9th Annual European Medical Information and Communications Conference & Exhibition

#15106

10-11 November 2015

Thistle Marble Arch Hotel

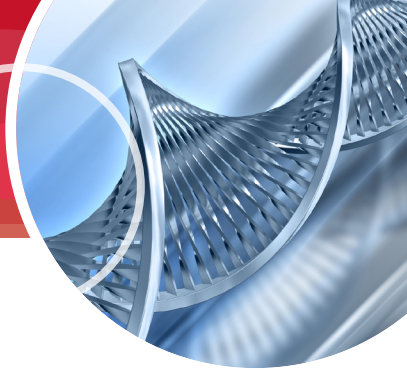
London, UK

Final Programme

DIA DEVELOP INNOVATE ADVANCE

9th Annual European Medical Information and Communications Conference and Exhibition

10-11 November 2015, Thistle Marble Arch Hotel London, UK



PROGRAMME CO-CHAIRS

Lillian Auberson
Medical Information Lead - Region Europe, F. Hoffmann-La Roche Ltd., Switzerland

Janet Davies
Director, Medical Affairs Operations, EMEA, Gilead Sciences Europe Ltd, UK

PROGRAMME COMMITTEE

Sangeetha Anand
Global Medical Information Lead, Vifor Pharma Ltd, Switzerland

Aaron Cockell
Medical Information Regional Director, EMEA, Pfizer Inc., UK (Poster session sub-committee)

Victoria Dlensi
Associate Director Neuroscience, International Medical Communications, Shire AG, Switzerland

Sarah Dunnett
Regional Medical Information Director – EMEA, Baxter, UK

Stéphane Gamboni
Head of Medical Product Information, EURMEA Clinical & Regulatory Affairs, Alcon, Switzerland

Ainhoa del Romero González
Global Head Medical Information, Biosimilars, Biogen, Switzerland

Sharon Leighton
Consultant, Sharon Leighton Consultancy Ltd., UK (Poster session sub-committee)

Isabelle C. Widmer
Consultant, elytra GmbH, Switzerland

ABOUT THE MEDICAL INFORMATION AND COMMUNICATIONS CONFERENCE

The 9th DIA European Medical Information and Communications Conference will take place again this year as a stand-alone event in London. This is a unique meeting organised by medical information professionals for medical information professionals. Each year, speakers share hands-on experience on dealing with current challenges as well as successes in medical information departments. Participants are encouraged to take part in workshops and discussions within the sessions. The conference offers a neutral platform to share operational best practices and discuss how evolving business, regulatory and legal requirements impact the practice of medical information. It provides opportunities for medical information departments to showcase success stories or stories to learn by, in the popular Putting Theory into Practice session. It will also explore the impact of new technologies on information delivery and customer interactions. A dedicated poster session will also provide an opportunity to broaden the topics at the conference to other areas.

You will meet professionals involved in Medical Information, Medical Communications, and Medical Affairs.

This is also a great opportunity to network with your colleagues.

This is what last year's attendees said:

"This is such a valuable conference, please keep it up!"
"Excellent and very informative conference"
"I enjoyed the very open community"
"Great sessions, really interesting content and excellent speakers"

DIA DEVELOP INNOVATE ADVANCE

Welcome from the Conference Co-Chairs

Dear Friends and Colleagues,

Welcome to the 9th Annual Medical Information and Communications Conference. This unique meeting takes place each year and is organized by medical information/ communications professionals.

Goals for this 2-day conference include the sharing of hands-on experience in medical information operations day-to-day, as well as innovative projects in customer interaction or content delivery.

A favourite each year is the Putting Theory into Practice session, where 4 rapid-fire case studies of successes but also heroic failures in medical information departments are presented. This is a great opportunity to network with your colleagues.

Programme Co-Chairs
Lillian Auberson and Janet Davies

MEDICAL INFORMATION AND COMMUNICATIONS CONFERENCE SESSIONS

- The Customer Journey – Customer Needs and Expectations
- Shaping Medical Information Efficiencies
- Innovating Medical Information Provision – Customer-Centric Medical Information Delivery
- Medical Information Collaborations: The Power Of Sharing
- Regulatory and Compliance
- Defining the Standards for a Global/Regional/Local Medical Information/Communications Service
- Medical Information Awareness and Delivery
- Putting Theory into Practice

Continuing Education
DIA meetings and training courses are generally approved by the Commission for Professional Development (CPD) of the Swiss Association of Pharmaceutical Professionals (SwAPP) and the Swiss Society of Pharmaceutical Medicine (SGPM) and will be honoured with credits for pharmaceutical medicine. This conference has been accredited with 12 credits. All participants are eligible for these credits.

