



# DIA

## 11th Annual Medical Information and Communications Conference and Exhibition

15-16 November 2017 | Barcelona, Spain

### PROGRAMME CO-CHAIRS

#### Janet Davies

Director, Medical Information, EMEAC, Gilead Sciences, United Kingdom

#### Lillian Auberson

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

### PROGRAMME COMMITTEE

#### Isha Bhattacharyya, PhD

Senior Director Global Medical Services, Med Communications, United States

#### Michelle Lee Bridenbaker, BSN, MS

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

#### Sarah Dunnett

Medical Operations Partner, Sarah Dunnett Consulting Ltd, United Kingdom

#### Marie-Luise Helmich, PharmD, PhD

Director Medical Information GSA, Sanofi-Aventis Deutschland GmbH, Germany

#### Isabelle C. Widmer, MD

Medical Affairs Consultant, Elytra GmbH, Switzerland

#### Sabine Lischka-Wittmann, DrSc

Director Medical Information Europe, Lilly Deutschland GmbH, Germany

#### Joanne Gibson, RN

Director, Medical Customer Interface - Europe/Middle East/Africa, Pfizer, United Kingdom

#### Hakan Aribas

Medical Information and Communication Manager, Novartis Saglik, Turkey

### OVERVIEW

We are in the 11th 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 practical experience dealing with current issues and challenges 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

### KEY TOPICS

The 2017 conference will cover key topics in medical information practice, including:

- Customer insights and the customer experience
- Providing safety information to healthcare professionals and patients
- New approaches to medical information content and responses
- Working effectively with vendors
- Innovative use of technology
- Future use of technology and artificial intelligence
- Cross-pharma collaborative projects

### WHO WILL ATTEND

- Medical Information specialists
- Medical Communications specialists
- Managers of medical information and communications functions
- Regional leads of medical information and communications functions
- Global leads of medical information and communications functions
- Medical Affairs professionals



# Medical Information and Communications Conference

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## | DAY ONE | WEDNESDAY, 15 NOVEMBER

08:00 REGISTRATION AND WELCOME COFFEE

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09:00 INTRODUCTION

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**Janet Davies**, Director, Medical Information, EMEAC, Gilead Sciences, United Kingdom

09:15 SESSION 1

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### CUSTOMER EXPERIENCE & INSIGHTS TO MEET MODERN EXPECTATIONS

Session Chair:

**Joanne Gibson**, Director, Medical Customer Interface - Europe/Middle East/Africa, Pfizer, United Kingdom

What kind of service do you expect when you contact a company about a product you are using? Are you providing that kind of service within your MI organization? In a world of high tech innovation, the world is changing before our very eyes. If Medical Information is going to survive, we will need to adapt to this changing environment. Our customers are expecting us to provide a service that meets their needs. What are their needs, do we really know? Medical Information is a treasure trove of customer insights, these well documented insights lie in wait to be discovered and utilized to maximise the potential impact. How can we do this efficiently and intelligently? How can this data be used to enhance the customer journey? Can we find insights about our customers in all of this data, what do they want? In this session, we will explore some innovative technology and concepts that will focus on the customer journey. If we are going to meet the needs of the modern customer, we need to be thinking about their current experience and how we can future proof it so that Medical Information does not become a dinosaur.

**Customer Insights – Data Waste or Hidden Treasure? New interactive Format on Infographics facilitates Customer Insight’s Analysis**

**Eva Loew**, Grouphead MCC Pharma, Novartis Pharma, Germany

**Transforming MI to Meet Modern Expectations: How Pfizer is Using a Consumer-Led Approach to Build the Service of the Future**

**Mike Bellis**, Partner, PEN CX, United Kingdom

**Owning Our Customer Experience**

**Joanne Gibson**, Director, Medical Customer Interface - Europe/Middle East/Africa, Pfizer, United Kingdom

**Panel discussion with Q&A**

10:30 COFFEE BREAK

11:00 SESSION 2

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### INNOVATING OUTBOUND COMMUNICATION

Session Chair:

**Sarah Dunnett**, Medical Operations Partner, Sarah Dunnett Consulting Ltd, United Kingdom

Medical Information functions have a wealth of knowledge to share with both customers and internal stakeholders. However, to optimise it's impact and quality, it is critical that we seek and embrace feedback, develop new processes and apply emerging technology. In this session, we will hear three very different practical approaches which are helping to innovate our outbound communication.

