Medical Communications Workshop 2012:

Shining Light on the Value of Medical Communications

Core Curriculum: March 4, 2012
Pre-Workshop (AM) Tutorials: March 5, 2012
Workshop: March 5 - 7, 2012
Omni Orlando Resort at ChampionsGate, Orlando, FL USA

PROGRAM CO-CHAIRPERSONS

Stacey Fung, PharmD
Senior Manager, Medical Communications
Genentech, A Member of the Roche Group

Natalie Gearhart, PharmD
Associate Director, Medical Information Center
Jannsen Scientific Affairs, LLC

PROGRAM COMMITTEE

J. Lynn Bass, PharmD
Associate Director, Global Medical Affairs
Baxter Bioscience

Alicia Alexander Cadogan, PharmD
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Pfizer Inc.

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Hagerty Medical Writing Services, LLC.

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Basel, Switzerland Tokyo, Japan Mumbai, India Beijing, China

Medical Communications Workshop 2012:
Shining Light on the Value of Medical Communications

PREWORKSHOP HIGHLIGHTS

Core Curriculum - This activity is specifically designed to meet the needs of individuals new to biopharmaceutical industry-based medical communications. Attendees will learn and discuss skill sets that provide value to both internal and external customers. Those who have been in their functional role for less than 1 year would gain the most from attending. *Separate registration is required. See Registration Page.*

Preworkshop Tutorials
Tutorial 1 - Principles of Promotional Review for Medical Communications
Tutorial 2 - Medical Communications: Compliance in 2012
Tutorial 3 - Statistics for Medical Communications
Separate registration is required. See Registration Page.

WORKSHOP HIGHLIGHTS

- Preconference tutorials including Core Curriculum
- Cross-functional general sessions dedicated to all areas including medical information, medical science liaisons, medical communications, medical call center, and medical writing
- Presentation of best practices via podium pearls and posters
- Presentation of original research from fellows and residents in specifically focused forum for fellows and residents in training
- Four breakout tracks focused on medical information, medical science liaisons, medical call centers, and medical writing

WHO SHOULD ATTEND

Professionals involved in:

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

TABLETOP EXHIBIT OPPORTUNITY
For contact information, see Registration Page.

This program was developed by the **MEDICAL COMMUNICATIONS and MEDICAL WRITING** Special Interest Area Communities.

DIA®
www.diahome.org

PROGRAM COMMITTEE (continued)

Craig Klinger, RPh
Consultant Medical Science Liaison Operations - Trainer
Lilly USA, LLC

Monica Kwarcinski, PharmD
Executive Director, Medical Services
Purdue Pharma LP

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Pfizer, Inc.

Rebecca Vermeulen, RPh
Vice President, Medical Marketing Strategy
VMS Biomarketing

Jim R. Wilkinson, PhD
Director, Medical Communications Scientific Affairs
Amgen, Inc.

SESSION TOPICS

- **New this year: Medical Writing Track**
- Overview of Healthcare Landscape
- Update on Regulatory Environment
- Demonstrating the Value of Medical Communications to the Larger Organization
- Considerations for Patient Communications
- Assessments Focusing on Professional Development for Medical Communication Professionals
- Building Relationships with Internal and External Customers
- Especially for MSL's...
- Best Practices in KOL Management
- Walking the Compliance Line for MSL's
- What If?
- Effectively Utilizing Digital Tools to Build Customer Relationships

Workshop Learning Objectives

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

- Describe core competencies in industry-based drug information practice for both field based and headquarter-based; verbal and written responses; provision of on-label and off-label information; medical and scientific literature evaluation, regulatory and legal applications; and scientific balance versus fair balance
- Discuss the changing healthcare landscape and implications for Medical Communications professionals
- Discuss legal and regulatory issues that influence medical communications groups
- Discuss options for sharing appropriate information with patients and healthcare professionals, including building relationships with customers in the face of current compliance landscape
- Discuss medical writing practices for publication submissions, identification of appropriate journals, and summarizing clinical data for presentations

CONTINUING EDUCATION

The Drug Information Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program is designated for up to 21.5 contact hours or 2.15 continuing education units (CEU's).

Corexcel is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Corexcel designates this activity for a maximum of 26 contact hours.

Drug Information Association has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102.

As an IACET Authorized Provider, Drug Information Association offers CEUs for its programs that qualify under the ANSI/IACET Standard. Drug Information Association is authorized by IACET to offer up to 2.6 CEUs for this program. Participants must attend the entire program in order to be able to receive an IACET statement of credit. No partial credit will be awarded.

If you would like to receive a statement of credit, you must attend the workshop, core curriculum, and/or tutorials, if applicable, scan your name badge at each session, core curriculum and/or tutorial you attend, and complete the on-line credit request process through My Transcript at www.diahome.org. 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 on **March 21, 2012**.

Please Note: *If you do not scan your badge at each session you attend, you will not be able to request continuing education credits for that portion of the program.*

Disclosure Policy
It is Drug Information Association policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any real or apparent conflict(s) of interest 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. Faculty disclosures will be included in the course materials.

CONTINUING EDUCATION CREDIT ALLOCATION

Workshop: Pharmacy up to 11.75 contact hours or 1.15 CEUs; Nursing up to 16 contact hours; IACET 1.6 CEUs

Core Curriculum: Pharmacy up to 6.75 contact hours or .675 CEUs; Nursing up to 6.75 contact hours; IACET .7 CEUs

Tutorial 1 – Principles of Promotional Review for Medical Communications: Pharmacy 3.25 contact hours or .325 CEUs, 286-000-12-049-L04-P, Type of Activity: Knowledge; Nursing 3.25 contact hours; IACET .3 CEUs

Tutorial 2 – Medical Communications: Compliance in 2012: Pharmacy 3.25 contact hours or .325 CEUs, 286-000-12-050-L04-P, Type of Activity: Knowledge; Nursing 3.25 contact hours; IACET .3 CEUs

Tutorial 3 – Statistics for Medical Communications: Pharmacy 3.25 contact hours or .325 CEUs, 286-000-12-051-L04-P, Type of Activity: Application; Nursing 3.25 contact hours; IACET .3 CEUs

Pharmacy Credit Breakdown

Workshop
General Session 1: Healthcare Landscape Overview: 1.5 contact hours or .15 CEUs, 286-000-12-052-L04-P, Type of Activity: Knowledge

General Session 2: Public Health Stage Center: How the FDA Practices Drug Information: 1.5 contact hours or .15 CEUs, 286-000-12-053-L04-P, Type of Activity: Application

Breakout Session 3-D: Clinical Trial Manuscripts: Navigating the Process of Submission, Review, Acceptance and Publication: 1.5 contact hours or .15 CEUs, 286-000-12-054-L04-P, Type of Activity: Knowledge

