



10th Annual Medical Information and Communications Conference and Exhibition

29-30 November 2016
Estrel Hotel, Berlin, Germany

PROGRAMME CO-CHAIRS

Lillian Auberson

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

Janet Davies

Gilead Sciences Europe, Director, Medical Affairs Operations, EMEA, UK

PROGRAMME COMMITTEE

Sangeetha Anand

Global Medical Information Senior Manager, Vifor Pharma Ltd, Switzerland

Isha Bhattacharyya

Senior Director, Global Medical Services, Med Communications, USA

Michelle Bridenbaker

Director, Global Medical Information - Biosimilars, Biogen International, Switzerland

Emilie Coutanson

Global Scientific Information Project Manager, Actelion Pharmaceuticals, Switzerland

Sarah Dunnett

Regional Medical Information Director, EMEA - Baxter, UK

Marie-Luise Helmich

Director Medical Information Germany, Switzerland and Austria, Sanofi-Aventis, Germany

Sabine Lischka-Wittmann

Director Medical Information Europe, Lilly, Germany

Isabelle Widmer

Medical Affairs Consultant, elytra and Programme Director Basel University, Switzerland

ABOUT THE CONFERENCE

We are in the 10th year of the Annual European Medical Information and Communications Conference. This is a unique meeting organised by medical information professionals for medical information professionals. Each year, speakers share hands-on experience dealing with current challenges as well as successes in medical information departments. Participants are encouraged to take part in workshops and discussions within the sessions. This is also a great opportunity to network with your colleagues.

OBJECTIVES

- To offer a neutral platform for professionals to share operational best practices and discuss how evolving business, regulatory and legal requirements impact the practice of medical information
- To provide opportunities for medical information departments to showcase success stories or stories to learn by, in the popular "Putting Theory into Practice" session
- To explore the impact of new technologies on information delivery and customer interactions
- A dedicated poster session will also provide an opportunity to broaden the topics at the conference to other areas

WHAT LAST YEAR'S ATTENDEES SAID:

"This conference is a must attend priority for anyone working in Medical Information in Europe."

"I think this conference is very relevant to people working in Medical Information. It is a good way to learn the innovations and new trends. It is also a good opportunity to exchange ideas and experience with people from other companies."

"It is relevant to what we do and it has content that is easily applicable if needed to our daily work and there are no other forums for such exchange in Europe."

FINAL PROGRAMME

CONTINUING EDUCATION

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



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

WIFI ACCESS

Network: estrel-public
Password: DIAConf16





10th Annual Medical Information and Communications Conference and Exhibition

DAY ONE | TUESDAY, 29 NOVEMBER 2016

08:00 REGISTRATION & WELCOME COFFEE

09:00 INTRODUCTION

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

09:05 SESSION 1

WHEN MI GOES ONLINE - OPTIMISING THE CUSTOMER EXPERIENCE

Session Chair:

Marie-Luise Helmich, Director Medical Information GSA, Sanofi-Aventis, Germany

HCPs, Patients and Caregivers seek information across digital channels and a multitude of devices. While the digital age offers the potential for innovative use of many new digital options, their evolution in the tightly regulated healthcare environment is still underway.

This session will share three different digital views: at first we will present a successful real-life example of implementing multi-channel Innovation including hot topics like project drivers, potential pitfalls and top level metrics.

The second part of this session will talk about some of the industry innovations that are in progress in order to move us closer to the level of digital engagement our customers need. We will also touch on some concepts that are outside of the typical pharma comfort zone.

Finally it is your turn: Assess your level of digital readiness! We will carry out an on-the spot online survey to get an idea about the innovation level of all participants. Please install your DIA-App before you arrive!

Multi-Channel Innovation: Medical Information without Barriers

Sabine Litschka-Wittmann, Director Medical Information Europe, Lilly, Germany

Medical Information Online and Digital Initiatives

Joseph Falcone, Associate Director, Strategy & Innovation, Bristol-Myers Squibb, USA

Check your Digital Readiness!

On-the-spot Online Survey - Please download your DIA app before you arrive!

Marie-Luise Helmich, Director Medical Information GSA, Sanofi-Aventis, Germany

10:30 COFFEE BREAK (EXHIBITION AREA)

11:00 SESSION 2

CURRENT LEGAL ISSUES AFFECTING MEDICAL INFORMATION

Session Chair:

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

Many Regulations and Directives influence the delivery of Medical Information services but not all are black and white. During this session we will explore the approaches being taken by companies regarding off-label enquiry management and also update on the evolution and implementation of Data Privacy, notably the reform of EU data protection rules and the EU-US Privacy Shield. We will share diverse perceptions, consider ongoing challenges and build understanding.