DIA is an authorized training organization accredited under the number 11 99 53383 75 to the Préfet of Ile-de-France.

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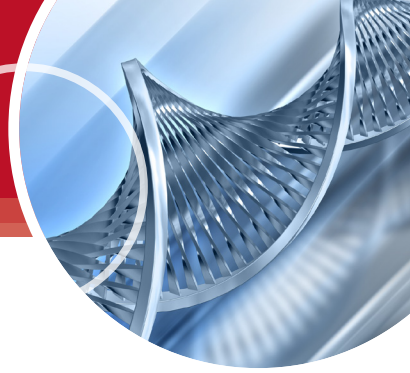


OVERVIEW

We are in the 9th year of the Annual European Medical Information and Communications Conference. This is a unique meeting organised by medical information professionals for medical information professionals. Each year, speakers share hands-on experience of dealing with current challenges as well as successes in medical information departments. Participants are encouraged to take part in workshops and discussions within the sessions. This is also a great opportunity to network with your colleagues.

OBJECTIVES

- To offer a neutral platform for professionals to share operational best practices and discuss how evolving business, regulatory and legal requirements impact the practice of medical information
- To provide opportunities for medical information departments to showcase success stories or stories to learn by, in the popular Putting Theory into Practice session
- To explore the impact of new technologies on information delivery and customer interactions

WHO WILL ATTEND

- Professionals involved in:
- Medical Information
- Medical Communications
- Medical Affairs
- Industry and Academia
- Regulatory Authorities/Government Agencies

POSTER SESSION

Post-doctoral scholars, medical residents, fellows, professionals and students will be presenting posters on topics connected to the themes of the conference. Poster presenters will be at their poster to answer questions during breaks and Networking Reception. A Poster Session with an award for the best poster submitted will take place during the Networking Reception on Tuesday, 10 November. The winner will be awarded with a complimentary registration to the 10th European Medical Information and Communications Conference & Exhibition in 2016.

1. **Medical Information Standard Response Structure across Global Pharmaceutical Companies**
   Kristina Bundra, Post-Doctoral Fellow, Oncology Medical Launch Team Rutgers Institute for Pharmaceutical Industry Fellowships, Ernest Mario School of Pharmacy, USA
   Co-authors: Evelyn Hermes-DeSantis, Clinical Professor, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, USA, Michael Toscani, Research Professor/Fellowship Director, Pharmaceutical Industry Fellowships Rutgers, The State University of New Jersey, Ernest Mario School of Pharmacy, Piscataway, USA, Joseph Barone, Dean and Distinguished Professor II, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, Ernest Mario School of Pharmacy, Piscataway, USA, Rebecca Weingard, Director, Worldwide Medical Content, Bristol-Myers Squibb, Plainsboro, USA

2. **What do Medical Information Customers Expect from Medical Information? The Astellas Customer Experience**
   Claire Gillings, Senior Medical Information Scientist, Astellas Pharma Ltd., UK

3. **Challenges for the Harmonisation and Standardisation of Procedures Between Global Medical Information and Local Medical Information**
   Roger Gordonsmith, Manager, Medical Writing and Medical Information, Kinapse Ltd., UK
   Co-author: Christian Ionesco, Manager, Medical Writing and Medical Information, Kinapse Ltd., UK

4. **European Medical Information Gateway (EMIG)**
   Ian Hamilton, Medical IT Consultant, Eli Lilly and Company, UK

