

DIA



SINDUSFARMA

Latin America Medical Information and Communication Workshop

November 12 | São Paulo, Brazil



Key Topics for Medical Information and Communication Professionals in Latin America

How to remain compliant while effectively engaging KOLs

Effective implementation of digital technologies for improved communication with external customers

Determine best practices when establishing Patient Support Programs

WANT TO LEARN MORE?

Attend DIA's Latin America Medical Information and Communication Workshop

WHEN

NOVEMBER 12

WHERE

SÃO PAULO,
BRAZIL

WHO

Professionals involved in:

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

WHY

Speakers will share their successes and best practices in medical information and contact center departments and:

- **ASSESS** potential barriers to adopting new technologies and ways to overcome them
- **DISCUSS** challenges and opportunities in implementing Patient Support and Health Literacy Programs for patient assistance
- **DESCRIBE** the impact of data protection regulations on medical information
- **IDENTIFY** a strategic overview on how medical information can support other departments

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