Breakout Session 4-B: Walking the Compliance Line for MSL's: 1.5 contact hours or .15 CEUs, 286-000-12-055-L04-P, Type of Activity: Knowledge

Breakout Session 4-D: Approaches to Selecting the Best Journal for Your Manuscript: 1.5 contact hours or .15 CEUs, 286-000-12-056-L04-P, Type of Activity: Knowledge

General Session 5: Knock, Knock. Who's There? It's the Patient…: 1.5 contact hours or .15 CEUs, 286-000-12-057-L04-P, Type of Activity: Knowledge

General Session 7: Riding the Waves: 1.25 contact hours or .125 CEUs, 286-000-12-058-L04-P, Type of Activity: Knowledge

Breakout Session 9-C: Getting Hip with Apps: 1.5 contact hours or .15 CEUs, 286-000-12-059-L04-P, Type of Activity: Knowledge

Breakout Session 9-D: Strategic Document Planning: Life Cycle Management of Clinical Data for Maximum Value in Medical Communication: 1.5 contact hours or .15 CEUs, 286-000-12-060-L04-P, Type of Activity: Knowledge

General Session 10: Effectively Utilizing Digital Tools to Build Customer Relationships: 1.5 contact hours or .15 CEUs, 286-000-12-061-L04-P, Type of Activity: Knowledge

Core Curriculum
Session 1 & 2: 3.75 contact hours or .375 CEUs, 286-000-12-046-L04-P, Type of Activity: Knowledge

Session 3 & 4, Breakout Session A: 1.5 contact hours or .15 CEUs, 286-000-12-047-L04-P, Type of Activity: Knowledge

Session 3 & 4, Breakout Session B: 1.5 contact hours or .15 CEUs, 286-000-12-048-L04-P, Type of Activity: Knowledge

Continuing pharmacy education credits are **NOT AVAILABLE** for the following sessions:
Resident Session
Welcome and Opening Remarks
General Session 3: The Value of a Customer Centric Medical Communications
Breakout Session 3-A, 3-B, 3-C, 4-A, 4-C, 9-A, 9-B
Resident and Fellow Poster Reception
General Session 6: Podium Pearls
Luncheons
Closing

To view DIA's Grievance Policy, please visit the CE page on DIA's website at www.diahome.org.

DAY 1 | SUNDAY, MARCH 4, 2012

8:00 AM-4:30 PM REGISTRATION *(Confirmed attendees only may register for the Core Curriculum)*

8:00 AM-4:30 PM CORE CURRICULUM

CHAIRPERSON

Jim R. Wilkinson, PhD
Director, Medical Communications, Scientific Affairs
Amgen, Inc.

FACULTY

Danielle Ziernicki, PharmD
Director, Global Regulatory Policy and Intelligence
Janssen Research & Development, LLC

Carol L. Mitchell, MD
Managing Principal
Erudita Biotechnical LLC

Mike Cuozzo, PharmD
Director, Medical Information
Janssen Scientific Affairs, LLC.

Jihwon Im, PharmD
Senior Scientist, Medical Communications
Genentech, A Member of the Roche Group

Rebecca Falcone, PharmD
Sr. Manager, US Medical Information Services
sanofi-aventis US

Jennifer Totten, PharmD
Managed Care Clinical Specialist, External Scientific Affairs
Forest Research Institute

Kurt T. Kreiter, PhD
Director, Medical Information
Biogen Idec Global Medical Affairs

This program is specifically designed to meet the needs of individuals new to biopharmaceutical industry-based Medical Communications.

Attendees will learn and discuss skill sets that provide value to both internal and external customers. Those who have been in their functional role less than 1 year would gain the most from attending.

Core Curriculum Learning Objectives
At the conclusion of this session, participants should be able to:

- Identify activities that Medical Communication professionals participate in that provide global value to both internal and external customers, as part of working in interdisciplinary teams
- Describe how the regulatory environment influences Medical Communications practices
- Identify regulatory resources available and how to apply them to your day-to-day work
- Identify critical steps that a Medical Communications professional should take when receiving an unsolicited inquiry, including evaluating the available data and sources of information
- Determine the important elements of planning for a scientific presence at a medical congress, including the provision of medical information and the optimal use of technology at this type of venue
- Recognize the importance of the payer environment by evaluating AMCP/EBM dossier requirements
- Describe the distinct scientific value that Medical Communications provides on promotional review committees and how to balance the provision of marketing support while avoiding common pitfalls in that role

8:00-9:45 AM CORE CURRICULUM – SESSION 1

8:00-8:30 AM
Welcome and Introductions
Jim R. Wilkinson, PhD

Following opening remarks, the Core Curriculum faculty will introduce themselves to the attendees and provide descriptions of their career paths leading to their current roles in Medical Communications. The faculty will then describe their current responsibilities, allowing the audience to begin to see similarities and differences in the practice of Medical Communications across the industry. A short networking and business card exchange will close out the opening talk.

8:30-8:45 AM
Current Practices in Medical Communications
Jim R. Wilkinson, PhD

This short session will highlight the core and growing roles and responsibilities that Medical Communications professionals have taken to support healthcare professionals, patients and ultimately the commercial success of the business. Landscape changes within our industry, and how this may affect our job responsibilities, will also be briefly summarized.

8:45-9:45 AM
Regulatory Environment and Medical Communications Practices-
Danielle Ziernicki, PharmD

This session introduces the current regulatory environment that influences the activities of a US-based Medical Communications professional. An overview of the pharmaceutical industry and OPDP regulations will be reviewed, along with the rationale for many of the activities common in Medical Communications departments which will include a case study presentation.

9:45-10:00 AM BREAK

10:00-11:00 AM CORE CURRICULUM – SESSION 2

Helpful Tricks of the Trade 1: Advanced Literature Searching and Evaluation
Carol L. Mitchell, MD

Literature searching is a vital skill for Medical Communications professionals. This session will review "tricks of the trade" for searchers of medical literature. Each attendee will walk away with a new trick that can be applied immediately in their daily work. An interactive case presentation will be discussed by the faculty and attendees.

Core Curriculum continues on page 4

Core Curriculum continued

11:00-12:00 PM CORE CURRICULUM – SESSION 2

Helpful Tricks of the Trade 2: Regulatory Resources in the Public Domain

Danielle Ziernicki, PharmD

There are multiple regulatory resources available for Medical Communications professionals, many of them at no cost. This session will review resources available in the public domain and how they can help you successfully deliver results. An interactive case presentation will be discussed by the faculty and attendees.

