

# Medical Affairs and Scientific Communications Forum

Short Course: Medical Communications: Compliance in 2026 | March 2, 2026  
 Forum | March 2-4, 2026  
 Boston, MA

## PROGRAM COMMITTEE CO-CHAIRS

**Elizabeth Froom, PharmD**  
 Director, Medical Writing  
 PPD

**Elizabeth Brown, MS**  
 Director - Oncology  
 Medical Writing  
 Merck Sharp & Dohme  
 LLC

**Lynn Bass, PharmD, RPh**  
 Medical Affairs Lead  
 Mesoblast

## PROGRAM COMMITTEE

**Barbara Nardi, PharmD**  
 Global Director - Medical  
 Communications  
 Thermo Fisher Scientific

**Marta Avellar**  
 Medical Information  
 Head, Latin America and  
 North America Medical  
 Information  
 Takeda

**Meera Patel, PharmD**  
 Head of Global Medical  
 Information, Content  
 Bayer

**Donna Holder, PharmD**  
 Executive Director, Head  
 of Digital Strategy and  
 Innovation  
 Daiichi Sankyo, Inc.

**Sejal Vora, PharmD**  
 Senior Director, Medical  
 Information  
 BeOne Medicines USA,  
 Inc.

**Nimita Limaye, PhD**  
 Research VP, Life  
 Sciences R&D Strategy  
 and Technology  
 IDC

**Elizabeth Olbrich, RN, MS**  
 Associate Director,  
 Medical Writing; Medical  
 Writing and Healthcare  
 Communications  
 Evidera, PPD

**Sudipta Chakraborty, PhD**  
 Clinical Trial  
 Transparency Strategy  
 Lead  
 Biogen

**Fabiana Ebihara, MSC**  
 Director, Medical Writing  
 Services  
 Parexel International

**Iris Tam, PharmD**  
 Vice President and Head,  
 Medical Affairs and  
 HEOR  
 COEUS

**Nancy Tam, MS**  
 Head of Medical Writing  
 Pfizer

**Richard Swank, PhD**  
 Founder  
 Scientific Engagement  
 LLC

**Jenny Boyar, PhD**  
 Principal Medical Writer  
 AbbVie

**Sarah Jarvis, MBA**  
 Global Medical Affairs  
 Lead, ZS

## Overview

DIA's Medical Affairs and Scientific Communications Forum embodies our commitment to fostering innovation and enhancing global health and well-being. Tailored specifically for medical affairs professionals, by medical affairs professionals, this forum serves as a dynamic platform for exchanging vital insights and tackling current challenges and trends on the top of everyone's mind.

With a focus on cultivating interdepartmental relationships, this forum offers a unique opportunity for professionals across diverse job types within the medical affairs domain to collaborate and synergize. Featuring multiple general and breakout sessions organized into three tracks—medical communications, medical writing, and field medical—the forum enables attendees to delve into topics most relevant to their roles and interests. By participating in this multidisciplinary gathering, attendees gain a comprehensive understanding of the regulatory compliance landscape and strategic-communications dynamics that directly shape their daily responsibilities.

## Why You Can't Miss It

- Collaborate with like-minded professionals focused on medical affairs and scientific communication to discuss best practices and lessons learned in roundtable discussions and networking breaks
- Learn how to apply successful use cases, real-world examples, and practical outcomes into your own company or organization
- Gain insights and discuss how stakeholders are impacted by everyday challenges and how they overcome these challenges
- Evaluate current applications of innovative technologies and how it can be applied and incorporated into your own organizational processes
- Engage in two poster sessions highlighting original research from fellows and professionals
- Network and take your learning and experiences outside the session rooms. Discuss new technology and solutions with vendors in the exhibit hall and mingle with your colleagues during two networking receptions
- DIA Community Meet-ups for Medical Communications, Medical Writing, and Medical Science Liaisons for members and those interested in learning more about the community projects/member benefits

## Who Should Attend

Forum Designed for Individuals Involved in:

- Medical Communications, Medical Information, Medical Call Center Environment
- Medical Writing
- Medical Science Liaisons. Field Medical
- Regulatory Affairs and Document Management/eSubmissions
- Clinical Research

## Track Descriptions

### Medical Communications Track

Navigate the evolving technology landscape for medical communication professionals. Gain insights into strategies for accelerated regulatory submissions, discuss the integration of AI, and explore the use of multichannel communication in the pharmaceutical industry to enhance customer engagement.