Handling Off Label Unsolicited Medical Information Enquiries - Clarity or Confusion?

Sharon Leighton, Medical Information Consultant, Sharon Leighton Consultancy, UK

Data Privacy Update

Mark Watts, IT & Privacy Lawyer – EU, Bristows LLC, UK

12:30 LUNCH (EXHIBITION AREA)

14:00 SESSION 3

BRINGING INNOVATION TO THE CUSTOMER

Session Chair:

Isha Bhattacharyya, Senior Director Global Medical Services, Med Communications, Inc, USA

We will be continuing our exploration of digital innovation to meet the needs of HCPs, patients and caregivers. The opening session explored how the use of digital channels can enhance the information experience for our customers. In this session we will be taking a further look at the application of digital innovations.

The initial presentation will share the experiences of connecting HCPs directly to a medical information expert through live chat functionality.

The challenges and learnings from a global project to implement a direct online connection with medical information will be shared. The second speaker will discuss a case study of a corporate approach to enhancing innovation across an organisation, and how this impacts on medical information. Finally we will take a look at the usage of social media in the pharmaceutical field. What are the challenges to the utilisation of social media in medical information and communications? How will this communication channel evolve in the future? How can medical information and communication professionals innovate with social media?

Expanding Communication Channels for Medical Information - Global Implementation of Chat Functionality.

Drew Macgregor, Head of Global Medical Information and MSL Practices, GlaxoSmithKline, UK

Bayer's 5x5 Startups – Case Study

Jamie Showrank, Global IT Innovation Manager Business Services, Bayer, Germany

Chasing the White Rabbit

Hakan Aribas, Sr. Medical Information and Communication Manager, Novartis Saglik, Turkey

15:30 COFFEE BREAK (EXHIBITION AREA)

16:00 SESSION 4

MEDICAL INFORMATION LEADERS EUROPE (MILE) AND EFPIA COLLABORATION TO CREATE AWARENESS FOR THE VALUE OF MEDICAL INFORMATION

Session Chair:

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

In 2014, a group of medical information leaders across Europe (MILE) got together to form a group that is dedicated to collaboratively addressing common issues, as well as share best practice and knowledge. This session will trace the journey of the MILE group, notably the recent developments since summer 2016 when it began a partnership with the EFPIA to lead a Medical Information Working Group. A key goal for MILE is to raise the awareness of Pharma Medical Information and demonstrate that it supports the safe and effective use of pharmaceutical products and medical devices by providing timely, scientifically balanced answers to unsolicited medical questions from HCPs, patients and caregivers. Similar to the launched phact-MI.org online access to medical information departments in the US, MILE is working on developing the European Gateway to all of pharmaceutical medical information.



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MILE – Working with EFPIA

Marie-Claire Pickaert, Deputy Director General, EFPIA, Belgium

The MILE (Medical Information Leaders Europe) Collaborative Group in Europe: The Value and Future of Medical Information

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

E-MIG

Ian Hamilton, Global Medical Affairs IT Consultant, Eli Lilly and Company, UK

17:30 END OF DAY ONE

17:30 NETWORKING RECEPTION (EXHIBITION AREA)

CELEBRATING 10 YEARS!

Following the networking reception on 29 November, conference attendees will be invited to a dinner to celebrate the 10th anniversary of the Annual European Medical Information and Communications Conference and Exhibition.

18:45 Bus leaving for Restaurant 12 Apostel Mitte

Meeting point: Gate 1/Tor 1, please use the exit of the stairwell connecting the exhibition area and the conference room

21:30 Bus leaving for hotel Estrel

If you wish to bring a colleague along to the dinner, who isn't attending the conference, please feel free to contact us, we can arrange for that.

Location:

Restaurant 12 Apostel Mitte

Georgenstraße 2, S-Bahnhof Friedrichstraße

(S-Bahnbögen 177-180) | 10117 Berlin Mitte

<http://www.12-apostel.de/en/#restaurants>

DAY TWO | WEDNESDAY, 30 NOVEMBER 2016

09:00 SESSION 5

MEDICAL INFORMATION: CREATING VALUE THROUGH COLLABORATION

Session Chair:

Isabelle Widmer, Medical Affairs Consultant, elytra and Programme Director Basel University, Switzerland

Increasing regulatory and economic pressures on the life-science industry have led to changes in business and clinical practice. Many companies have adapted their business model accordingly, restructuring departments and implementing new and expanded job profiles in the process. Effective communication, collaboration and insight sharing across functions will be important for companies as they navigate the ever more complex healthcare landscape. This interactive session will focus on how Medical Information teams can add value for internal and external stakeholders through effective collaboration. We will explore the benefits of cooperating cross-functionally, as well as within Medical Affairs, for example with Medical Managers and Medical Science Liaisons. New opportunities for Medical Information teams in the emerging pharmaceutical landscape will be discussed.