12:00-1:00 PM LUNCH BREAK

1:00-4:30 PM CORE CURRICULUM – SESSION 3 AND 4

Medical Communications - Breakout Sessions

These two 90-minute break-out sessions will delve deeper into the challenging aspects of six different areas of our industry practices. This includes activities such as identifying the critical steps that a medical communications professional should take when receiving an inquiry, evaluating the sources of information/data available when preparing a response, the importance of fair balance and documenting responses. Topics will also include formulary dossier communications, promotional review, global activities, interactions with medical science liaisons (MSLs) and activities at scientific congresses. Role playing and mock examples will be used to re-enforce principles that emphasize the importance of our role to the industry and to the customers we serve. Attendees will be presented with real-life scenarios that represent challenges that are common to our roles; groups will be asked to discuss and share their responses to the situations. Attendees will be divided into two groups – Session A and Session B. Both groups will run concurrently with attendees rotating to the other session after the break.

1:00–4:30 PM CORE CURRICULUM BREAKOUT SESSION A

FACULTY

Mike Cuozzo, PharmD; Jihwon Im, PharmD; Jim R. Wilkinson, PhD

TOPICS

- Best Practices for Handling Medical Inquiries (Speaker: **Cuozzo, PharmD**)
- Promotional Review Committee Overview (Speaker: **Im, PharmD**)
- Effective Interactions with the Field-Based MSLs (Speaker: **Wilkinson, PhD)**

2:30-3:00 PM BREAK

1:00–4:30 PM CORE CURRICULUM BREAKOUT SESSION B

FACULTY

Rebecca Falcone, PharmD; Jennifer Totten, PharmD; Kurt T. Kreiter, PhD

TOPICS

- Strategic Role of Medical Communications at Medical Congresses (Speaker: **Falcone, PharmD**)
- AMCP Dossiers and Evidence-based Medicine (Speaker: **Totten, PharmD**)
- Global Considerations for Medical Communications (Speaker: **Kreiter, PhD**)

DAY 2 | MONDAY, MARCH 5, 2012 (Morning)

7:30-8:30 AM TUTORIAL REGISTRATION/ REGISTRATION CONTINENTAL BREAKFAST

8:30 AM-12:00 PM TUTORIAL #1

Principles of Promotional Review for Medical Communications

This tutorial will review topics relevant for Medical Communications professionals performing promotional review. The discussion will be interactive and provide information relevant to the current regulatory environment and policies, discuss real-world applications, and include opportunities to increase understanding of how to interpret recent FDA enforcement letters. Samples of compliant and noncompliant promotional materials will be reviewed. Information on fair balance, required claim support, comparative claims, medical conventions, and preapproval activities will be provided.

Additional topics to be covered include learning tips for how to be a more savvy medical reviewer. Guidance on how to better partner with the members of the cross-functional review team will be discussed.

CHAIRPERSON

Natalie Gearhart, PharmD
Associate Director, Medical Information Center
Jannsen Scientific Affairs, LLC

FACULTY

Janet L. "Lucy" Rose, MBA
President, Lucy Rose and Associates, LLC

Tutorial Learning Objectives

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

- Describe regulations for promotional materials
- Interpret the regulatory language used in Office of Prescription Drug Promotion (OPDP) enforcement letters
- Recognize key areas of focus for Medical Communications review of promotional material
- Discuss how best to work with the cross-functional review team

8:30 AM-12:00 PM TUTORIAL #2

Medical Communications: Compliance in 2012

CHAIRPERSON

Monica Kwarcinski, PharmD
Executive Director, Medical Services
Purdue Pharma LP

FACULTY

Joyce Martin, PharmD
Associate Director, Medical Affairs Compliance
Genentech, Inc.

Mark DeWyngaert, PhD
Managing Director
Huron Life Sciences

Pharmaceutical industry compliance obligations have increased dramatically over the last several years. In light of this, it is critical that Medical Communication departments have policies and procedures that address such things as medical inquiry and response documentation, staff training, and monitoring / audit programs. Whether you have been in Medical Communications for a few months or a few decades this tutorial will provide an overview of what policies, procedures and programs Medical Communications departments should consider implementing to help ensure compliance and mitigate risk. This will be an interactive tutorial with opportunity for discussion and questions from the audience.

Tutorial Learning Objectives

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

- Discuss compliance hot topics in Medical Communications such as medical inquiry documentation, response development and documentation, staff training, and sales force facilitated inquiries
- Describe the factors to consider when developing, implementing, and maintaining QA, compliance, and training programs
- Discuss the policies and procedures the Office of Inspector General (OIG) is requiring Medical Communications departments to have in place based on recent Corporate Integrity Agreements (CIA)
- Recognize how to mitigate risk in Medical Communications

8:30 AM-12:00 PM TUTORIAL #3

Statistics for Medial Communications

CHAIRPERSON

Jeannine Hanson, MS, RN
Senior Manager, Global Regulatory Writing
Amgen

FACULTY

Jeannine Hanson, MS, RN

Tom Lang, MA
Principal, Tom Lang Communications and Training International

In this morning tutorial, participants will learn how to interpret and report commonly used statistics found in biomedical literature. Topics include the differences between parametric and nonparametric tests and what they mean, relative risk, and common mistakes using statistics. Participants also will learn to evaluate published research. Popular journal articles and other medical information found in the public domain will be critiqued by participants in a discussion led by the faculty.

Tutorial Learning Objectives

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

- Interpret the most common statistical presentations in biomedical literature
- Report biostatistical information accurately and clearly
- Evaluate the congruency between statistical presentations and other elements of the research

10:30 AM-12:00 PM RESIDENT SESSION (Resident and Fellows only)

Resident and Fellow Development Session

This is a special session for Residents and Fellows only.
No fee required to attend

CHAIRPERSON

Alicia Alexander Cadogan, PharmD
Director, Team Lead, Oncology
Pfizer Medical Information
Pfizer Inc

FACULTY

Gregory Susla, PharmD, FCCM
Associate Director, Medical Information
Coordinator, Medical Information Residency Program
MedImmune

Evelyn Hermes-DeSantis, PharmD, BCPS
Clinical Professor
Ernest Mario School of Pharmacy, Rutgers
The State University of New Jersey

Pharmaceutical Industry-based Drug Information Residency and Fellowship programs are an important step towards ensuring that the future of Medical Communications in the pharmaceutical industry is in capable hands. The training programs are designed by each institution, and can vary greatly in content and expectations. In order to understand what is common amongst programs, and where gaps in learning and experiences may exist, current Residents and Fellows will be surveyed, and the data will be collated prior to the meeting. During this session, the survey results will be reviewed and discussed so that we can begin to understand the depth and extent of training across programs relative to the unique needs of the trainees. Through interactive discussions, the trainees can share insights and experiences, and make recommendations that could improve the experience of future trainees. The session chairs will use this information as they partner with DIA to develop standards that can guide the evolution of Pharmaceutical Industry-based Drug Information Residency and Fellowship.