### Medical Writing Track

Address challenges in medical writing, including meeting accelerated timelines, improving document review efficiency, and exploring the evolving role of the regulatory submission lead. Explore best practices and share experiences crucial for medical writers.

### Field Medical Track

Tailored for both current and aspiring Medical Affairs Professionals, our program is designed for those interested in the dynamic field of medical roles. Engage in discussions on the evolving responsibilities, with a special focus on Medical Science Liaisons (MSLs), and uncover opportunities for career growth in this critical field.

**Track Key:** **Track 1:** Medical Communications | **Track 2:** Medical Writing | **Track 3:** Field Medical

## Schedule At-A-Glance

DAY ONE   MONDAY, MARCH 2		ROOM
7:30-8:00AM	<b>Short Course Registration</b> <i>*This Course requires an additional registration fee. You do not need to be registered for the Forum to attend*</i>	Grand Ballroom Foyer
8:00AM-12:00PM	<b>Short Course: Medical Communications: Compliance in 2026</b>	Commonwealth Ballroom A
11:00AM-5:30PM	<b>Forum Registration</b>	Grand Ballroom Foyer
12:00-1:00PM	<b>Opening Luncheon in the Exhibit Hall</b>	Grand Ballroom AB
1:00-1:30PM	<b>Welcoming Remarks and Fellow Poster Program Highlight</b>	Grand Ballroom CDE
1:30-2:15PM	<b>Session 1: Opening Keynote Address: Building Trust in Today's World: Rewiring How We Communicate Science Information</b>  <b>Amanda Yarnell, MS</b> , Senior Director, Center for Health Communication, Harvard T.H.Chan School of Public Health	Grand Ballroom CDE
2:15-3:00PM	<b>Networking Break in the Exhibit Hall</b>	Grand Ballroom AB
2:25-2:55PM	<b>Hosted Session/Non-CE: Case Study hosted by AlphaLife Sciences</b> GenAI-Powered Medical Affairs' Content Insight and Authoring at Scale	Commonwealth Ballroom A
	<b>Session 2: BREAKOUT SESSIONS</b>	
3:00-4:00PM	<b>Track 1:</b> Operationalize Omnichannel in Medical Affairs: Practical Frameworks, Pitfalls, and Panel Insights	Grand Ballroom CDE
	<b>Track 2:</b> Leading the Change: Unlocking Strategic Impact Through Medical Writing Innovation	Commonwealth Ballroom C
	<b>Track 3:</b> Redefining the Impact of Field Medical: Elevate from Operational KPIs to Impact	Commonwealth Ballroom B
	<b>Session 3: BREAKOUT SESSIONS</b>	
4:10-5:10PM	<b>Track 1:</b> Drive Meaningful Engagement: Customize Medical Information for Unique Customer Needs and Empower Stakeholder Decision-Making	Grand Ballroom CDE