5. **Insights to Value: Implementing a Worldwide Data Analytics Solution to Drive Insights to Action Bringing more Patient Value**
   Françoise Hanotte, Associate Director Medical Information and Coordination Excellence, UCB Pharma, Brussels, Belgium
   Co-authors: Christi Marsh, Director UCBCares, UCB Pharma, Smyrna, USA, Heather Edens, Associate Scientific Director, Articulate Science, Atlanta, USA (former Associate Director of Medical Information, UCB Pharma, Smyrna, USA), Nihshanka Debroy, Senior Data Analyst, UCB Pharma, Smyrna, USA, Anne Vincent, Associate Director Analytics&Reporting, UCB Pharma, Smyrna, USA, Catherine Arnaudeau-Bégard, Senior Director Head of Information Intelligence&Integrity, UCB Pharma, Brussels, Belgium

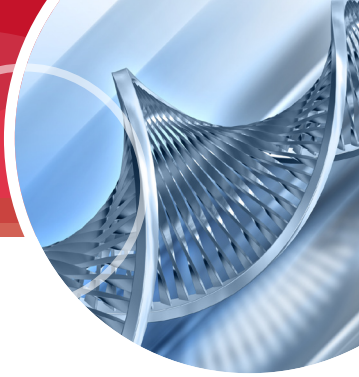
6. **How to Switch 20% of Medical Information Call Volume to the Web-Self-Service?**
   Marie-Luise Helmich, Director Medical Information & Commercial, Sanofi-Aventis Deutschland GmbH, Germany

7. **Breast Cancer Treatment Guidelines: Medical Information Preferences of European Physicians**
   Evelyn R. Hermes-De Santis, Clinical Professor, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, USA
   Co-author: Sheena (Sukhleen) Gurai, Lung/GI Clinical Trainer, Genentech Inc., USA

8. **Non Myopic Medical Information Operations – Gain Insight, Respond Better and Quicker Through Data Visualization**
   Syed Saad Rahman, Associate Director - Service Operations and Head of Product Management

9. **A Client-Vendor Partnership Increases the First Call Resolution (FCR) Rate in Medical Information**
   Rose Vella, Director, PPD, Inc.

PROGRAMME



TUESDAY | 10 NOVEMBER 2015

08:00 **REGISTRATION & WELCOME COFFEE (exhibition area)**

09:00 **SESSION 1**

THE CUSTOMER JOURNEY

Session Chair:
Sharon Leighton, Consultant, Sharon Leighton Consultancy Ltd., UK

Introduction to the Customer Journey
Sharon Leighton, Consultant, Sharon Leighton Consultancy Ltd., UK

Thinking ahead about Customer Needs
Peter Brodbin, MCI Manager, Pfizer, UK

What do our Customers Expect from Medical Information?
Evelyn R. Hermes-De Santis, Clinical Professor, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, USA

Discussion with audience input

10:30 **COFFEE BREAK (exhibition area)**

11:00 **SESSION 2**

SHAPING MEDICAL INFORMATION EFFICIENCIES

Session Chair:
Sarah Dunnett, Regional Medical Information Director – EMEA, Baxter Healthcare Ltd., UK

During this session, delegates will learn how two large Pharma organisations have focused on customer requirements to shape their Medical Information services, prioritizing and refining their approaches to optimize the return on investment. How should, and could, the relative scale and scope of our business and the perspectives of our customers define our working practices?

Can we Differentiate a Global MI Service by Market Size?
Ros O'Callaghan, World Wide Medical Contact, Content and Insights, Head of EMAC (European Markets, Australia/NZ and Canada), Bristol-Myers Squibb Pharmaceuticals, UK

Optimising Written Response Documents – Applying Customer Survey Lessons to Guide our Service
Markus Hasenfratz, MI Operational Effectiveness Lead, Pfizer, Switzerland

12:30 **LUNCH (exhibition area)**

14:00 **SESSION 3**

INNOVATING MEDICAL INFORMATION PROVISION – CUSTOMER-CENTRIC MEDICAL INFORMATION DELIVERY

Session Chair:
Isabelle Widmer, Consultant, elytra GmbH, Switzerland

Our customer's expectations are constantly evolving as new technological and business innovations become available. In the days before automated phone systems, the phone was considered an effective communication tool. Today, however, many customers, impatient with labyrinthine menu options, and used to the immediate gratification of the Internet, prefer to use email, chat options or video-calls to access information. Beyond customer preference new communication channels such as video-calls enable MI departments to share data in real-time and thus communicate more effectively with customers. In this interactive session we will explore factors that influence the choice of medical information delivery channel in different markets, including cultural, geographic and financial aspects. We will address some key success factors to consider when globally implementing a novel digital approach to MI provision, such as change management, and we'll share examples of effective visualization of Medical Information content.