Learning Objectives

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

- Expand upon their survey feedback and provide additional insight into their training experiences
- Generate a list of specific skills and experiences that every trainee should have
- Develop a process by which DIA can facilitate relationships and communication between trainees and the different training programs throughout the year

12:00-1:00 PM LUNCH BREAK (LUNCH ON OWN)

DAY 2 | MONDAY, MARCH 5, 2012 (Afternoon)

11:00 AM-1:00 PM REGISTRATION

1:00 PM WELCOME AND OPENING REMARKS

CHAIRPERSON

Stacey Fung, PharmD
Senior Manager, Medical Communications
Genentech, A member of the Roche Group

1:30-3:00 PM GENERAL SESSION – SESSION 1

Healthcare Landscape Overview

CHAIRPERSON

Lesley Fierro, PharmD, MS
Associate Vice President, Medical Information Services, sanofi-aventis

■ **KEYNOTE PRESENTATION**
Michael McCaughan
Prevision Policy Founding Member

How will politics and the upcoming Presidential Election shape and influence the Health Care Landscape? Our keynote speaker will discuss this and other healthcare policy issues that are important to the Pharma industry and to Medical Communications.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Recognize recent developments surrounding the healthcare environment and the impact on the pharmaceutical industry
- Discuss the potential impact of healthcare reform on Medical Communications and patient centered care
- Identify opportunities for home office and field based groups to expand communications with healthcare providers and payers
- Discuss hot topics affecting Pharma and Medical Communications including Drug Shortages, Medical Device Regulations, FDA initiatives, ACO's/CMS reimbursement, Sunshine Act, etc.

3:00-3:30 PM REFRESHMENT BREAK/EXHIBITS

3:30–5:00 PM GENERAL SESSION – SESSION 2

Public Health Stage Center: How the FDA Practices Drug Information

CHAIRPERSON

Danielle Ziernicki, PharmD
Director, Global Regulatory Policy and Intelligence
Janssen Research & Development, LLC

FACULTY

Mary Kremzner, PharmD, CAPT, USPHS
Deputy Director, Division of Drug Information
Center for Drug Evaluation and Research, FDA

Erica Heverin, PharmD
Director Medical Information
Janssen Scientific Affairs, LLC

Hear directly from Dr. Mary Kremzner, Deputy Director, Division of Drug Information how the FDA practices medical communications. Dr. Kremzner will share the most current FDA resources, including a demonstration of FDA social media tools for disseminating drug information. These tools can enable you to monitor the regulatory environment more effectively. The session will be complemented by a panel discussion with case studies highlighting the similarities and differences between FDA and industry drug information practices.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe the role of the Division of Drug Information (DDI) within the Food and Drug Administration
- Discuss the available DDI services for correspondence and information dissemination
- Identify the similarities and differences between FDA and industry drug information practices

5:00-6:00 PM SPEED NETWORKING RECEPTION

CHAIRPERSON

Stacey Fung, PharmD

Building Your Network through Speed Networking. Come one, come all, and be ready to talk. Put your business cards to good use. Join us for this exciting, energetic, and structured way of building your professional network. Speed networking, as defined by macmillandictionaries.com, is the "method of making a potential business contact by briefly talking to a series of people at an organized event and exchanging contact details".

During this session, you will have the opportunity to meet and greet 15 professional colleagues in five-minute increments. This session promises to be loads of fun, will help you be better connected for the rest of the Medical Communications meeting, and will give you an extended network to call on when you return to your "day job." Please bring 15-20 business cards for exchanging.

Finally, learn about SIAC activities, how to engage as volunteers and expand your professional development in our Medical Communications community.

DAY 3 | TUESDAY, MARCH 6, 2012

7:30-8:30 AM REGISTRATION/EXHIBITS AND CONTINENTAL BREAKFAST

8:30-10:00 AM GENERAL SESSION 3

The Value of a Customer Centric Medical Communications from an External Perspective

CHAIRPERSON

Patrick Reilly
Vice President, Global Medical Information
Bristol-Myers Squibb

FACULTY

Accessing Multichannel Medical Communications Re: Safe and Appropriate Use

Lillian Cho, PharmD
Associate Director, US Medical Information
Bristol-Myers Squibb

Accessing Multichannel Medical Communications Re: Safe and Appropriate Use

Eric Scott Zetka, PharmD
Clinical Pharmacist
Sylvester Comprehensive Cancer Center

Defining the Value of Medical Communication for Internal Customers
Timothy Hylan
Executive Director, Medical Affairs
Pfizer, Inc.

FACULTY CONTINUED

Scott Taylor
Executive Director, Industry Relations
Geisinger Health Systems

This session will focus on the value of medical communications for both internal and external customers. We will hear perspectives from both internal and external customers re: customer centric medical communications value which they currently receive or would like to see in the future. We will also hear from industry representatives re: their efforts to deliver value via medical communications now and in the future.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Assess how to improve the quality of medical communication between industry and patient in the future by capturing the customer's perspective
- Evaluate the increasing value of medical communication in obtaining positive patient outcomes and increased quality of life via multiple channels of communication
- Describe the role of healthcare professionals as the new target in the exchange of medical communication and how it impacts the therapeutic outcomes of patients
- Identify the ways that the role of healthcare professionals can expand in the future by examining the effectiveness of modern, novel patient-centric models that utilize communication between industry and the healthcare professional at the point of care

10:00–10:30 AM REFRESHMENT BREAK/EXHIBITS

BREAKOUT SESSIONS 3-A, 3-B, 3-C, 3-D

10:30 AM-12:00 PM **BREAKOUT SESSION 3-A**

OUTSOURCED CONTACT CENTER: DO I TAKE THE LEAP?