	<b>Track 2:</b> New Era of Regulatory Engagement: Best Practices for Incorporating Evolving FDA Guidance in Oncology Clinical Trials and Making the Most of Real-time Regulatory Reviews	Commonwealth Ballroom C
	<b>Track 3:</b> Real-World Tools That Work the Way MSLs Do	Commonwealth Ballroom B
5:10-6:30PM	Poster Reception in the Exhibit Hall – View Fellow Posters!	Grand Ballroom AB
<b>DAY TWO   TUESDAY, MARCH 3</b>		<b>ROOM</b>
8:00-8:30AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom AB
8:00AM-5:00PM	Registration	Grand Ballroom Foyer
8:30-8:50AM	Welcome and DIA Community Update	Grand Ballroom CDE
8:50-9:35AM	<b>Session 4: Plenary Session:</b> Navigating the AI Frontier: Possibilities and Practicalities for Implementing AI Systems in Life Sciences Organizations Communications	Grand Ballroom CDE
	<b>Session 5: BREAKOUT SESSIONS</b>	
9:45-11:00AM	<b>Tracks 1:</b> Use AI as Your Megaphone: Magnify your Medical and Scientific Communications, and Connections to Your Audiences	Grand Ballroom CDE
	<b>Track 2:</b> Unlocking Efficiency: Real-World AI That’s Redefining Medical Writing	Commonwealth Ballroom C
	<b>Track 3:</b> From AI Experiment to Strategic Advantage: Future-Proofing MSL Engagement	Commonwealth Ballroom B
11:00-11:45AM	Networking Break in the Exhibit Hall	Grand Ballroom AB
11:10-11:40AM	<b>Hosted Session/Non-CE:</b> Case Study hosted by RTI Health Solutions: Get Some Perspective: A Strategic Communications Case Study to Rethink Clinical Meaningfulness	Commonwealth Ballroom A
	<b>Session 6: BREAKOUT SESSIONS</b>	
11:45AM-12:45PM	<b>Track 1:</b> AI in Action: Localized Content Creation, Enhanced Document Retrieval, Video, and AI Images in Scientific Communications	Grand Ballroom CDE
	<b>Track 2:</b> Humanizing the AI Narrative to Scale Adoption and Drive ROI in Medical Writing	Commonwealth Ballroom C
	<b>Track 3:</b> Reimagining Field Medical Training: Harnessing GenAI to Build Future-Ready Teams	Commonwealth Ballroom B
12:45-1:45PM	Networking Luncheon in the Exhibit Hall	Grand Ballroom AB
12:45-1:45PM	Resident and Fellow Professional Development Luncheon: Your Professional Signature: Branding for the Next-Gen Leader	Commonwealth Ballroom B
	<b>Session 7: BREAKOUT SESSIONS</b>	
1:45-3:00PM	<b>Track 1:</b> Podium Pearls	Grand Ballroom CDE
	<b>Track 2:</b> Designing for Understanding: How Medical Writers Can Lead with Plain Language and Patient-Centricity	Commonwealth Ballroom C
	<b>Track 3:</b> Regulatory Watch: Navigating Emerging FDA Policies for the Field Medical Affairs Team	Commonwealth Ballroom B

3:00-3:45PM	Networking Break in the Exhibit Hall – View Professional Posters	Grand Ballroom AB
3:10-3:40PM	<b>Hosted Session/Non-CE: Case Study hosted by Digital Science:</b> Transforming Scientific Communications: Building an Agile and Scalable Global Medical Affairs Platform	Commonwealth Ballroom A
3:45PM-5:00PM	<b>Session 8 Plenary:</b> Patient Centric Communication: Co-Create. Communicate. Transform.	Grand Ballroom CDE
<b>DAY THREE   WEDNESDAY, MARCH 4</b>		<b>ROOM</b>
8:00-8:30AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom AB
8:00AM-12:30PM	Registration	Grand Ballroom Foyer
<b>Session 9: BREAKOUT SESSIONS</b>		
8:30-9:45AM	<b>Track 1:</b> Navigating Medical Communication: Best Practices for Pharma MI	Grand Ballroom CDE
	<b>Track 2:</b> Clear, Compliant, Compelling: Elevating Medical Device Communication Across Scientific and Commercial Channels	Commonwealth Ballroom C
	<b>Track 3:</b> Beyond the MSL: Build Compliant and Collaborative Field Medical Support for Market Access	Commonwealth Ballroom B
9:45-10:15AM	Networking Break in the Exhibit Hall	Grand Ballroom AB
9:45-10:15AM	<b>Hosted Session/Non-CE: Case Study hosted by SciMax Global: AI for Real-World Use in Medical Information Contact Centers: From Readiness to Deployment</b>	Commonwealth Ballroom A
<b>Session 10: BREAKOUT SESSIONS</b>		
10:15-11:30AM	<b>Track 1:</b> Elevate Your Impact: Building Future-Ready Skills for Medical Information Professionals	Grand Ballroom CDE
	<b>Track 2:</b> Honing Your Tetris® Skills: Resource Management in Medical Writing to Optimize Time and Talent	Commonwealth Ballroom C
	<b>Track 3:</b> Decide with Confidence: Strengthening Risk Assessment and Bias Awareness Under Pressure	Commonwealth Ballroom B
11:35AM-12:20PM	<b>Session 11: Closing Plenary:</b> Bold Leadership: Inspire Smart, Purposeful Risk-Taking in Your Team  <b>Larissa Wilsie, MS, PMP</b> , Senior Director, Pipeline Project management for Business Development	Commonwealth Ballroom CDE
12:20-12:30PM	Closing Remarks	Commonwealth Ballroom CDE
12:30PM	Forum Adjourns	

