

DIA/Sindusfarma LATAM Medical Affairs Meeting

December 4-5 | São Paulo, Brazil

PROGRAM COMMITTEE

Rosana Mastellaro, PharmD, RPh

Director, Technical Regulatory Affairs
and Innovation
Sindusfarma, Brazil

Barbara Nardi, PharmD

Global Director - Medical
Communications
Thermo Fisher Scientific, Brazil

Marta Avellar, MBA

Medical Information Regional Head,
Latin America Canada
Takeda Pharmaceuticals, Brazil

Who Should Attend?

Professionals interested in:

- Medical Affairs Professionals
- Medical Science Liaisons (MSLs)
- Medical Directors
- Medical Information
- Medical Communications
- Customer Engagement Programs,
including Patient Support Programs
- Health Outcomes
- Real-World Evidence Generation

Overview

The DIA/Sindusfarma LATAM Medical Affairs Meeting brings together regional experts to explore how medical affairs professionals are advancing the delivery of clear, accessible, and actionable health information across diverse audiences in Latin America.



Over two days of interactive sessions, participants will examine the evolving landscape of Medical Affairs and its growing impact on patient care, stakeholder engagement, and business strategy. Real-world case studies and cross-functional perspectives will highlight how medical information (MI) teams, MSLs, and Medical Leads are driving innovation, enhancing health literacy, and improving communication across channels, from contact centers to field teams.

This year's agenda emphasizes practical insights and collaborative solutions that empower professionals to tailor their messaging, navigate ethical considerations, and overcome barriers across the customer journey. Attendees will benefit from ample networking opportunities and deep discussions on how to unify messaging and align global strategies with local realities throughout Latin America.

Event Goals and Offerings

- Strengthen the role of Medical Affairs and Medical Information (MI) as strategic partners in patient and HCP communication across Latin America
- Provide actionable tools to enhance cross-functional collaboration within Medical Affairs teams
- Share real-world case studies highlighting innovation, health literacy, and stakeholder engagement
- Equip participants with strategies to overcome barriers in delivering clear, accessible, and actionable health information
- Offer ample opportunities for networking, peer learning, and collaborative problem-solving

Why You Can't Miss it

- Gain practical strategies for orchestrating multichannel communications that enhance trust and consistency
- Learn how to tailor Medical Information and Medical Affairs communications for diverse audiences, from HCPs to patients
- Discover how MI insights can inform business strategy and cross-functional decision-making
- Explore the evolving role of MSLs and Medical Leads as advocates for health literacy and as liaisons between patients, providers, and industry
- Understand how artificial intelligence is redefining innovation and workflows in Medical Affairs
- Engage in discussions on overcoming barriers to accessible health information across the customer journey
- Connect with experts, thought leaders, and peers shaping the future of Medical Affairs in Latin America

THURSDAY, DECEMBER 4

8:00-9:00AM Registration and Welcome Coffee

9:00-9:15AM **Opening Remarks**
Tamei Elliott, MS, Director, Global Scientific Content, DIA
Rosana M. Mastellaro, PharmD, RPh, Director, Technical Regulatory Affairs and Innovation, Sindusfarma
Marta Avellar, MBA, Medical Information Head, Latin America Canada, Takeda Pharmaceuticals
Bárbara Nardi, PharmD, Global Director - Medical Communications, Thermo Fisher Scientific

9:15-10:00AM **Session 1: One Vision, Multiple Channels: Delivering Accurate, Accessible Information to Patients and HCPs**
Session Chair: Patricia A. Vieira, PMP, MI Content & Cross-Therapy Area Lead, LATAM, Pfizer

Medical communication is evolving rapidly as healthcare professionals (HCPs) and patients engage across multiple digital and traditional channels. This session will explore how organizations can maintain one consistent scientific vision while engaging through diverse channels such as Medical Affairs and Medical Information services, websites, digital tools and live interactions. Through real-world examples, speakers will share strategies for orchestrating multichannel interactions that feel unified, trustworthy and patient- or HCP-centric. Participants will gain practical insights into designing integrated communication ecosystems that enhance trust, impact, and stakeholder satisfaction.

Gabriela Gillio Ornelas Monteiro, RPh, Coordenadora de Atendimento ao Cliente, Libbs Farmacêutica
Karen Drumond, MBA, Customer Service Manager, Takeda
Fernanda Solgate, PharmD, MBA, MI Omnichannel Lead / International MI Operations Manager, Pfizer

10:00-11:15AM **Session 2: From Contact Centers to Medical Departments: Tailoring Messages to Diverse Audiences**
Session Chair: Isabel Bretas, PharmD, Medical Information Associate Director, PTC Therapeutics

Explore how internal departments, as the Customer Service (SAC) and Medical Information, can work synergistically to serve both healthcare professionals and the general public. We will discuss strategies for providing a harmonious and standardized service, while tailoring language and content to meet the specific needs of each audience. The presentation will include real-world examples of these interactions, illustrating how this partnership can be effectively achieved and addressing key considerations for optimizing this collaboration.

Jessica Jeremias, MHS, Medical Science Liaison, Amgen
Carolina Rocha Machado, Associate Director, MSD

11:15-11:45AM Refreshment Break

11:45AM-1:00PM **Session 3: Medical Information: Driving Informed Decisions in the Industry**
Session Co-Chairs:
Viviane Minhoto Arid De Lima, PharmD, MBA, CX and Medical Information Leader, Independent Consultant
Gabriela Pacheco, PharmD, Medical Information Lead, Aché Laboratórios Farmacêuticos

Showcasing how Medical Information (MI) is unlocking its potential as a strategic partner, this session will feature cases that demonstrate how MI insights inform business decisions, foster cross-functional collaboration, and deliver measurable impact to the pharmaceutical industry. Through practical examples, participants will explore how MI is evolving beyond traditional support to influence strategy, enable innovation, and strengthen partnerships across functions.