Chairperson

Nicole Corder, RPh, MBA
Director Operations, The Lilly Answers Center
Lilly USA, LLC

Contact Centers continue to be challenged to consider outsourcing services as part of ongoing financial planning. This session will provide attendees an opportunity to learn how to get started in the search for a partner to provide your specific needs. After choosing the partner of choice, participants will be able to learn implementation strategies to put the vision into action. Then experience learning's to transform that relationship to a strategic partnership and implement governance for long term success. Lastly, participants will be able to participate in an interactive discussion to meet their needs whether they are a novice beginning their search for a partner or looking for ways to further develop a current partnership into a strategic endeavor.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify key tools and criteria to ensure a successful search for a contact center partner
- Describe implementation planning methods to create comprehensive transition plans; whether 1st generation outsourcing or migrating services
- Discuss how to gain insights into transformation strategies to advance partnership and create customer value

Faculty

Linda Comp
Senior Vice President, Client Strategy
Telerx

Daphne Hayes
Manager, Operations, Medical Information Center
Janssen Scientific Affairs, LLC

10:30 AM-12:00 PM **BREAKOUT SESSION 3-B**

BEST PRACTICES IN KOL MANAGEMENT

Chairperson

Bob Moss, PharmD
Senior Medical Science Liaison
Amylin Pharmaceuticals, Inc

This breakout focuses on best practices in KOL management at organizations with differing perspectives on MSL activities. Examples of KOL management practices discussed will be 1) sales force interactions, 2) speaker's bureau involvement, 3) MSL activity triggers, and 4) MSL medical information requests. Survey results will be presented to provide a foundation for real-world perspectives shared by leaders in the field. In the context of KOL management, presenters will also offer examples about how their field medical team demonstrates value to the organization.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify recent trends in KOL management practices based on relevant survey data
- Identify and describe organizational perspectives on interacting with KOLs
- Discuss methods of establishing "value" of field-based medical groups

Faculty

J. Lynn Bass, PharmD
Associate Director, Global Medical Affairs
Baxter Bioscience

Jimmy Black, PharmD
Senior Director, Medical Development
Amylin Pharmaceuticals, Inc

Stephen Dodge, PharmD, MBA
Executive Director, Diabetes Field Medical Affairs
Novo Nordisk

Maureen "Mo" Bressett, RPh, MSHA
Senior Cardiometabolic Medical Science Liaison
Boehringer-Ingelheim

10:30 AM-12:00 PM

BREAKOUT SESSION 3-C

SHINING THE LIGHT ON THE VALUE OF CUSTOMER INSIGHTS —THE UNIQUE ROLE OF MEDICAL COMMUNICATIONS

CHAIRPERSON

Mary Sendi, PharmD
Team Lead, Infectious Disease - Immunology
Pfizer Medical Information

This session will demonstrate how Medical Communications groups are facilitating informed healthcare decisions by identifying and communicating real world, actionable customer insights to relevant company stakeholders. Health Care Professionals [HCPs] are a key source of product related insights, often received in the form of unanswered questions, research ideas, or clinical pearls related to a product. While HCPs have no shortage of ideas, it is a challenge to gather, analyze and communicate the value of these ideas within a company's medical and communication plans. This session is designed to discuss methods by which Medical Communications groups gather, consolidate, and analyze HCPs insights to optimize patient health outcomes through venues such as scientific interchange and research opportunities.

Learning Objectives

At the conclusion of this session, 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 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

FACULTY

Sian Slade
Group Director, Core Content & Knowledge Management
Bristol-Myers Squibb

Ahmad Abdrabboh, PharmD, MPH, BCPS
Associate Director, Medical Information
Pfizer, Inc.

Krupa Paranjpe, PharmD
Associate Director, Medical Information
Pfizer, Inc.

Edward Bezarro, RPh
Regional Director, Medical Development
Amylin Pharmaceuticals, Inc.

10:30 AM-12:00 PM

BREAKOUT SESSION 3-D

CLINICAL TRIAL MANUSCRIPTS: NAVIGATING THE PROCESS OF SUBMISSION, REVIEW, ACCEPTANCE AND PUBLICATION

CHAIRPERSON

Michael Mihm, PhD
Associate Director, Strategic Alliances, PharmaNet/i3

The scientific literature is a long-standing, critical resource for the dissemination of novel medical information. However, the review and publication of clinical trial manuscripts by scientific journals can be a complex and sometimes mystifying process. The goal of this session is to provide practical information to successfully navigate manuscript submissions, reviews, and revisions—from a panel of experts in the field of clinical trial publications. Our session will provide three panel presentations:

- Best practices of clinical trial manuscript submissions and revisions from a medical writer's perspective
- A survey of the overall review and publication process from the perspective of a principal investigator and journal editor
- Effective approaches to clinical trial data dissemination strategy from the perspective of a pharmaceutical publications coordinator

Learning Objectives

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

- Discuss the journal review process
- Apply best practices on how to navigate peer review and manuscript publications
- Discuss important insights to contemporary issues regarding scientific publications from a pharmaceutical company perspective

FACULTY

Thomas Melby
Senior Medical Writer
PharmaNet/i3

John Anthony Bauer, PhD
Principal Investigator, Center for Perinatal Research and Neonatology; and Associate Professor of Pharmacology
Nationwide Children's Hospital/The Ohio State University

Stephen Valerio, MS
Publication Leader
Genentech/Roche

12:00-1:00 PM BUFFET LUNCH/ROUNDTABLE DISCUSSIONS/EXHIBITS

Attendees will have the opportunity to either dine on their own or grab their lunch and attend one of six roundtable discussions that will be led by a facilitator(s) having expertise within that core medical affairs area (See topics below).

This informal networking session is designed to enable all roundtable participants to discuss topics of relevance to them, specific to their job functions and activities, and encourage information sharing into these topic areas from the perspectives of large, midsize and small, specialty companies including practices from participants in the device and diagnostics industries. Facilitators will help to guide discussions but the true catalysts of conversation will be the attendees! Please join your colleagues and engage in what will sure to be an insightful (and delicious) networking session.

CHAIRPERSON

Beth Price
Executive Vice President
Medical Affairs Company

ROUNDTABLE DISCUSSION TOPICS

1. Medical Information - discussion of departmental activities and processes in support of the development of tools including dossiers, comparative effectiveness research, standard responses/FAQs in addition to how the department has adapted to current compliance issues, new technology resources, REMs, mergers
2. Call Center – discuss formal and informal processes, documentation of dissemination for compliance purposes and new technologies utilized
3. MSL – Managers/Directors forum; how to evaluate field based medical personnel, is therapeutic expertise necessary for the role, what processes are employed to ensure compliance with policy and regulation
4. MSL – collaboration with other groups in the company such as internal medical directors, medical information, or other groups and compliance issues in working with other company constituencies
5. Medical Writing – discussion surrounding medical information letters, regulatory writing, manuscript writing, preparation of dossiers, etc
6. Medical Affairs Manager Forum –exchange of ideas in support of keeping employees motivated, metrics, staff training, challenging manager issues

BREAKOUT SESSIONS 4-A, 4-B, 4-C, 4-D

1:00-2:30 PM BREAKOUT SESSION 4-A

CHALLENGES OF TODAY'S CONTACT CENTER: BUDGETARY, BUSINESS CONTINUITY, MERGERS, PRODUCT LAUNCHES AND MORE

CHAIRPERSON

David Bowers, PharmD
Director
PPD Medical Communications

Contact Centers today face numerous common challenges. This will be an interactive session in which participants will work in groups to share best practices and identify solutions to some of the most significant challenges. Topics that will be explored include budgetary pressures, business continuity, preparing for major product launches, and mergers and acquisitions.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Identify top challenges to today's contact centers
- Determine with your peers how to problem-solve and share best practices
- Recognize how to apply technology and other solutions to meet challenges

FACILITATORS

Pam Cates, RPh
Director
PPD Medical Communications

Timothy E. Poe, PharmD
TEP Consulting, LLC

Tim Fish, RN, MBA
Associate Director, Medical Information
Baxter Bioscience

Maureen L. Baldwin, MSN, RN
Associate Director, Medical Customer Interface
Medical Information
Pfizer, Inc.