## Learning Objectives

- Describe evidence-based, transparent, and patient-centric communication principles that support trust, credibility, and clarity in medical, scientific, and regulatory communications.
- Identify and assess innovative strategies and tools, including omnichannel engagement, real-world evidence, and artificial intelligence to improve the effectiveness and efficiency of medical communications across audiences.
- Apply best practices for translating scientific data, regulatory guidance, and insights into compliant, meaningful engagement that supports informed decision-making among healthcare and other key stakeholders.
- Demonstrate competence in navigating regulatory requirements, managing risk and cognitive bias, and leading change through the adoption of future-ready skills and technologies within medical affairs and scientific communication functions.

### Medical Communications Track:

- Navigate the evolving technology landscape for medical communication professionals. Gain insights into strategies for accelerated regulatory submissions, discuss the integration of AI, and explore the use of multichannel communication in the pharmaceutical industry to enhance customer engagement.

### Medical Writing Track:

- Address challenges in medical writing, including meeting accelerated timelines, improving document review efficiency, and exploring the evolving role of the regulatory submission lead. Explore best practices and share experiences crucial for medical writers.

### Field Medical Track:

- Tailored for both current and aspiring Medical Affairs Professionals, our program is designed for those interested in the dynamic field of medical roles. Engage in discussions on the evolving responsibilities, with a special focus on Medical Science Liaisons (MSLs), and uncover opportunities for career growth in this critical field.

## Continuing Education Credits

DIA is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education with Commendation. This program is designated for up to 15.25 contact hours or 1.525 continuing education units (CEU's). Type of Activity: Knowledge

### **ACPE Credit Requests MUST BE SUBMITTED by Friday, April 17, 2026.**

DIA is required by the Accreditation Council for Pharmacy Education (ACPE) to report pharmacy-requested CEUs through the CPE Monitor system. All ACPE-certified activity credit requests need to be submitted through DIA's My Transcript within 45-days post activity. If ACPE credit is not requested by, **Friday, April 17, 2026**, the CEU request will not be transmitted through to the CPE Monitor. Pharmacists will need to provide their National Association of Boards of Pharmacy (NABP) e-Profile ID and date of birth (MMDD) to ensure the data is submitted to the ACPE and NABP properly. If you need to obtain your NABP e-Profile, please visit [www.cpemonitor.net](http://www.cpemonitor.net).



**ACPE CREDIT REQUESTS MUST BE SUBMITTED BY MONDAY, APRIL 28, 2025.**

## Continuing Education Credit Allocation and ACPE UAN Listing.

As an Accredited Provider by the Accreditation Council for Pharmacy Education (ACPE) the American Nurses Credentialing Center (ANCC) recognizes ACPE Credit(s)<sup>™</sup> issued by DIA as acceptable toward license CE requirements for nursing. Please refer to page five in the [requirements](#) for additional information.

## Statement of Credit

If you would like to receive a statement of credit for the days you attend the conference, you must attend one, two, or all three days of the conference, (in their entirety), sign in at the DIA registration desk each day, upon arrival, and request CE credit online through My Transcript (see instructions below). Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests beginning **Wednesday, March 26, 2025**.

### **If you are claiming CE credit for this event you must:**

1. Attend one or more sessions of the event (in their entirety)
2. Complete a CE Verification of Attendance Form
3. Return the completed CE Verification of Attendance Form to the Registration Desk prior to departure
4. Claim CE credit by accessing your DIA account and select, My Transcript to claim you ACPE credit or a certificate of attendance, available on **Wednesday, March 18, 2026**. PLEASE NOTE: ACPE credit must be submitted by Friday, April 17, 2026.

Please Note: DIA User ID and Password are needed to access presentations. If you have forgotten your DIA User ID and Password, or this is your first time logging into the DIA website, please use our Login Reminder. \*Presentations will be available for six months post conference.