Rafael Della Santa, MBA, Medical Solutions Senior Analyst, Roche
Alexandre Cunha, Medical Affairs and KM Coordinator, Biolab

1:00-2:30PM Lunch on Your Own

2:30-3:45PM **Session 4: Strategic Partners: Bridging Functions and Driving Medical Education**
Session Co-Chairs:
Barbara Nardi, PharmD, Global Director - Medical Communications, Thermo Fisher Scientific
Glaucio Amaral Spinelli, Senior MSL, Adium

Session 4 Cont.

This session will address the critical role of medical science liaisons in connecting cross-functional teams and delivering aligned, impactful medical information. Explore daily challenges, content strategy, and methods to measure MSL contributions to medical education, emphasizing the importance of strategic thinking and collaboration.

Caroline Miranda, RPh, Regional Scientific Content Manager, Scientific Affairs, Johnson & Johnson
Andrea Bonvini, PhD, Medical Science Liaison, AstraZeneca

Session 5: Medical Leads: The Liaison Between Patients, HCPs, and Industry

Session Co-Chairs:

Marta Avellar, MBA, Medical Information Regional Head, Latin America Canada, Takeda Pharmaceuticals

Monalisa Bocchi, MD, MS, LatAm Senior Medical Manager, Merz Aesthetics Latam

3:45-5:00PM

Medical Leads play a pivotal role in bridging scientific expertise with real-world healthcare and patient needs. This session will explore how Medical Leads collaborate cross-functionally to address patient needs, align with therapeutic goals, and meet industry expectations—ensuring insights from healthcare professionals (HCPs) and patients are translated into meaningful actions. Focusing on medical inquiry management, scientific content creation, and insights generation, we will examine how Medical Leads contribute across the entire product life cycle, from launch preparedness to discontinuation, while maintaining customer centricity. Attendees will gain a deeper understanding of how Medical Leads drive strategic value by fostering partnerships that prioritize both HCP and patient perspectives.

The primary aim of this session is to examine the evolving role of Medical Leads as pivotal connectors among patients, healthcare professionals (HCPs), and the pharmaceutical industry, emphasizing their influence on clinical development, scientific exchange, and the advancement of patient-centric innovation.

Christiane Licursi, Director, Market Access and Pricing, BeOne Medicines
Lorena Antunes, Medical and Technical Affairs Director, Proctor & Gamble

5:00-5:15PM

Day One Wrap-Up

FRIDAY, DECEMBER 5

8:30-9:15AM

Welcome Coffee

Session 6: Medical Affairs in the Era of Artificial Intelligence: Redefining Innovation and Challenging the Status Quo

Session Chair: Lara Lopes Facó, DVM, PhD, MSc, Medical Information Coordinator, Libbs Farmacêutica

9:15-10:30AM

This session will explore how AI-driven tools are being deployed across the Medical Affairs framework—from Medical Information and content generation to evidence management, insights generation, and field engagement. Speakers will discuss practical use cases that demonstrate how automation and advanced analytics can reduce inefficiencies, accelerate response times, and improve the quality and personalization of information delivered to healthcare professionals and patients.

Tim Mikhelashvili, PharmD, CEO & Co-Founder, Amedea Pharma, Inc.
Gustavo Monnerat, PhD, MBA, Deputy Editor, The Lancet

10:30-11:30AM

Session 7: Closing Plenary: Collaborating for Accessible Health Information – Overcoming Barriers Across the Customer Journey

Session Co-Chairs:

Marta Avellar, MBA, Medical Information Regional Head, Latin America Canada, Takeda Pharmaceuticals

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

In this session, we will explore strategies for enhancing accessibility in health information throughout the customer journey. Participants will learn how to identify and overcome common barriers, ensuring that health information is easily accessible to all individuals. Join us to discover collaborative approaches that can improve communication and support diverse customer needs. Additionally, we

will summarize actionable steps for fostering collaboration between Medical Information (MI), Medical Science Liaisons (MSLs), and medical leads to enhance information accessibility.

Gisele Carvalho, Medical Information Manager, Roche Pharma

Stefania de Azevedo Fraletti, MBA, MPharm, Sr. Quality Assurance, Customer and Scientific Information Services Manager, Novo Nordisk

11:30-11:45AM

Closing Remarks
Session Co-Chairs:
Tamei Elliott, MS, Director, Global Scientific Content, DIA
Rosana M. Mastellaro, PharmD, RPh, Director, Technical Regulatory Affairs and Innovation, Sindusfarma
Marta Avellar, MBA, Medical Information Head, Latin America and North America Medical Information, Takeda
Barbara Nardi, PharmD, Global Director - Medical Communications, Thermo Fisher Scientific

11:45AM **Meeting Concludes**

Learning Objectives

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

- Understand the evolving role of Medical Affairs and Medical Information (MI) in patient and HCP communication in Latin America
- Strengthen cross-functional collaboration within Medical Affairs in Latin America
- Enhance communication approaches for improved health literacy and patient outcomes in Latin America
- Explore innovation and emerging trends in the MI and Medical Affairs landscape in Latin America
- Develop actionable strategies for collaboration and information accessibility

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