Carolyn Soo, PharmD
Associate Director, Medical Communications
Dyax Corp.

1:00-2:30 PM BREAKOUT SESSION 4-B

WALKING THE COMPLIANCE LINE FOR MSL'S

CHAIRPERSON

Ramineh Zoka, PharmD, MS
Senior Director, Clinical Science Liaison, Medical Affairs
Janssen Services, LLC

Usually, there is no right or wrong answer! During this interactive scenario-based workshop, a panel of experts will discuss the compliance aspect of several Medical Science Liaison related topics. Participants will then have the opportunity to discuss and vote on various approaches related to each topic. The benefit versus compliance risk of each practice will be then addressed.

Learning Objectives
At the conclusion of this session, participants should be able to:

- List the compliance overview on three topics related to Medical Science Liaison practices
- Discuss the benefits and compliance risks associated with various approaches

FACULTY

David Cram, PharmD
Vice President, Medical Affairs RSS
Allergan

Alan Minsk
Partner
Arnall Golden Gregory, LLP

Yvette Payne, RN, MS, MBA
Independent Consultant
CSI Healthcare Consulting

1:00-2:30 PM BREAKOUT SESSION 4-C

MEDICAL COMMUNICATIONS: DOING MORE WITH LESS

CHAIRPERSON

Monica Kwarcinski, PharmD
Executive Director, Medical Services
Purdue, Pharma LP

Many Medical Communications departments within industry are experiencing increased responsibilities and workload but budgets and head counts remain flat or decreased. This session will provide an overview of how Medical Communication departments could use process enhancements, technology, and staff organization to do more with less. Additionally, the audience will have an opportunity to hear two different companies' examples of how they accomplished doing more with less. After the presentations the audience will be encourage to participate in an interactive question and answer session.

Learning Objectives

- Describe current challenges Medical Communications Departments are facing as it relates to decreasing budgets and resources
- Describe two different companies' approaches to doing more with less
- Discuss approaches to consider to resolve increased workload with decreased resources

FACULTY

Promotional Review—Medical Information Services (MIS) Taking on Additional Roles in Medical Affairs

Joyce P. Fairclough, PharmD
Manager, Metabolism
Medical Information Services
sanofi-aventis, US

Delivering Cost Containment and Customer Satisfaction

Erica Espinoza, RN, BSN
Allicance Manager
AstraZeneca LP

Richard Scarbath
Director, Enterprise and Channel Accounts
Angel, Inc.

Everybody's Doing It (More or Less)

Jason Roebuck
Associate Director, Medical Communications
PPD

1:00-2:30 PM BREAKOUT SESSION 4-D

APPROACHES TO SELECTING THE BEST JOURNAL FOR YOUR MANUSCRIPT

CHAIRPERSONS

Melissa J. Ossanna, PhD
Consultant – Scientific Communications
Eli Lilly and Company

This session will focus on how to optimize the value of our manuscripts to the medical community by selecting the right venue(s) for manuscript publication. We will discuss ways to make the manuscript submission and review process more efficient and effective. This can be achieved by targeting journals appropriately based on the intended audience and the content to be published, thus reducing rejection rates, and reducing turnaround time between availability of data within the company, and it's accessibility to the medical community as a high quality manuscript. We present several different approaches to target journal selection, as well as opposing views on the 'best' approaches.

Learning Objectives

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

- Recognize the importance of careful selection of a target journal, considering many factors and viewpoints
- Explain how to develop a journal that targets approaches best suited to the role and work environment

FACULTY

Jill Gonzales
Consultant – Scientific Communications
Eli Lilly and Company

Alison Potts, PhD
Bio Medicines Medical Liaison Consultant
Eli Lilly and Company

2:30-3:00 PM REFRESHMENT BREAK/EXHIBITS

3:00-4:30 PM GENERAL SESSION 5

Knock, Knock. Who's There? It's the Patient...

CHAIRPERSON

Rebecca Vermeulen, RPh
Vice President, Medical Marketing Strategy
VMS Biomarketing

The intent of this session is to focus on patient centered communications that support benefit and risk information in a way that empowers patients. Manufacturers are responsible for implementing REMS and creating integrated safety communications that must blend into individual care plans created for patients by physicians and healthcare professionals. As patients and caregivers become more involved in making healthcare decisions and for managing individual care plans, readily available information and answers are an important need. Information must be presented in a way that is clear, simple, and easily relatable. Representation from the FDA, Patient Advocacy, and the Pharmaceutical Industry will discuss the need for consistent communication to engage patients and identify how to collaborate effectively to achieve improved outcomes.

Learning Objectives

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

- Describe the needs of patients when creating disease management and product communications
- Explain expectations of key stakeholders when creating communications
- Identify opportunities to collaborate and streamline communications to mitigate risk and elevate communication standards

Nayan Acharya
Senior Director, Global Patient Safety
Eli Lilly

Holli Kawadler, PhD
Director, Scientific Programs
Uniting Against Lung Cancer

Bryon Pearsall, RPh, JD
Health Science Policy Analyst, Office of Medical Policy
CDER, FDA

4:30-5:30 PM RESIDENT AND FELLOW POSTER RECEPTION

CHAIRPERSONS

Alicia Alexander Cadogan, PharmD
Director, Team Lead, Oncology
Pfizer Medical Information
Pfizer Inc

Take some time to network with your peers while you view poster presentations that were prepared by residents and fellows in Medical Communications. This is a great opportunity to discuss topics of interest with colleagues, and to interact with the trainees by sharing your perspective on their interesting projects.

New this year will be an award for the project voted to have the biggest potential impact on how we practice Medical Communications.

6:00 PM DINNER ON THE TOWN

Sign up for dinner with your colleagues at your choice of several restaurants (transportation cost provided by DIA, however dinner cost is on your own).

