



## VIRTUAL MEETING

### Medical Affairs and Scientific Communications Forum

May 6-7

Three Tracks, One Forum:

Medical Communications,  
Medical Writing, Medical  
Science Liaisons

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[DIAglobal.org/MASC20](http://DIAglobal.org/MASC20)  
#MASC20



Compliant medical communications, for both regional and global markets, demand a comprehensive action plan to bolster the design and dissemination of scientific information. Aligning internal communication and functional processes is key to ensuring effective communication strategies for the complete exchange of medical information.

In order to fully visualize the 360-degree view of the customer, medical affairs teams must effectively collaborate to share insights, create medical strategies, and develop materials. Collaboration between Medical Information, Field Medical [Medical Science Liaisons (MSLs)], Health Outcomes, and Scientific Communication is needed to provide one medical voice.



Translating Medical Information into Effective Communication Information is king – but to be most useful, information must be accurately and fairly communicated. “It’s really about thoroughly understanding exactly why we’re being asked a question” explains Janet Davies, Senior Director of Medical Information (EMEAC) at Gilead Sciences United Kingdom, from the podcast, “Translating Medical Information into Effective Communication”.

**LISTEN IN**

Current and evolving developments in the medical affairs field are creating new and improved ways to provide healthcare information to professionals and patients worldwide. With these advancements comes the increasing need for innovative solutions for medical affairs teams to provide timely and accurate data.

Working in the second most regulated industry, professionals who provide these services need to have a comprehensive understanding of not only the medical content, but also the regulatory and compliance environment that directly affects their daily activities.



DIA 2019 Session Recording: New Communication Channels for Medical Information

[WATCH VIDEO](#)

According to published work statistics, only about 30% of employees in any given company are 'engaged.' Most are dis-engaged and feel disconnected from their common purpose. For individuals in Pharma/Biotech world the connective thread that brings focus and purpose is patient centricity. Having the patient at the center of all we do can get the various functions to feel like active contributors to the mission.

Healthcare professionals and patients look to medical communication and medical information professionals to provide essential, accurate, and unbiased drug information, therefore making medical communications an integral part of the healthcare industry.

To get a comprehensive understanding of the regulatory and compliance environment directly affecting the daily activities of medical affairs and scientific communication professionals, attend DIA's Virtual [Medical Affairs and Scientific Communications Forum](#), May 6-7.



Medical Affairs Drives and is Driven by Innovation

[\*\*READ ARTICLE\*\*](#)

The Patient's Most Engaging Question: Why?

[\*\*LISTEN IN\*\*](#)

DIA's *Virtual Medical Affairs and Scientific Communications Forum* provides the opportunity and resources to broaden your knowledge of best practices, new technology, and updates specific to your field.

This is the only place in 2020 where you will:

- ➡ Discuss the evolution of the medical affairs role and its impact in the drug development landscape
- ➡ Identify ways in how to engage globally with scientific experts to help drive the development of products
- ➡ Discuss how the function of medical communications can optimize critical paths
- ➡ Identify, classify, and prioritize the key considerations and benchmarks for integrating suppliers into wider client organizations
- ➡ Discuss the FDA guidance documents that regulate the dissemination of real world evidence

**REGISTER TODAY**



Listen in to Dr. Viraj Suvarna as he discusses crafting expert medical affairs professionals.

**LISTEN IN**

## The 2020 Forum will be bringing back favorites like:

- Full-Day Primer: The Fundamentals of Medical Communications (See page 7)
- Four Half-Day Short Courses (See page 7)
- Two Poster Supplements highlighting original research from fellows, residents in training, and professionals
- Podium Pearls Poster Presentations
- DIA Mobile App: Build your agenda, engage with exhibitors, and network with attendees



# New this year! In addition to the Primer, we'll have FOUR Short Courses to choose from!

March 22 | 8:30AM-5:00PM

## Medical Communications Primer: The Fundamentals of Medical Communications

Specifically designed to meet the needs of individuals new to biopharmaceutical industry, this primer will address many of the common responsibilities and challenging aspects of those in a medical communications role. Some topics that will be covered include: identifying critical steps that a medical communications professional should take when receiving an inquiry; evaluating the sources of information/data; and understanding the importance of fair balance and documenting responses. You are sure to take away valuable information that will help launch your career in the medical communications field.



[VIEW PRIMER](#)

May 6

## Short Course 1: Medical Communications: Compliance in 2020

This interactive course will provide you with an overview of what policies, procedures, and programs medical communications departments should consider implementing to help ensure compliance and mitigate risk. Whether you have been in medical communications for a few months or a few decades, this course is for you!