**Internal stakeholders - developing and using infographics to raise engagement**

**Celia Wilson**, Medical Information Manager, Bayer, United Kingdom

**External Customers - Comparing Standard Response Letter Styles and Customer Feedback to Identify Best Practise**

**Evelyn R. Hermes-DeSantis**, Clinical Professor, The State University of New Jersey, United States of America

**Operational Efficiency - Repurposing Global Resources for Local Use**

**Ángeles Flores**, Medical Information Manager, Lilly, Spain

**Panel discussion with Q&A**

12:30 LUNCH

14:00 SESSION 3

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### INDUSTRY COLLABORATIONS

Session Chair:

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

More and more, companies are forming collaboration groups to share best practice and address common issues and challenges. In this session, we will provide examples of country and European initiatives in medical information. The reflections and outputs from these collaborative groups help to achieve a consistent approach across the industry, to define how to fulfill European regulatory requirements for information such that “medicinal products may be used correctly on the basis of full and comprehensible information.” The EFPIA perspective for future trends will round out our session.

**Good Practice Guidelines for Medical Information in the Spanish Pharmaceutical Industry**

**Monica Rojo Abril**, Medical Information Officer, Gruenthal Pharma, Spain

**Update on MILE Initiative**

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

**Industry Collaborations**

**Marie-Claire Pickaert**, Director, EFPIA, Belgium

**Panel discussion with Q&A**

15:30 COFFEE BREAK

16:00 SESSION 4

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### COMMUNICATION OF SAFETY INFORMATION: ARE WE MEETING STAKEHOLDER NEEDS?

Session Chair:

**Jill Voss**, Medical Information and Communications Franchise Head Global, Novartis Pharmaceuticals Corporation, Switzerland

**Robyn Rennick**, Director, Medical Information, GlaxoSmithKline, United Kingdom

An interactive presentation and workshop, will explore current practice for communication of safety information and discuss potential changes to better meet stakeholder needs and embrace the evolving digital environment. The session will address current practice and understanding of risk communication. A group discussion will then explore potential options for safety communication in a world with no boundaries. This will then be challenged by debating the barriers to safety communication, through the medical information channel and address how we need to evolve our current practises in communicating safety information and the associated risk benefit.

**Facilitators:**

**Jan De Wit**, Director, Global Medical Information Vaccines, GlaxoSmithKline, Belgium

**Sashka Hristoskova**, Head Medical Information Excellence, Novartis Pharma, Switzerland

**Marianne Larsen**, Medical Information and Patient Safety Manager, AstraZeneca, Sweden

**James Milligan**, VP Patient Safety, AstraZeneca, Sweden

**Panel discussion with Q&A**

17:30 ANNOUNCEMENT OF THE WINNING POSTER

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**Isha Bhattacharyya**, Senior Director Global Medical Services, Med Communications, United States

17:35 NETWORKING RECEPTION



# Medical Information and Communications Conference

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## | DAY TWO | THURSDAY, 16 NOVEMBER

### 08:30 SESSION 5

#### VENDOR ENGAGEMENT AND OPTIMIZATION

Session Chair:

**Michelle Lee Bridenbaker**, Director, Global Medical Information – Biosimilars, Biogen International, Switzerland

This session will focus on the key considerations for the engagement of vendors in supporting the needs of medical information and communications teams. The speakers will begin by illustrating the importance of defining the need and scope of a vendor, highlighting critical criteria that should be considered when evaluating and engaging with a vendor, and most importantly, how to successfully maintain the vendor relationship to ensure a healthy operating model fit for the organization and future. In addition to theoretical frameworks, actual case studies will be presented to illustrate successful vendor engagement and partnership. As well, a detailed case study will also highlight the complexities associated with switching from one vendor to another vendor when or if required. The participants of this session will also have ample time to ask questions in the interaction Q&A session with this experienced panel and should leave with insights and tools for implementation within their own individual organizations.