Medical Information Delivery Formats: Visualization of Clinical Data, Multimedia Delivery and Other Innovations
Gudrun Hubinger, MI Area Lead AfME, Pfizer Gulf FZ-LLC, UAE

Business Integration of Real-time Medical & Sharing MI through Digital Channels
Jill Voss, Global Medical Information Director Novartis Pharmaceuticals Corporation, Switzerland
Beatrice Omisakin, Director, Global Medical Information Novartis Pharma AG, Switzerland

Discussion

15:30 **COFFEE BREAK (exhibition area)**

16:00 **SESSION 4**

MEDICAL INFORMATION COLLABORATIONS: THE POWER OF SHARING

Session Chair:
Marie-Luise Helmich, Director Medical Information & Commercial Sanofi-Aventis Deutschland GmbH, Germany

The power of sharing is more visible with the grown and ubiquity of social media, leading to successful social business and enterprises such as Airbnb, Uber and of course Facebook! But Medical Information professionals have known this for many years and created self organised communities like DIA, the Pharmaceutical Information and Pharmacovigilance Association (PIPA) in the UK, the VFA Medical Information committee or the European Medical Information Leadership Forum (MIFSLE).

This session explores the activities, success and challenges experienced by professional networks in Germany, Spain and the European Medical Information Senior Leaders Forum.

MI Departments within The Pharmaceutical Industry in Spain
Angeles Flores, Medical Information Manager, Lilly, Spain

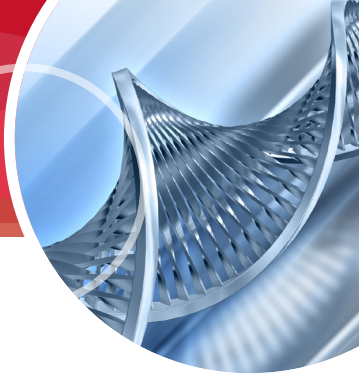
Survey on Management of Non-HCP Inquiries by Medical Information
Murat Hamzakadi, Medical Advisor, Baxter, Germany – on behalf of vfa / Medical Information Subcommittee

Collaboration is Key
Marie-Luise Helmich, Director Medical Information & Commercial Sanofi-Aventis Deutschland GmbH, Germany

17:30 **END OF DAY ONE**

17:30 **NETWORKING RECEPTION** (exhibition area)

PROGRAMME



WEDNESDAY, 11 NOVEMBER 2015

09:00 **SESSION 5**

LEGISLATION AND REGULATIONS IN PRACTICE

Session Chair:

Janet Davies, Director, Medical Affairs Operations, EMEA, Gilead Sciences Europe Ltd, UK

The world of medical information is increasingly affected by the need for compliance with legislation and regulations. During this session we will be joined by two lawyers and a speaker from the European Medicines Agency. They will be sharing their knowledge and experience of several areas of legislation and regulations that have an impact on medical information and communication activities. A picture of medicines advertising and promotion in Europe will be followed by an overview of changes that will be coming in the regulation of data protection. Finally we will hear about how the EMA puts health and medical information into the public domain.

Advertising and Promotion of Medicines
Marie Isabel Manley, Partner, Head of the Regulatory Legal Group Bristows LLC, UK

The New EU Data Protection Regulation
Mark Watts, IT & Data Privacy Lawyer - EU Bristows LLC, UK

Experience from Regulatory Authorities in Providing Medical Information
Juan García Burgos, Head of Medical and Health Information Communication Department, EMA, UK

10:30 COFFEE BREAK (exhibition area)

11:00 **SESSION 6**

DEFINING THE STANDARDS FOR A GLOBAL/REGIONAL/LOCAL MEDICAL INFORMATION/COMMUNICATIONS SERVICES

Session Chair:

Stéphane Gamboni, Head of Medical Product Information, EURMEA (EU, Middle East, Africa) Alcon Management S.A. (A Novartis Company), Switzerland

Standards for medical information departments are critical elements in the conduct of medical information activities to ensure the provision of high-quality responses to healthcare professionals and patients in an ethical way. The speakers will share their views on this topic and their experience, more specifically in the handling of medical queries with a safety component and the need for tailor-made responses to specific inquiries. The impact of standards for promotional/non-promotional review on medical communications, in general, including medical information, will be discussed as well.