DAY 4 | WEDNESDAY, MARCH 7, 2012

7:00-8:00 AM CONTINENTAL BREAKFAST/EXHIBITS

8:00-9:30 AM GENERAL SESSION 6

Podium Pearls

CHAIRPERSON

Julia Petses, PharmD
Director, Oncology/Urology Medical Information Services
sanofi-aventis

This session will offer a unique opportunity for any Medical Communications practitioner (e.g., information specialist, medical writer, medical liaison, manager) to share their successes, challenges, and "pearls of wisdom" on various Medical Communications topics through podium presentations.

9:30 - 9:45 AM REFRESHMENT BREAK/EXHIBITS

9:45-11:00 AM GENERAL SESSION 7

Riding the Waves in the Dissemination of Off-Label Information

CHAIRPERSON

J. Lynn Bass, RPh, PharmD
Associate Director, Global Medical Affairs
Baxter Bioscience

FACULTY

Monica Kwarcinski, PharmD
Executive Director, Medical Services
Purdue Pharma LP

Alan Minsk
Partner
Arnall Golden Gregory, LLP

Ramineh Zoka, PharmD, MS
Senior Director, Clinical Science Liaison, Medical Affairs
Janssen Services, LLC

The pharmaceutical industry is currently reviewing and responding to the FDA's recent draft guidance entitled " Guidance for Industry Responding to Unsolicited Requests for Off-Label Information About Prescription Drugs and Medical Device". Of chief concern is how this guidance will impact current and future practices around industry interactions with consumers and healthcare providers. Will the guidance restrict, enhance, or build upon current practices across Medical Communications Departments? This session will review the history of the current draft guidance and explore how the guidance may be addressed by individual companies. Guest panelists representing various functions within the Legal/ Regulatory and Medical Communication's communities will discuss the future impact of the guidance and potential next steps.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify the origin and history of the FDA Draft Guidance
- Discuss the potential impact of guidance on Medical Communication's practices
- Discuss the relevancy of the guidance with their colleagues

11:00 AM-12:30 PM LUNCHEON/PROFESSIONAL POSTER SESSION 8

Poster Pearls

CHAIRPERSON

Julia Petses, PharmD
Director, Oncology/Urology Medical Information Services
sanofi-aventis

This session will offer a unique opportunity for any Medical Communications practitioner (e.g., information specialist, medical liaison, manager) to share their successes, challenges, and "pearls of wisdom" on various Medical Communications topics through poster presentations.

BREAKOUT SESSIONS 9-A, 9-B, 9-C, 9-D

12:30-2:00 PM BREAKOUT SESSION 9-A

GLOBALIZATION – IMPACT ON CALL CENTERS AND MEDICAL INFORMATION

CHAIRPERSON

Timothy E. Poe, PharmD
TEP Consulting, LLC

This session will explore globalization of medical information and call centers. In order to do this, we will first examine what is driving globalization. Next, we will learn from one company's experience in off-shoring contact center activities. This discussion will highlight their journey starting from the decision to off-shore, the transition plan, the launch and the post-launch period. Our third presentation will provide an overview of a different approach to globalization of medical information, including regional expertise, core content, and contact center. Each of the presentations will include practical information regarding the challenges, surprises, and rewards of being part of the globalization effort.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe the factors driving globalization of Medical Communication activities
- Identify the common benefits and challenges of adopting a global system
- Discuss the process of out-sourcing pharmaceutical call center processes off-shore
- Discuss which processes are easier to off-shore and which ones require more intense oversight and monitoring
- Describe a regional approach to MI contact centers
- Discuss benefits and challenges of creating regional / global MI teams

What's Driving Globalization
Tom Gesell, PharmD
Medical Affairs Development Director
UBC-Envision Group

Experience Off-shoring a Call Center, Pros, Cons, Pitfalls
Erica Espinoza, RN, BSN
Alliance Manager
AstraZeneca Pharmaceuticals

Experience Globalizing a Medical Information Department
Michael Burman, PharmD
Director, Global Medical Contact Center
Bristol-Myers Squibb

12:30-2:00 PM

BREAKOUT SESSION 9-B

"WHAT IF..."

Chairperson

Sara Doshi, PharmD
Global Medical Information Technical Lead Consultant
Eli Lilly and Company

This session will present the audience and a panel of 3 medical communications expert speakers with a number of timely scenarios to elicit open discussion and debate. The scenarios will be closely linked to the current regulatory, political, and legislative landscape as it relates to the industry practice of medical communications. Speakers will be asked to respond as to how they and their organization would react, adapt, embrace these changes, and what impact would be felt by their organizations. We would also welcome audience participation. Example scenarios may include:

"What if regulations are put in place to allow for dissemination of information (off and on label) by any company representative?" or "what if a global financial collapse puts countries at odds with each other...what would happen to all of our efforts to globalize MI."

Learning Objectives

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

- Describe how the regulatory, political, and legislative landscape may impact the current practice of medical communications
- Describe different approaches as to how to best manage potential regulatory, political, and legislative impacts on the practice of medical communications and how we can best serve our customers and the patient regardless of these impacts

Faculty

Lesley Fierro, PharmD, MS
Associate Vice President, Medical
Information Services at sanofi-aventis

Rebecca Vermeulen, RPh
Vice President, Strategic Medical Marketing
VMS BioMarketing

Juan C. Nadal, MD
Vice President, Medical Communications
Medical Affairs - Bayer HealthCare Pharmaceuticals Inc.

12:30-2:00 PM

BREAKOUT SESSION 9-C

GETTING HIP WITH APPS

Chairperson

Craig Klinger, RPh
Consultant Medical Liaison Operations - Trainer
Lilly, USA, LLC

iPads and other tablet devices have revolutionized how information can be shared. Along with these devices, specific medical Apps have been developed to help facilitate the sharing of information. Many companies have begun providing these devices to field based medical to assist in sharing information per unsolicited requests and help educate health care providers. In this session you will see demonstrtations of how the iPad and various Apps can enhance the customer experience. We will also review some of the processes used for designing and developing Apps for use by both company only users and the general public.

Learning Objectives

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

- Identify the needs of your organization, evaluate, and choose appropriate Apps currently available
- Discuss the process used to develop new Apps for your organization and how to implement them appropriately, both internally and externally
- Describe how to develop appropriate use guidelines of Apps for field-based medical personnel

Faculty

Michele Steele
Advisor eChannel Strategy, USMD
Lilly USA, LLC

Charles DuBose, MD, MPA
Medical Science Liaison, Midwest Division, Women's Health R&D
Teva Branded Pharmaceutical Products, R&D, Inc.

