



Therapeutic Innovation & Regulatory Science (TIRS) Special Section on Medical Affairs: Call for Papers

As the field of medical affairs rapidly evolves, stakeholders are seeking the latest insights on how to connect scientific and business strategies. In response to this need, DIA's scientific, peer-reviewed journal, *Therapeutic Innovation & Regulatory Science (TIRS)*, will publish a Special Section on medical affairs in early 2018. This Special Section will highlight innovative approaches in medical information/communication, medical strategy/planning, and external field communication. The TIRS Editorial Board seeks submissions on the following topics:

- Medical affairs role in patient centricity
- Collaboration across the medical affairs ecosystem to advance patient care, including case studies of industry and advocacy groups collaborations; or at the US medical affairs and global affairs/affiliate level
- Utilizing big data (i.e., text analytics, digital listening) into actionable insights that create value for medical teams and informs medical strategy
- Application of health economics, real world evidence, and outcomes partnerships across medical affairs (e.g., use of RWE in medical information deliverables, MSL communication of RWE, training of managed care liaisons)
- Biosimilar considerations for medical affairs professionals, including medical information support of biosimilars and future outlook for communicating about biosimilars
- Defining meaningful metrics to highlight medical affairs value (e.g., medical information, publications, CME, investigator sponsored research, MSL touch points, KOL activities) and how to ensure they resonate with key internal stakeholders
- Approaches for using digital, data, and new technologies in medical affairs for driving customer impact and value
- Best practices for globalizing and regionalizing medical information contact centers
- Evolution of medical information response delivery channels
- The role of scientific communications in medical message development

Deadline for Submission is January 15, 2018

Submit: mc.manuscriptcentral.com/tirs