

# Shining the Light on the Value of Customer Insights - The Unique Role of Medical Communications

September 11

11:00 AM-12:30 PM EDT  
10:00-11:30 AM CDT

9:00-10:30 AM MDT  
8:00-9:30 AM PDT



## MODERATOR

### MARY SENDI, PharmD

Director/Team Lead, Medical Information  
Pfizer

## PRESENTERS

### SIAN SLAD

Group Director, Core Content & Knowledge  
Management, Global Medical Information Center  
of Excellence  
Bristol-Myers Squibb

### KRUPA PARANJPE, PharmD

Associate Director, Medical Information  
Pfizer, Inc

### EDWARD R. BEZARRO, RPH

Regional Director - Medical Development  
Amylin Pharmaceuticals, Inc

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Health Care Professionals [HCPs] are an important source of product related insight, whether it's unanswered questions, research ideas, or clinical pearls related to a product. While HCPs have no shortage of ideas, it is a challenge to gather and incorporate their ideas into a company's medical and business plans. This webinar is designed to discuss methods to gather, consolidate, and analyze HCPs insights to improve medical communications and inform research and business opportunities.

## LEARNING OBJECTIVES

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

- Describe how Medical Communications groups are facilitating informed healthcare decisions via leveraging real world, actionable customer insights
- Describe different methods of curating customer insights from a headquarter and a field base medical point of view
- Describe examples of customer insights that have resulted in the need for new/enhanced scientific interchange and/or research opportunities

## WHO SHOULD ATTEND

Professionals involved in:

- Medical information
- Medical communications
- Medical writing
- Medical science liaisons
- Medical contact/call centers
- Industry, academia, and government

THIS WEBINAR IS AN ENCORE SESSION FROM THIS YEAR'S DIA MEDICAL COMMUNICATIONS WORKSHOP AND WAS DEVELOPED BY DIA'S MEDICAL COMMUNICATIONS SIAC

**Worldwide Headquarters**  
Drug Information Association, Inc.  
800 Enterprise Road, Suite 200  
Horsham, PA 19044, USA

**Regional Offices**  
Basel, Switzerland Tokyo, Japan Mumbai, India Beijing, China

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#### WebEx OS and Browser Support

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<b>Operating Systems</b>	2000, XP, 2003, 32-bit Vista, 64-bit Vista (not including Remote Access and Productivity Tools), 32-bit Windows 7, 64-bit Windows 7 (not including Remote Access and Productivity Tools)	10.4, 10.5, 10.6	"Ubuntu 9.04, Red Hat 5, Open SuSE 11.1, Fedora 11"
<b>Minimum System Requirements</b>			
<b>Processor</b>	Intel or AMD	PowerPC or Intel	Intel or AMD
<b>JavaScript</b>	JavaScript and cookies enabled	JavaScript and cookies enabled	JavaScript and cookies enabled
<b>Other</b>	Active X enabled (unblocked for IE is recommended)	Apple Java 5 or above	"Sun Java 5 or above, libstdc++ 6.0, GNOME/KDE windowing system"
<b>Browsers (Recommended browsers are shown in bold)</b>			
<b>Internet Explorer</b>	<b>6, 7, 8</b>		
<b>Mozilla</b>			1.7
<b>Firefox</b>	<b>2/3/3.5</b>	<b>2/3/3.5</b>	<b>2/3/3.5</b>
<b>Safari</b>		<b>4-Mar</b>	
<b>Chrome</b>	<b>3</b>		

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**CONTACT INFORMATION:** Questions about this Webinar? Contact Ellen Diegel at the DIA office in Horsham, PA by telephone +1.215.293.5810, fax +1.215.442.6199, or email [Ellen.Diegel@diahome.org](mailto:Ellen.Diegel@diahome.org).

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