#### TO ACCESS MY TRANSCRIPT:

- Visit [DIAglobal.org](https://DIAglobal.org)
- **Sign In** with your DIA User ID and Password
- Select the **Welcome Menu** in the upper right hand corner (where your name appears)
- Select **My Account** from the menu
- Select **My Transcripts** then **Manage My Transcripts**

#### ACCESS PRESENTATIONS:

- Visit [DIAglobal.org](https://DIAglobal.org)
- **Sign In** with your DIA User ID and Password
- Select the **Welcome Menu** in the upper right hand corner (where your name appears)
- Select **My Account** from the menu
- Choose **My Presentation**

## DIA Disclosure Policy

It is DIA policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any relevant financial relationships related to the content of their presentation and/or the educational activity, and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Disclosures will be included in the handout materials. This educational activity may include references to the use of products for indications not approved by the FDA. Opinions expressed with regard to unapproved uses of products are solely those of the faculty and are not endorsed by the DIA or any of the manufacturers of products mentioned herein. Faculty for this educational activity was asked to disclose any discussion of unlabeled or unapproved uses of drugs or medical devices. Disclosure statements are included with each speaker's biographical sketch.

## Planning Committee

DIA staff members have no relevant financial relationships to disclose.

## Continuing Education Credit Allocation

### **In-Person Short Course Medical Communications: Compliance in 2026:**

UAN: 0286-0000-26-011-L04-P; Knowledge; 3.75 contact hours or .375 CEUs

### **Welcoming Presentation of Excellence in Service Awards; NO CE**

### **Session 1: Opening Keynote Address: Building Trust through Evidence: Rewiring How We Communicate Science Information**

UAN: 0286-0000-26-012-L04-P; Knowledge; .75 contact hour, .075 CEU

### **Session 2 Track 1: Operationalize Omnichannel in Medical Affairs: Practical Frameworks, Pitfalls, and Panel Insights**

UAN: 0286-0000-26-013-L04-P; Knowledge; 1 contact hour or .1 CEU

### **Session 2 Track 2: Leading the Change: Unlocking Strategic Impact Through Medical Writing Innovation**

UAN: 0286-0000-26-014-L04-P; Knowledge; 1 contact hour or .1 CEU

### **Session 2 Track 3: Redefining the Impact of Field Medical: Elevate from Operational KPIs to Impact**

UAN: 0286-0000-26-015-L04-P; Knowledge; 1 contact hour or .1 CEU

### **Session 3 Track 1: Drive Meaningful Engagement: Customize Medical Information for Unique Customer Needs and Empower Stakeholder Decision-Making**

UAN: 0286-0000-26-016-L04-P; Knowledge; 1 contact hour or .1 CEU

### **Session 3 Track 2: New Era of Regulatory Engagement: Best Practices for Incorporating Evolving FDA Guidance in Oncology Clinical Trials and Making the Most of Real-time Regulatory Reviews**

UAN: 0286-0000-26-017-L04-P; Knowledge; 1 contact hour or .1 CEU

### **Session 3 Track 3 Real-World Tools That Work the Way MSLs Do**

UAN: 0286-0000-26-018-L04-P; Application; 1 contact hour or .1 CEU

**Session 4: Plenary Session: Navigating the AI Frontier: Possibilities and Practicalities for Implementing AI Systems in Life Sciences Organizations**

UAN: 0286-0000-26-019-L04-P; Knowledge; .75 contact hour or .075 CEU

**Session 5 Tracks 1: Use AI as Your Megaphone: Magnify your Medical and Scientific Communications, and Connections to Your Audiences**

UAN: 0286-0000-26-020-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 5 Track 2: Unlocking Efficiency: Real-World AI That's Redefining Medical Writing**

UAN: 0286-0000-26-021-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 5 Track 3: From AI Experiment to Strategic Advantage: Futureproofing MSL Engagement**

UAN: 0286-0000-26-022-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 6 Track 1: AI in Action: Localized Content Creation, Enhanced Document Retrieval, and AI Images in Scientific Communications**