#### The Partner Selection Process

**Rich Lippincott**, Executive Director, PPD, United States of America

#### RFPs and Vendor Selection Process

**Phillippe Sorel Takam**, Global Medical Information Manager, Primevigilance Ltd, United Kingdom

#### 6 of 10 Fail – Prepare your Organization for Vendor Management – Two Case Studies

**Bernhard Gandolf**, Certified Management Consultant, Managing Director, EISQ, Germany

#### Transitioning Medical Information Vendors: Best Practice and Lessons Learnt from a UK and Ireland Team

**Fiona Syndercombe**, Senior Associate, Biogen, United Kingdom

Panel discussion with Q&A

### 10:00 COFFEE BREAK

### 10:30 SESSION 6

#### TECHNOLOGY - CURRENT INNOVATIONS IN MI

Session Chair:

**Ángeles Flores**, Medical Information Manager, Lilly, Spain

With the penetration of the use of the web to nearly all the population of Europe, we all appreciate the amazing comfort and possibilities of internet. But it has led to a dramatic shift in our behaviors and preferred ways of communication. How we get in touch with companies, how we use data and search for information continues to evolve and our expectations escalate. Even though it is hard to predict the future, we need to set out for new initiatives and strategies to find, engage and stay engaged with our customers. Consumer trends show increased self-services, requiring new ways of e-channels and new technologies. Three interesting initiatives will be presented, showing how these new strategies may be implemented and used:

#### The Benefits of an Integrated Quality Monitoring and Performance Management Portal for Frontline & Secondline Operations

**Damien Forrester**, MCI Manager, Pfizer, United Kingdom

#### How Medical Information Teams Provide Support for Medical Disease State Apps

**David Bowers**, Director, Medical Communications, PPD, United States

#### MI-ND Medical Information-News Delivery: Providing Customers with Medical Information proactively by using WhatsBroadcast

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

Panel discussion with Q&A

### 12:00 LUNCH

### 13:30 SESSION 7

#### PUTTING THEORY INTO PRACTICE – PATIENT CENTRICITY, CUSTOMER FEEDBACK, DATA SHARING AND DATA ANALYTICS

Session Chair:

**Isabelle C. Widmer**, Medical Affairs Consultant. Elytra GmbH, Switzerland

Directive 2001/83/EC Article 98 1 states “The marketing authorization holder shall establish, within his undertaking, a scientific service in charge of information about the medicinal products which he places on the market”. While setting up a service seems straightforward, defining the ideal format, content length, channel etc. for communicating Medical Product Information isn’t. Of course, there isn’t a single ideal format. Factors including customer type, local regulations, cultural norms, market maturity and communication preference all influence the choice of Medical Information approach.

In order to meet customers’ Medical Information needs and to provide the right, fitting, information to the right customer on time we need to understand expectations. Ideally by listening to our customers.

In this session we will discuss how analyzing customer feedback can benefit Medical Information Provision and help us improve in other areas. We will see one company’s interpretation of patient-centric Medical Information provision. We’ll hear how pharmacists value industry-provided Medical Information and discuss collaboration across market-facing functions and learn why one speaker considers that data sharing between Medical Information and Medical Science Liaison functions is critical to deliver holistic insights for the business.

#### Medical Information for Patients

**Novella Calcinaghi**, Global Medical Information Leader, F. Hoffmann-La Roche, Switzerland

#### Pharmacists’ Perception on the Usefulness of Medical Information

#### Services Provided by Pharmaceutical Companies: Survey Result

**Vinod Koshy**, Head of Medical Information and Promotional Compliance, Aspen Pharma, Ireland

#### Breaking the Silos. Data Sharing between MI and MSL Functions

**Thorsten Rothweiler**, Business Analyst, Roche Pharma AG, Germany

#### What on Earth Should We Do With All This Customer Feedback?

**Miriam Fenelon**, MCI Manager, Pfizer, United Kingdom

Panel discussion with Q&A

### 15:00 COFFEE BREAK

### 15:30 SESSION 8

#### TECHNOLOGY – ARTIFICIAL INTELLIGENCE AND FUTURE OF MI

Session Chair:

**Hakan Aribas**, Medical Information and Communication Manager, Novartis Saglik, Turkey

We will have a glimpse to the future in the light of today’s experiences we have. Andrea will be sharing their unique experience with IBM Watson. We will see the current capabilities of AI and what are the promises it is offering as well. Vivek will draw a picture describing the future with AI capabilities while Simon will share their vision of AI including the possible evolution of regulations and endless possibilities of future AI applications.

#### Machine Learning in Medical Information (MI) - Experiences with IBM

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.