Medical Affairs Collaboration

Isabelle Widmer, Medical Affairs Consultant, elytra and Programme Director Basel University, Switzerland

Dancing to the Beat of a New Drum

Tolu Taiwo, Director, Medical Information, Horizon Pharma, USA

10:30 COFFEE BREAK (EXHIBITION AREA)

11:00 SESSION 6

PUTTING THEORY INTO PRACTICE

Session Chair:

Emilie Coutanson, Global Scientific Information Project Manager, Actelion Pharmaceuticals, Switzerland

Would you like to improve and transform your Medical Information services and processes? This year's 'Putting theory into practice' session will include a variety of presentations that will explore different projects or activities in Medical Information and Communications. Speakers will share success stories and challenges with five lively presentations. This is a great opportunity for all attendees to get inspired and develop new ideas.

Changing Modes of Communication

Sarah Gunby, Senior Medical Information Specialist, Pfizer, UK & Anuska Bidjai-Mahabir, Senior Medical Information Specialist, Pfizer, Netherlands

Innovation Team in Medical Information to Anticipate Growing Importance of Analytics

Thorsten Rothweiler, Scientific Information & Publication Associate, Roche Pharma, Germany

Medical Information Provision on Medical Devices

Therese Öhman, Medical Information Specialist – Nordic, Baxter Medical AB, Sweden

TA Specialisation across Country MI teams within a Global Model: Successes and What Next?

Ros O'Callaghan, Head of EMAC (European Markets, Australia/NZ and Canada), Bristol-Myers Squibb Pharmaceuticals, UK

Design and Implementation of a Global Scale Medical Information Quality Programme

Tunde Czirok, Global Medical Information Leader, F. Hoffman-La Roche, Switzerland

12:30 LUNCH (EXHIBITION AREA)

14:00 SESSION 7

OUTSOURCING AND INSOURCING OF MEDICAL INFORMATION

Session Chair:

Michelle Bridenbaker, Director, Global Medical Information, Biosimilars Biogen International, Switzerland

There are many reasons that organizations transform their Medical Information services. The rationale can range from cost-efficiency to making more scalable models of Medical Information in an organization. This session will focus upon real life experience in undertaking both outsourced and insourced medical information models. The presenters will highlight drivers that can lead to the model choices made, but most importantly highlight their road to success by sharing the learnings that can only come from fully diving into these ventures.

Unless otherwise disclosed, DIA acknowledges that the statements made by speakers are their own opinion and not necessarily that of the organisation they represent, or that of the DIA. Speakers and agenda are subject to change without notice. Recording during DIA sessions is strictly prohibited without prior written consent from DIA.



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The first speaker will highlight best practices for success when using of an outsourced Medical Information model. Then a fully insourced model will be discussed to highlight the rationale and the roadmap to achieving success in such a setup. Lastly, the partnership of in country Medical teams and use of external partners will round out the sessions to highlight yet another real life model that allows for the delivery of Medical Information in various local markets.

Best Practices When Outsourcing Medical Information

Andrew Harbrow, Global Medical Services Manager, PrimeVigilance, UK

Transforming Medical Information: Insourcing and Regionalising MI Services across Europe

Enrique Vila Sandez, Lilly

Building an Effective Relationship between Country Teams and External Partners

Georgina Smith, UK MCCI Lead, Cardiovascular & Immunology, Bristol-Myers Squibb, UK

15:30 COFFEE BREAK (EXHIBITION AREA)

16:00 SESSION 8

2020 - WHAT ARE OUR CUSTOMERS DIGITAL EXPECTATIONS?

Session Chair invited

Sabine Lischka-Wittmann, Director Medical Information Europe, Lilly Deutschland GmbH, Germany

What would innovation mean for Medical Information? We have all seen the impact of disruptive digital technology and new sharing economy business models. In real life, we are always "on" through our smartphones and tablets. Our lives are transformed by the gig economy with businesses like Airbnb and Uber.

But it's easy to feel like Medical Information is stuck in the last millennium. Our primary routes of communication are still email and phone. We mostly interact from 9 - 5. Customers have to come to us using traditional means, if they even think to contact us!