Defining Contents of Response Documents Addressing Inquiries on Product Safety – a Global Medical Information Perspective
Richard McCombie, Medical Information Manager Actelion Pharmaceuticals Ltd., Switzerland

Standard Response Documents Specificity Guidance
Caitriona Scott, Regional Therapy Area Lead EMEA, GEP, Pfizer Medical Information - Europe, Middle East, Africa (EMEA), Ireland

Global and International Standards for Promotional and Non-Promotional Review and why this may Affect Medical Communications and Medical Information
Victoria Dlensi, International Advertising & Promotion Lead, Global Regulatory Affairs Shire Gmbh, Switzerland

12:30 LUNCH (exhibition area)

14:00 **SESSION 7**

MEDICAL INFORMATION AWARENESS AND DELIVERY

Session Chair:

Lillian Auberson, Medical Information Lead - Region Europe F. Hoffmann-La Roche Ltd., Switzerland

Analytics and new delivery channels have made medical information much more visible to both internal and external stakeholders. This session will cover how these new tools are being used to analyze and share information, as well as how they enable medical information to be a strategic partner in all manners of information provision to its key customers. In addition, we will also cover the key considerations around tactics and targeted stakeholder messaging that are needed to communicate the value proposition for medical information.

Applied Analytics
Phil Hollenbeck, Associate Director, Strategy & Business Operations, Global Medical Information, Life Sciences & Operations, Chief Scientific Office, Baxter, USA

Mobile Inquiry and Data Management Tool
Hakan Aribas, Sr Medical Information and Communication Manager, Novartis, Turkey

Medical Information Awareness Tactics: Opportunities in EMEA
Stefne Pienaar, MI Area Lead Europe, Pfizer, UK

15:30 COFFEE BREAK (exhibition area)

16:00 **SESSION 8**

PUTTING THEORY INTO PRACTICE

Session Chair:

Michelle Bridenbaker, Regional Medical Information Lead - Europe/CEE/MEA Shire Switzerland GmbH, Switzerland

This year's session of "Putting Theory into Practice" will include a variety of presentations that will look at the challenges we face in Medical Information and Communications and bring them together with innovative solutions for both the internal business and external customers. Various issues will be covered from communicating information to customers (including patients, healthcare professionals and the wider pharmaceutical community), to the legal responsibilities we have in Medical Communications for the provision of "state of the art" prescribing information and in addition, raising the awareness of Medical Information/Communications both internally and externally. The presenters will highlight their experiences within diverse pharmaceutical companies and bring to light important solutions and communication strategies for external audiences and will demonstrate the value Medical Information and Communications provides within pharmaceutical companies.

Introduction to State of the Art Product Liability for Medical Communications
Klara Dalmay, Associate Director Promotional Regulatory Affairs, Shire, Switzerland

Smart-Labels - Technology Solutions for Patient Care
Roopa Menon, Medical Information Specialist, Pfizer, India

Global MI PR and Awareness Campaign - Innovative Interaction between Pharma and Global Health Care Community
Ruud Nieuwendaal, Medical Information Manager, Celgene, Netherlands

"We are Medical" Campaign
Holly Louise Withers, Central Medical Affairs Executive, Norgine, UK

17:30 END OF CONFERENCE

EVALUATION

We value your feedback on the content and organisation of this conference. The electronic survey will be sent to you after the conference and can also be accessed through the following link: **https://www.surveymonkey.com/r/15106**

PRESENTATION ACCESS

As a benefit of registration, presentations are available on the DIA website. Please sign in to DIA Website and choose "My Presentations" within "My account", where you will be able to download all presentations that have been submitted by speakers.

Note: You will need to enter your DIA User ID and password to verify your status. If you have forgotten your DIA User ID and password, use the Login Reminder.

After logging in to the website, you will see presentation PDFs from all the DIA offerings you have attended in the past 6 months. Simply choose the presentation you would like to view or download.

