EARLY-BIRD OPPORTUNITY<br>*Available on nondiscount member fee only* | On or before FEB. 12, 2008 | After FEB. 12, 2008 |
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MEMBERSHIP
**US $ 130** ❑

*To qualify for the early-bird discount, registration form and accompanying payment must be received by the date above. Does not apply to government/academia/nonprofit members.*

**Nonmember Fee** US $1560 ❑

***A one-year membership to DIA is available to those paying a NONMEMBER registration fee. If paying a nonmember fee, please indicate if you do, or do not, want membership.***

I want to be a DIA member ❑ I do NOT want to be a DIA member ❑

| Discount Fees | MEMBER | NONMEMBER* |
|---|---|---|
| Government (Full-time) | US $ 350 ❑ | US $ 480 ❑ |
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***Special One-day Rate!*** **Monday, March 10 ONLY** US $ 780 ❑

**CORE CURRICULUM: You must complete this section if you wish to attend the Sunday Core Curriculum which is limited to 100 attendees. Your acceptance will be confirmed in writing.**

❑ I wish to attend the Core Curriculum for an additional fee of US $ 220 ❑

❑ I have not attended the Core Curriculum before.

I have been in my current position for _____ years _____ months.

**Please indicate if you will be attending**

Headquarters-based sessions ❑ Field-based sessions ❑

### CANCELLATION POLICY: On or before FEBRUARY 29, 2008

**Administrative fee that will be withheld from refund amount:**
Member or Nonmember = $200
Government or Academia or Nonprofit (Member or Nonmember) = $100
Tutorial = $50

Cancellations must be in writing and be received by the cancellation date above. Registrants who do not cancel by that date and do not attend will be responsible for the full registration fee paid. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable.

**DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.**

**DRUG INFORMATION ASSOCIATION**
800 Enterprise Road, Suite 200
Horsham, PA 19044-3595 USA

### REGISTRATION FORM

Do not remove mailing label. Please return this entire page. **08006**
**PLEASE CONSIDER THIS FORM AN INVOICE**

**Please check the applicable category:**
❑ Academia ❑ Government ❑ Industry ❑ CSO ❑ Student *(Call for registration information)*

Last Name Check if part of group registration ❑ First Name M.I.

Degrees ❑ Dr. ❑ Mr. ❑ Ms.

Job Title

Company

Address As required for postal delivery to your location Mail Stop

City State Zip/Postal Country

email Required for confirmation

Phone Number Fax Number Required for confirmation

Group Registrant #2 Last Name First Name Completed form required for each group registrant

Group Registrant #3 Last Name First Name Completed form required for each group registrant

Group Registrant #4 Last Name First Name Completed form required for each group registrant

### PAYMENT OPTIONS

**Register online at www.diahome.org or check payment method**

❑ **CREDIT CARD** number may be faxed to: +1-215-442-6199. You may prefer to pay by check or bank transfer since non-U.S. credit card payment will be subject to the currency conversion rate at the time of the charge.

☐ Visa ☐ MC ☐ AMEX *Exp Date* _____

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*Name (printed)* _____

*Signature* _____

❑ **CHECK** drawn on a US bank payable to and mailed along with this form to: Drug Information Association Inc, P.O. Box 95000-1240, Philadelphia, PA 19195-1240, USA. Please include a copy of this registration form to facilitate identification of attendee.

❑ **BANK TRANSFER** When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the Bank Transfer. Payment should be made in US dollars. Your name and company, as well as the Event I.D. # must be included on the transfer document to ensure payment to your account.