



Latin America Medical Information and Communication Workshop

November 28 | São Paulo, Brazil



PROGRAM CO-CHAIRS

David Bowers, PharmD

Director, Medical Communications
PPD

Viviane M. Arid de Lima, PharmD, MBA

Medical Information Regional Lead, Latam; Global Lead, Patient Strategy
Pfizer Inc, Brazil

PROGRAM COMMITTEE

Marta Avellar

Shire Farmacêutica Brasil Ltda., Brazil

Claudia Canezin

Medical Information Manager Latam
Shire Pharmaceuticals, Brazil

Daniella Jablonka

Operations Manager, Medical Communications
PPD, Brazil

Karen Takeuti, MHA, RN

Medical Contact Content and Insights Lead
Bristol Myers Squibb, Brazil

Overview

DIA's *Latin America Medical Information and Communication Workshop* is a new meeting organized by medical information and pharmaceutical contact center professionals supporting Latin America. Speakers will share hands-on experience dealing with current challenges as well as successes and best practices in medical information and contact center departments. Local, as well as regional and global approaches, will be reviewed. You will have numerous opportunities to take part in discussions and network with colleagues within the pharmaceutical industry.

Who Should Attend

Professionals involved in:

- Medical Communications
- Medical Information
- Medical Call Center Environment
- Regulatory Affairs
- Professional Education, Training, and Development

Learning Objectives

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

- Review innovative approaches to providing medical information and customer service to healthcare professionals and patients to ultimately improve patient care
- Share operational best practices and discuss how evolving business, regulatory, and legal requirements impact medical information and contact center departments
- Explore the impact of new technologies on information delivery and customer interactions



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As of November 15, 2017.

Schedule At-A-Glance

TUESDAY, NOVEMBER 28

8:00AM-6:00PM	Registration
9:00-9:05AM	Welcome Remarks
9:05-10:35AM	Session 1: The Value of Medical Information – Making a Difference to External and Internal Customers
10:35-11:00AM	Refreshment and Networking Break
11:00AM-12:00PM	Session 2: Patient Centricity – Medical Information Makes Difference with Patients
12:00-1:00PM	Session 3: Compliance/Regulatory Landscape
1:00-2:30PM	Lunch on Own
2:30-4:00PM	Session 4: From Operations to Business Excellence – Best Practices
4:00-4:15PM	Refreshment and Networking Break
4:15-5:45PM	Session 5: Omnichannel Challenges and Best Practices
5:45-6:00PM	Closing Remarks

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TUESDAY, NOVEMBER 28

8:00AM-6:00PM	Registration
9:00-9:05AM	Welcome Remarks Session Chair David Bowers, PharmD Director, Medical Communications PPD Speaker Viviane M. Arid de Lima, PharmD, MBA Medical Information Regional Lead, Latam; Global Lead, Patient Strategy Pfizer Inc, Brazil
8:45-10:35AM	Session 1 The Value of Medical Information – Making a Difference to External and Internal Customers Session Chair Viviane M. Arid de Lima, PharmD, MBA Medical Information Regional Lead, Latam; Global Lead, Patient Strategy Pfizer Inc, Brazil This session will discuss how medical information can bring value not only to external customers, but also to internal stakeholders through collaboration, scientific exchange, insight-sharing, or by helping inform decisions. Could Medical Information Insights Prevent Problems and Anticipate Trends? Andreia Andrade, PharmD Medical Information Manager Amgen, Brazil Insights to Action: Medical Information Generating Value Julia Petses, PharmD Global Medical Information Regional Lead for the Americas Sanofi US Insights to Action: Strengthening Relationships with Clients Suzete Yazaki Yamashiro Medical Information Coordinator Bayer, Brazil
10:35-11:00AM	Refreshment and Networking Break
11:00AM-12:00PM	Session 2 Patient Centricity – Medical Information Makes Difference with Patients Session Chair Karen Takeuti, MHA, RN Medical Contact Content and Insights Lead Bristol Myers Squibb, Brazil This session will focus on how medical information can apply patient empathy to deliver the information that patients need. Speakers will share approaches to deliver patient-centric consumer responses and methods for optimizing medical information service for patients. How Medical Information Can Support Patients Christine J.T Battistini President International Myeloma Foundation - Latin America, Brazil How Patient Centricity Concepts Could be Applied to the Pharma Industry Andreia Andrade, PharmD Marcelo Alves Alvarenga, MD, MSc Chief Experience Officer Hospital Sírio-Libanês, Brazil, Brazil
12:00-1:00PM	Session 3 Compliance/Regulatory Landscape Session Chair Claudia Canezin Medical Information Manager Latam Shire Pharmaceuticals , Brazil This session will discuss the challenges, experiences, and best practices of compliance, copyright, and privacy in the areas of information and communication and medical call center in the pharmaceutical segment. Privacy Joseph Pierce Managing Director EndPoint Technologies, Division of Envision Pharma Group Copyright Marina Laura Mirazon Jancso, MBA, MSc LATAM Regional Sales Director Springer Healthcare, Brazil
1:00-2:30PM	Lunch on Own

2:30-4:00PM

Session 4

From Operations to Business Excellence – Best Practices

Session Chair

Daniella Jablonka

Operations Manager, Medical Communications
PPD, Brazil

This session will focus on operations, definitions, and evolution from business support to business strategic partners. Speakers will share their experience in the operations development (i.e., types of staffing model, outsourced/in-house models, globalization, and new channels that pharmaceutical companies are using to interact with patients and other customers). Other important topics that will be explored by speakers will be how to become strategic for the business with the efficient use of reports and data from the Call Center. You will hear valuable benchmarking data of strategic approaches used across the medical information industry as well as case studies of strategies used by pharmaceutical companies to successfully navigate major challenges to their contact centers, such as mergers, product launches, and recalls.

Deise Shimizu

Contact Center Manager - Business
Operations Support
Sanofi Brazil, Brazil

Robin Gallagher

Associate Director, Operations - Medical Communications
PPD

4:00-4:15PM

Refreshment and Networking Break

4:15-5:45PM

Session 5

Omnichannel Challenges and Best Practices

Session Chair

David Bowers, PharmD

Director, Medical Communications
PPD

This session will focus on new channels that pharmaceutical companies are using to interact with patients and other customers, including WhatsApp, social media, and virtual agents. Speakers will share case studies of how new channels have been implemented in pharmaceutical companies, provide demonstrations of new technologies, and share insights on technology adoption in the pharmaceutical as well as other industries.

Fabiano Souza Colella

Health Sciences GBU Sales Manager -
Latin America
Oracle

Elaine Wagner Menezes

Medical Information Manager
Pfizer Inc, Brazil

Emanuela Lopes Fernandes Saraiva

Pharmacovigilance, Customer Service
and Medical Information Manager
Libbs Farmaceutica, Brazil

5:45-6:00PM

Closing Remarks

Session Co-Chairs

David Bowers, PharmD

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