

# **Medical Communications Primer: The Fundamentals of Medical Communications**

March 12

## **Agenda**

**8:30-9:00AM**

### **Welcome and Introductions**

Kristin Goettner, Pharm.D  
Director, Medical Information  
Janssen Scientific Affairs, LLC

**9:00-10:00AM**

### **Session 1: An Introduction to the US Regulatory Environment and Medical Communications Practices**

#### **Instructor**

Kristin Goettner, Pharm.D  
Director, Medical Information  
Janssen Scientific Affairs, LLC

This presentation will describe how the US regulatory environment impacts medical communications within the pharmaceutical industry. An introduction to key concepts in medical communications practice based on FDA statutes, regulations, policies, and guidance will be provided. In addition, useful regulatory resources that are accessible in the public domain will be shared.

**10:00-10:15AM**

### **Networking Break**

**10:15-10:45AM**

### **Session 2: Best Practices for Handling Unsolicited Medical Inquiries**

#### **Instructor**

Ankur Shah, PharmD  
Director, Medical Information  
Incyte Corporation

This presentation will identify 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, and the importance of fair balance and documenting responses.

**10:45-11:00AM**

### **Session 3: Unsolicited Request Case Scenario Round Table Discussions**

#### **Facilitators**

Core Curriculum Faculty

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**11:00-11:30AM**      **Session 4:** Literature Searching for Medical Communications Professionals

**Instructor**

Margaret May, MLS, AHIP  
Literature Research Analyst, US Medical Affairs  
Genentech

Literature searching is a vital skill for medical communications professionals. This talk will provide an overview of key biomedical literature resources used for responding to medical inquiries. You will walk away with practical tips that can be applied in their daily work.

**11:30AM-12:30PM**      **Networking Luncheon**

**12:30-3:00PM**      **Session 5:** Areas of Practice

This session will delve deeper into the challenging aspects of different areas of our industry practices. Topics will include medical writing, scientific congress support, and collaborations with medical science liaisons.

**Tips for Effective Medical Writing**

Ellen Whipple, BS Pharm, PharmD  
Medical Information Specialist/Virtual Scientific Manager  
Med Communications

**Medical Congress Planning and Medical Information Booth Support**

Jackie Byun, PharmD  
Manager, Medical Information Services  
Sanofi US

**Unsolicited Request Case Scenario Round Table Discussions**

Core Curriculum Faculty

**MSL Collaborations**

Jennifer Totten, PharmD  
Director, Scientific Communications & Training  
Global Medical Excellence  
Allergan

**3:00-3:15PM**      **Networking Break**

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## **3:15-4:30PM                      Session 6: Industry Practice**

This session will delve deeper into the challenging aspects of different areas of our industry practices. Topics will include AMCP formulary dossier communications, and promotional review.

### **AMCP Dossier and the Managed Care Perspective**

Sabrina Lo, PharmD

Scientist, Managed Care Medical Communications

Genentech

### **Promotional Review Committee Overview**

Payal Desai, PharmD

Associate Director, Medical Information

Janssen Scientific Affairs, LLC

## **4:30-5:00PM                      Q&A Panel Discussion with Core Curriculum Faculty**

## **5:00 PM                              Core Curriculum Adjourns**