Where is live chat? Avatars? Social media engagement? Leveraging Big Data and Real World Experience? Use of bots and artificial intelligence systems that are already transforming healthcare?

In this session we want to take you out of your comfort zone, to challenge pharma to become an innovator, not the late adopter of technological solutions that we are right now. Our intention is that our speakers inspire you with to work together to make the future become a reality by 2020.

Understanding Physicians and Patients via Brain Scans

Kai-Markus Müller, Chief Executive Officer, The Neuromarketing Labs, Germany

The Changing Face of Healthcare Communications - How New Technology Will Enable Greater Insights

Daniel Ghinn, CEO, Creation Healthcare, UK and Will Moore, Chief Evangelist, Creation Healthcare, UK

17:30 END OF CONFERENCE

POSTER SESSION

A poster session with an award for the best poster submitted will take place during the Networking Reception. The winner will be awarded with a complimentary registration to the 11th European Medical Information and Communications Conference in 2017. The posters will be made available on the DIA website.

Poster No 1 - EMEA Pfizer Medical Information in a Multinational Analysis: Comparison of Western and Eastern European Countries, 2014-2015

Kaja Widz, Medical Information Specialist, MPharm, Pfizer Medical Information EMEA, Poland

Poster No 2 - Globalization and Regionalization - It's a Two-Way Street! Successful Collaboration Frameworks for Global and Regional Medical Affairs Teams

Hannah Thompson, Central Medical Affairs Executive, Norgine Ltd., UK

Poster No 3 - Globalizing Medical Information: The Road Map to Success

Sharon Leighton, Managing Director & Thomas Green, MSc, Information Analysts & Designer, Sharon Leighton Consultancy Ltd, Monmouth, UK

Poster No 4 - Development of a Matching Dictionary between Lay and Corresponding Scientific Terms to Detect Web Reported Adverse Events

Manon Exposito, Pharm D, **Rafi Mardachti**, Pharm D, CEO, **Katia Himeur**, Data Scientist, all Universal Medica, France

Poster No 5 - The Determinants of the Adoption of Innovation within Healthcare

Ravina Bhanot, Medical Student, Barts and the London; **Vaishanjali Bhiman**, Medical Student, Barts and the London; **Trisha Ghosh**, Medical Student, Imperial College London; **Nimrath Kainth**, Medical Student, Barts and the London; **Sayon Kathirgamanathan**, Medical Student, Barts and the London; **Olivia Kuo**, Medical Student, Imperial College London; **Abhishek Sharma**, Medical Student, Cardiff University, UK

Poster No 6 - Ghost Bullet Text Summaries, Customer Focussed Responses and Future Digital Channels

Miriam Fenelon, Medical Customer Interface (MCI) Manager, Pfizer Medical Information EMEA, UK

Poster No 7 - Partnering to Win: How Medical Information Teams; Medical Science Liaisons and Medical Managers Collaborate to Create Value

Isabelle Widmer, Medical Affairs Consultant, elytra and Programme Director Basel University, Switzerland

Poster No 8 - How to leverage Synergies in the Interaction within Medical Affairs?

Eva Löw, Grouphead Medical Competence Center, Novartis Pharma GmbH Germany; **Antje Puschmann**, Head Medical Affairs, Novartis Pharma GmbH, Germany

Poster No 9 - Medical Scientific Liaisons (MSIs) and Medical Information Roles, How the Collaboration can be Optimised?

Sabine Bissiriou, Senior Associate Medical Information, Biogen Biosimilars, Switzerland

Poster No 10 - Outsourcing MI Enquiry Handling

Jayne Packham, Owner and Consultant, Jayne Packham Consultancy, UK

Poster No 11 - The Impact of Outsourcing Copy Review on Time utilisation and Time to Certification

Ralph Carter and **Tessa Pugh**, both Directors at PharmaReview, UK

Poster No 12 - Socialising the Medical Information Service on Facebook

Elvar Eyjolfsson, Medical Customer Interface Manager, Pfizer Medical Information EMEA, UK; **Laura O'Sullivan**, Snr Medical Customer Interface Manager, Pfizer Medical Information EMEA, UK