Please note that if a presentation is not available on the website, it is because:

- The presenter has not supplied us with a presentation file
- There was no slide presentation planned by the speaker
- The speaker did not agree to share it with other participants
- You have not yet paid the registration fee

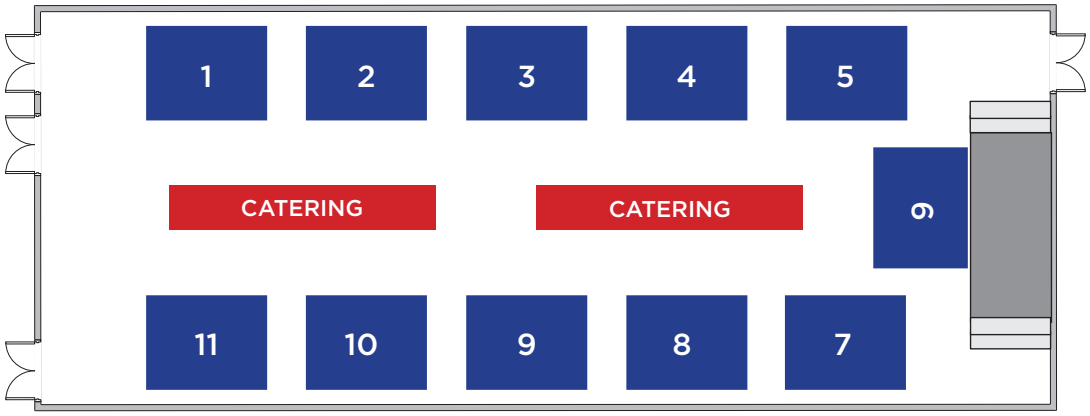
CERTIFICATE OF ATTENDANCE

A Certificate of Attendance will be e-mailed to all attendees after they have filled in the evaluation. Please note certification requires full attendance to the event. For more information please contact DIA EMEA Contact Center on EMEA@DIAglobal.org or call +41 61 225 51 51.

Exhibiting Companies

Affiliation	Booth Number	Affiliation	Booth Number
3vue, LLC, USA	7	PrimeVigilance, UK	9
ArisGlobal, USA	4	ProPharma Group, UK	3
Envision Pharma Group, UK	8	Sharon Leighton Consultancy, UK	10
ESMS Global, USA	5	Techsol Corporation, USA	11
Online Business Applications, USA	2	Truven Health Analytics, USA	6
PPD, USA	1		

Exhibit Hall Floor Plan | Hyde Park Suite



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REGISTRATION FORM | ID#15106

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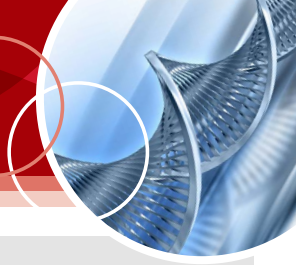


Early-bird discount available for members: Register by 29 September 2015

Join DIA now to qualify for the Early-bird member fee! The Early-bird registration form and accompanying payment must be received by the date above. Early-bird fee applies to industry members only. *(www.DIAGlobal.org/membership)*

€ 1'200.00 ❑

FEES (after 29 September 2015)

	Member*	Non-Member*
Industry	€ 1'400.00 ❑	€ 1'550.00 ❑
Academia/Charitable/Government/Non-profit (Full-time)	€ 700.00 ❑	€ 850.00 ❑
Join DIA now to qualify for the member rate	€ 155.00 ❑	

* If DIA cannot verify your membership upon receipt of registration form, you will be charged the non-member fee.
Group discount/SME rates available. Special rates for students and patient representatives on offer, subject to avaibility – please contact DIA Europe, Middle East & Africa for more information.
Registration fee includes: refreshments, lunches and meeting material.
Payment is due 30 days after registration and must be paid in full by commencement of the event.

TOTAL AMOUNT DUE: **€** _____

ATTENDEE DETAILS

PLEASE COMPLETE IN BLOCK CAPITAL LETTERS OR MAKE REGISTRATION EVEN SIMPLER BY ATTACHING THE ATTENDEE'S BUSINESS CARD HERE

❑ Prof ❑ Dr ❑ Ms ❑ Mr

Last Name

First Name

Company

Job Title

Address

Postal Code City

Country

Telephone

Fax

Email*

Please provide your European VAT number

*(Required to receive presentation download instructions)

DIA reserves the right to include your name and affiliation on the attendee list.
If you have not received your confirmation within five working days, please contact DIA EMEA.