12:30-2:00 PM

BREAKOUT SESSION 9-D

STRATEGIC DOCUMENT PLANNING: LIFE CYCLE MANAGEMENT OF CLINICAL DATA FOR MAXIMUM VALUE IN MEDICAL COMMUNICATION

Chairperson

Kelley L. Hill, MS, ELS
Director Medical Writing
Shire HGT

Information from clinical trials may disseminated far beyond regulatory submissions. This session will highlight best practices and insight on strategic planning for life cycle management of clinical trial data from clinical study report to publications, medical letters, promotional materials, consumers, health care providers, and others.

Learning Objectives

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

- Discuss the lifecycle of clinical trial data in the pharmaceutical industry
- Recognize sources of clinical data relevant to product lifecycle development
- Identify strategic planning tools to manage clinical data across its lifecycle from clinical study report to regulatory submissions, publications, promotional materials and beyond
- Identify key stakeholder groups to engage for strategic lifecycle planning

Faculty

Christine Colby, PharmD
Senior Director Medical Communications
Millennium, the Takeda Oncology Company

Kelley Kendle
Director New Business Development
Synchrogenix Information Strategies

2:00-2:15 PM REFRESHMENT BREAK/EXHIBITS

2:15–3:45 PM GENERAL SESSION – SESSION 10

Effectively Utilizing Digital Tools to Build Customer Relationships

CHAIRPERSON

Pete Guillot, MBA, RAC
President
CenterFirst

FACULTY

Research Results on Physicians Use of Digital Tools
Meredith Ressi
President – Manhattan Research

Examining Compliance and Utilization Standards for Digital Communications
Poonam Bordoloi, PharmD
Senior Manager, Internal Medicine
sanofi-aventis

A Case Study in Utilizing Early Access Program Data to Support Product Launch
Sean Turbeville, PhD
Director, Medical Information
Onyx Pharmaceuticals

This session will provide attendees with an in depth look of both the digital tools used by customers to interact with pharmaceutical companies as well as the processes and programs in place at pharma companies to meet customer communication demands. Attendees will be able to take the knowledge gained from this session and successfully apply it in support of the expanding use of digital interactions in the Medical Communications contact center, field office, and product support.

Learning Objectives

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

- Discuss the physician interactions with pharmaceutical companies through the use of digital tools
- Discuss best practices in creating and maintaining social media policies within a pharma company that provide support and direction for use of social media tools

3:45-4:00 PM CLOSING REMARKS:
Natalie Gearhart, **PharmD**, Chairperson

4:00 PM WORKSHOP ADJOURNED

REGISTRATION FORM
Register online or fax this page to +1.215.442.6199

Medical Communications Workshop 2012:
Shining Light on the Value of Medical Communications
Event #12006 • March 5-7, 2012

Omni Orlando Resort at ChampionsGate, Orlando, FL, USA

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I want to be a DIA member ❑ I do NOT want to be a DIA member ❑

Discount Fees	MEMBER	NONMEMBER
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**If paying a nonmember fee, please check one box above, indicating whether you want membership.*

TUTORIALS: MONDAY, MARCH 5, 2012 8:30-12:00 PM

#1 Principles of Promotional Review for Medical Communications	US $405 ❑
#2 Medical Communications: Compliance in 2012	US $405 ❑
#3 Statistics for Medical Communications	US $405 ❑

Registration is limited to ONE Tutorial..

CORE CURRICULUM: MARCH 4, 2012

This registration section is limited to the Core Curriculum only. You must complete this section if you wish to attend the Core Curriculum which is limited to 100 attendees. Your acceptance will be confirmed in writing.

Individuals new to pharmaceutical industry-based medical communications (less than 1 year in this function) would gain the most from attending the Core Curriculum.

❑ I wish to attend the Core Curriculum for an additional fee of US $295 ❑

❑ I have not attended the Core Curriculum before.

My department is:

❑ Contact Center ❑ Medical Information/Medical Communications

❑ Medical Liaison ❑ Other

Payment options: Register online at **www.diahome.org** or check payment method.

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Card #

Name (printed)

Signature

❑ **CHECK** drawn on a US bank payable to and mailed along with this form to: Drug Information Association Inc, P.O. Box 95000-1240, Philadelphia, PA 19195-1240, USA. Please include a copy of this registration form to facilitate identification of attendee.

❑ **BANK TRANSFER** When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the Bank Transfer. Payment should be made in US dollars. Your name and company, as well as the Event I.D. # must be included on the transfer document to ensure payment to your account.

TRAVEL AND HOTEL
The most convenient airport is Orlando International Airport and attendees should make airline reservations as early as possible. The Omni Orlando Resort at ChampionsGate is holding a block of rooms at the reduced rate below until February 9, 2012, for the DIA event attendees. Room availability at this rate is guaranteed only until this date or until the block is filled.

Single $209 Double $209

Attendees must make their own hotel reservations. Contact the Omni Orlando Resort at ChampionsGate by telephone at +1.407.390.6664 and mention the DIA event. The hotel is located at 1500 Masters Boulevard, Orlando FL, USA.

CANCELLATION POLICY: On or before FEBRUARY 27, 2012
Administrative fee that will be withheld from refund amount:
Member or Nonmember = $200
Government or Academia or Nonprofit (Member or Nonmember) = $100
Tutorial (if applicable) = $50

Cancellations must be in writing and be received by the cancellation date above. Registrants who do not cancel by that date and do not attend will be responsible for the full registration fee paid. Registrants are responsible for cancelling their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable.

DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

Participants with Disabilities: DIA event facilities and overnight accommodations are accessible to persons with disabilities. Services will be made available to sensory-impaired persons attending the event if requested at least 15 days prior to event. Contact the DIA office to indicate your needs.

GROUP DISCOUNTS* Register 3 individuals from the same company and receive complimentary registration for a 4th! **All 4 individuals must register and prepay at the same time – no exceptions.** DIA will apply the value of the lowest applicable fee to this complimentary registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred. **Group registration is not available online and does not apply to the already-discounted fees for government or charitable nonprofit/academia.** To take advantage of this offer, please make a copy of this registration form for EACH of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.

❑ **Please indicate that this form is part of a group registration by checking this box and list below the names of the other three registrants from your company.**

1. _____

2. _____

3. _____

TABLETOP EXHIBIT INFORMATION
Attendees may visit the tabletop exhibits during the event and receptions.
Contact **Shannon Lewis, Exhibits Associate,** Phone **+1.215.442.6149**
Fax **+1.215.442.6199,** email **Shannon.Lewis@diahome.org**

EVENT INFORMATION
FOR REGISTRATION QUESTIONS, contact **Elizabeth Espich, Customer Service Associate** by phone at **+1.215.293.5802** or by email at **Elizabeth.Espich@diahome.org**.
FOR AGENDA DETAILS, please contact **Joanne Boileau, Program Manager** by phone at **+1.215.442.6175** or by email at **JoAnn.Boileau@diahome.org**.

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