UAN: 0286-0000-26-023-L04-P; Application; 1 contact hour or .1 CEU

**Session 6 Track 2: Humanizing the AI Narrative to Scale Adoption and Drive ROI in Medical Writing**

UAN: 0286-0000-26-024-L04-P; Knowledge; 1 contact hour, .1 CEU

**Session 6 Track 3: Reimagining Field Medical Training: Harnessing GenAI to Build Future-Ready Teams**

UAN: 0286-0000-26-025-L04-P; Application; 1 contact hour or .1 CEU

**Session 7 Track 1: Podium Pearls**

UAN: 0286-0000-26-026-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 7 Track 2: Designing for Understanding: How Medical Writers Can Lead with Plain Language and Patient-Centricity**

UAN: 0286-0000-26-027-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 7 Track 3: Regulatory Watch: Navigating Emerging FDA Policies for the Field Medical Affairs Team**

UAN: 0286-0000-26-028-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 8 Plenary: Patient Centric Communication: Co-Create. Communicate. Transform.**

UAN: 0286-0000-26-029-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 9 Track 1: Navigating Medical Communication Regulatory Compliance: Best Practices for Pharma MI**

UAN: 0286-0000-26-030-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 9 Track 2: Clear, Compliant, Compelling: Elevating Medical Device Communication Across Scientific and Commercial Channels**

UAN: 0286-0000-26-031-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 9 Track 3: Beyond the MSL: Build Compliant and Collaborative Field Medical Support for Market Access**

UAN: 0286-0000-26-032-L04-P; Application; 1.25 contact hours or .125 CEUs

**Session 10 Track 1: Elevate Your Impact: Building Future-Ready Skills for Medical Information Professionals**

UAN: 0286-0000-26-033-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 10 Track 2: Honing Your Tetris® Skills: Resource Management in Medical Writing to Optimize Time and Talent**

UAN: 0286-0000-26-034-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

**Session 10 Track 3: Decide with Confidence: Strengthening Risk Assessment and Bias Awareness Under Pressure**

UAN: 0286-0000-26-035-L04-P; Application; 1.25 contact hours or .125 CEUs

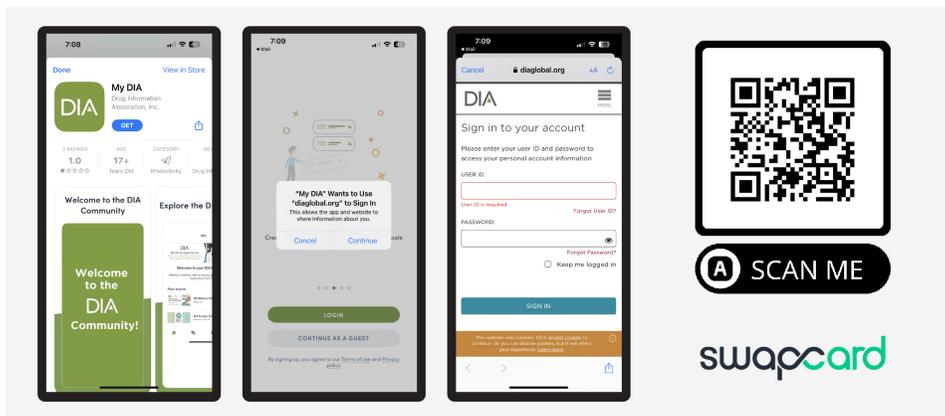
**Session 11: Closing Plenary: Bold Leadership: Inspire Smart, Purposeful Risk-Taking in Your Team**

UAN: 0286-0000-26-036-L04-P; Application; .75 contact hour or .075 CEU

Closing Remarks; NO CE

## Want to view the detailed agenda? Download DIA's Mobile App!

- Agenda at your fingertips
- Network with Attendees, Speakers, Exhibitors
- Ask questions live during sessions through the session chat function



You will be directed to login to our My DIA Account in order to access the mobile app.

Follow the instructions on screen, or please see the registration desk/contact [NAEvents@DIAglobal.org](mailto:NAEvents@DIAglobal.org) if you need additional assistance.



DIA 2026 is the premier gathering for industry leaders, regulatory authorities, governmental representatives, academia, innovators, and patients. Set against the vibrant backdrop of Washington, DC, DIA 2026 will beckon stakeholders from around the world to converge, collaborate, and catalyze transformative change within the life sciences realm.

At DIA 2026, we will transcend boundaries, inviting diverse voices to the table to address both local and global challenges. From regulatory hurdles to technological innovations, from healthcare disparities to patient-centric solutions, our agenda is comprehensive and forward-thinking.