PAYMENT METHODS | Credit cards are our preferred payment method

❑ Please charge my credit card - credit card payments by VISA, Mastercard or AMEX can be made by completing the relevant details below. Please note that other types of credit card cannot be accepted.

❑ VISA ❑MC ❑ AMEX

Card N°

Expiry date /

Cardholder's name:

❑ Bank transfers: When DIA Europe, Middle East & Africa completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the bank transfer. Payments in EURO should be addressed to "Account Holder: DIA." including your name, company, Meeting ID# 15106 as well as the invoice number to ensure correct allocation of your payment.

Payments must be net of all charges and bank charges must be borne by the payer. If you have not received your confirmation within five working days, please contact DIA Europe, Middle East & Africa.

By signing below, I confirm that I agree with DIA Europe's Terms and Conditions of booking.

Date	Signature

TERMS AND CONDITIONS

Cancellations

All cancellations must be in writing and received at the DIA Europe, Middle East & Africa office by 17:00 CET on 13 October 2015 and will be subject to an administrative fee:
Full Meeting Cancellation: Industry (Member/Non-member) = € 200.00 | Academia/Charitable/Government /Non-profit (Member/Non-member) = € 100.00
Tutorial cancellation: € 50.00

For cancellations after this date, or if the delegate fails to attend the meeting, no refund of fees will be given and be responsible for the full registration fee. DIA Europe reserves the right to alter the venue and dates if necessary. If an event is cancelled, DIA Europe, Middle East & Africa is not responsible for airfare, hotel or other costs incurred by registered attendees. Registered attendees are responsible for cancelling their own hotel and travel reservations.

Transfer Policy

You may transfer your registration to a colleague prior to the start of the event but membership is not transferable. Substitute attendees will be responsible for the non-member fee, if applicable. Please notify the DIA Europe, Middle East & Africa office of any such substitutions as soon as possible.

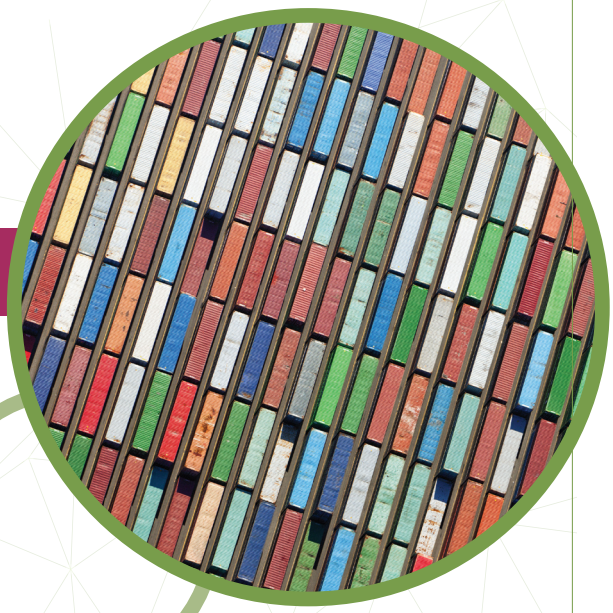
Photography Policy

By attending the event, you give permission for images of you, captured during the conference through video, photo, and/or digital camera, to be used by DIA Europe, Middle East & Africa in promotional materials, publications, and website and waive any and all rights including but not limited to compensation or ownership.

The DIA Europe, Middle East & Africa Contact Centre will be pleased to assist you with your registration from Monday to Friday between 08:00 and 17:00 CET.
Email EMEA@DIAGlobal.org Tel. +41 61 225 51 51 Fax +41 61 225 51 52 Web www.DIAGlobal.org Mail DIA EMEA, Kuechengasse 16, 4051 Basel, Switzerland

DIA 28th Annual
EuroMeeting

6-8 April 2016 | CCH | Hamburg, Germany



Register by 24 February 2016 and Save!

Advance Programme Now Available

Visit www.DIAglobal.org/EM2016
for more Information and to Register

The More You Put In, the More You Get Out

DIA Communities are unique global forums offering neutral and multidiscipline opportunities to develop professionally while raising the level of health and well-being worldwide.

Find out more at DIAglobal.org/Community