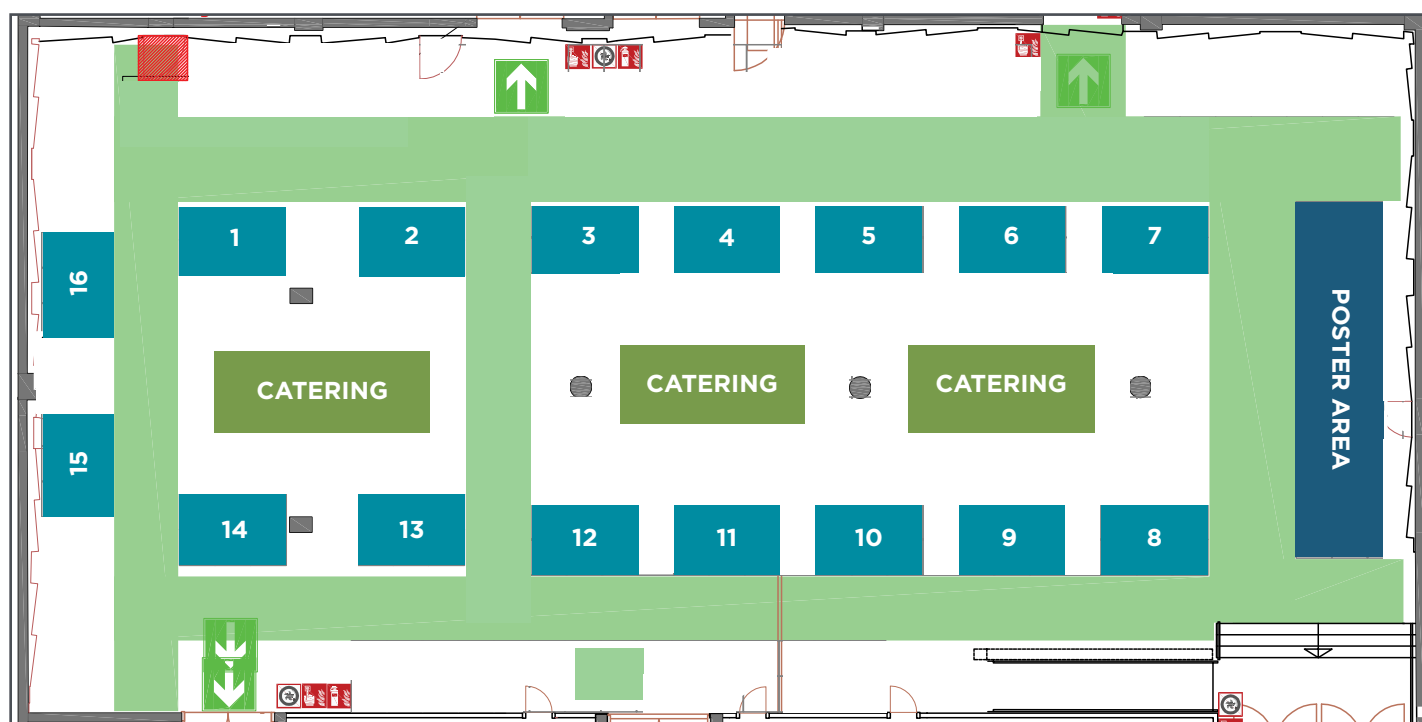


Exhibiting Companies

| Company, Country | Booth N° |
|---|----------|
| 123ContactForm SRL, Romania | 2 |
| 3vue, LLC, USA | 4 |
| ArisGlobal, UK..... | 5 |
| Endpoint Technologies, USA..... | 1 |
| Envision Pharma Group, USA..... | 6 |
| ESMS Global, UK | 15 |
| Mavens Consulting, USA..... | 16 |
| Med Communications International Sàrl, USA..... | 13 |

| Company, Country | Booth N° |
|---|----------|
| Online Business Applications, USA | 11 |
| PharmaReview Ltd, UK | 9 |
| PPD, USA..... | 12 |
| PrimeVigilance, UK..... | 7 |
| ProPharma Group, UK..... | 3 |
| Sharon Leighton Consultancy, UK | 10 |
| Techsol Corporation, USA | 8 |
| Truven Health, USA | 14 |

Exhibit Hall Floor Plan



PRESENTATION AND POSTER ACCESS

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

Note: You will need to enter your DIA User ID and password to verify your status. If you have forgotten your DIA User ID and password, use the Login Reminder. After logging in to the website, you will see presentation PDFs from all the DIA offerings you have attended in the past 6 months. Simply choose the presentation you would like to view or download.

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

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

CERTIFICATE OF ATTENDANCE

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

EVALUATION

We value your feedback on the content and organisation of this conference. The link to the online evaluation will be sent to you after the conference.



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- Sign in with the Email Address You Registered for the 10th Medical Information and Communications Conference
- Use the *Reset Password* link to set your password | Once logged in, Select 10th Medical Information and Communications Conference
- Need assistance? Please feel free to ask one of our staff.

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