[VIEW COURSE](#)

## Short Course 3: Pubs Planning

This course is aimed at those with a fundamental understanding of core publication development principles and are looking to expand their skillset in strategic publication planning. Through interactive discussions, you will learn about the key components of the publication planning process, how to identify key team members for a publication project, and best practices for developing and executing a publication plan.



[VIEW COURSE](#)

## Short Course 4: Lean Authoring

Get an overview of lean authoring, with discussions on the benefits and challenges of this approach through hands-on activities offering practical solutions to reduce content redundancy and to improve clarity, with a focus on key messages. You'll leave with the best strategies to help lean authoring succeed at your organization.



[VIEW COURSE](#)

## Short Course 5: MSL 101: Fundamentals for New and Aspiring MSLs

Our MSL course is designed for new and aspiring MSLs to develop a better understanding of the foundational principles for success in an MSL role. You'll learn thought leader identification techniques, tips for effective scientific exchanges, basic MSL business acumen skills, and more!



[VIEW COURSE](#)

**LEARN MORE AT [DIAGlobal.org/MASC20](http://DIAGlobal.org/MASC20)**

# Medical Communications

## During this track, you'll:

- Gain tangible insights on how to improve customers' experience while they engage with pharma/biotech companies via various touchpoints
- Explore the patient journey and how to communicate with patients and/or their caregivers
- Further understand how real world evidence may be used in communications with customers based on recent guidances

## Can't Miss Sessions

- Medical Communications: 2020 and Beyond
- The Patient Journey—Navigating an Optimal Customer Experience Through Contact Centers
- A Changing Paradigm: Evolution of the Patient in the Information Era

## Learn More

- [The CTD as a Medical Communication Tool](#)

## Track 2

### Medical Writing

Topics on tap include the scientific theory behind new therapies, empowering tactics for medical writers, the evolution of medical writing into the future, the process and practice of breakthrough and expedited drug approvals, regulatory submission writing in China, planning a series of submissions, and how automation in medical writing is the path to the future of our craft.

#### Can't Miss Sessions

- Empowering Medical Writers
- Evolution of Medical and Device Writing
- The Mysterious China Regulatory Environment

#### Learn More

- [Medical Writing: Developing ICH-Compliant Clinical Documents in China](#)

## Track 3

### Medical Science Liaisons

You will find a comprehensive and cohesive agenda that has been curated and peer-reviewed by recognized thought leaders from the global MSL and Field Medical community. The theme will be: Future-Proofing Your Role in Medical Affairs.

#### Can't Miss Sessions

- Future-Proofing Your Medical Affairs Organization
- Is Sub-Specialization an Option or a Necessity for the MSL Role?
- Winning Strategies for MSL Talent

#### Learn More

- [A Survey of Key Opinion Leaders to Support Curriculum Development in Advanced Medical Science Liaison Training](#)

## Related Learning with DIA



### Medical Affairs eLearning Program

This program includes eleven modules covering key elements for success in medical affairs, the role of the Medical Science Liaison (MSL), considerations for safety reporting, stakeholder engagement, development and planning of publications, compliance, and necessary actions for medical information professionals.



### Medical Communications eLearning Program

This comprehensive, eight-module program covers key medical communication or information principles. Each module contains relevant examples or scenarios designed to simulate medical information related tasks, so learners can apply the concepts to their day-to-day job responsibilities.



### Medical Affairs and Scientific Communication Track

This track will share global insights from medical affairs professionals and medical writers. Sessions will address necessary skills and best practices for compliance in an increasingly cross-functional work environment for the medical affairs, medical information, and scientific communication professional.

DIA's Virtual *Medical Affairs and Scientific Communications Forum* is the only place where professionals from multiple areas of the medical affairs field join together to share best practices, new study findings, and solutions to your everyday challenges.



#### VIRTUAL MEETING: Medical Affairs and Scientific Communications Forum

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# Keep up-to-date with the changing healthcare landscape by taking these 5 steps:

- 1 Free Subscription to the DIA Global Forum – monthly, online publication [!\[\]\(3bf0e820234707dea72b072754f6fe6f\_img.jpg\)](#)
- 2 Free Subscription to DIA Podcasts [!\[\]\(7778072f38e36a97832dd8f2ca2e6795\_img.jpg\)](#)
- 3 Free download of the DIA Events and Training Calendar [!\[\]\(db6d4fd1d64d5bb6bbe506bdc56ba5ec\_img.jpg\)](#)
- 4 Become a DIA Member [!\[\]\(2f08b32f6943a6d1a8116d98ce45b74b\_img.jpg\)](#)
- 5 Join a DIA Community! [!\[\]\(7494e1ed795865daeeb04378d257e080\_img.jpg\)](#)



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