# Medical Information and Communications Conference

## Watson

**Andrea Schwander**, Group Lead Global Medical Information, F. Hoffmann-La Roche, Switzerland

## Leveraging Cognitive Computing/Artificial Intelligence within MI

**Vivek Ahuja**, Vice President of Global Pharmacovigilance, ArisGlobal, United Kingdom

## The Customer Centred Future of Medical Information

**Simon Young**, Director and Head of Commercial, Blue Latitude Health, United Kingdom

## Panel discussion with Q&A

17:00 END OF THE CONFERENCE

## Continuing Education

### SwAPP Credits

DIA meetings and training courses are approved by the SwAPP (Swiss Association of Pharmaceutical Professionals) and are honoured with credits for pharmaceutical medicine. All meeting and training course participants are eligible for applicable credits.

## Evaluation

We value your feedback on the content and organisation of this conference. The electronic can be accessed at this link:

<http://bit.ly/2zseYX6>

## Access Presentations

As a benefit of your registration, presentations are made available on the DIA website.

To access presentations, go to [www.diaglobal.org](http://www.diaglobal.org) and click on **Sign in** at the very top. Once you have successfully logged in, click on **Welcome** on the top, then **My Account** and on the left, go to **My Presentations**

No paper copies of the presentations will be provided.

NOTE: If a presentation is not available, the speaker either did not agree to publish it or did not provide us with the presentation. Updated versions of the slides will be made available shortly after the conference.

## Certificate of Attendance

A Certificate of Attendance will be sent to all attendees electronically after the conference. Please note certification requires full attendance. For more information please liaise with our DIA Contact Centre on [Basel@DIAglobal.org](mailto:Basel@DIAglobal.org) or call +41 61 225 51 51.

## About DIA

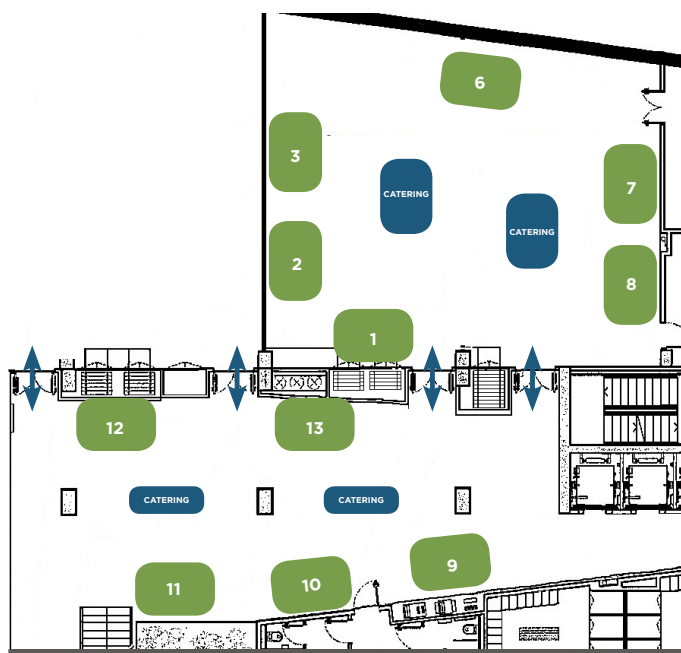
DIA is the global connector in the life sciences product development process. Our association of thousands of members builds productive relationships by bringing together regulators, innovators, and influencers to exchange knowledge and collaborate in an impartial setting. DIA's network creates unparalleled opportunities for exchange of knowledge and has the inter-disciplinary experience to prepare for future developments.

The dedicated efforts of DIA staff, members and speakers enable DIA to provide a comprehensive catalogue of conferences, workshops, training courses, scientific publications and educational materials. DIA is a global community representing thousands of stakeholders working together to bring safe and effective products to patients.

DIA is an independent, non-profit organisation has its Global Center in Washington, DC, USA with the European office in Basel, Switzerland, and additional regional offices in Horsham, Pennsylvania, USA; Tokyo, Japan; Mumbai, India; and Beijing, China.

## Exhibiting Companies

1. Envision Pharma Group
2. PPD
3. Med Communications International
6. EndPoint Technologies
7. Thecosystems
8. Aris Global
9. 3vue
10. Techsol Corporation
11. PrimeVigilance
12. Online Business Applications
13. ProPharma Group





# Medical Information and Communications Conference

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## | Poster Exhibition

The poster committee will announce the winning poster just before the Networking Reception.

The winner will be awarded with a complimentary registration to the 12th European Medical Information and Communications Conference in 2018. Posters will be made available on the DIA website.

- HeatMap Analysis – An Interactive Approach for Customer Enquiries in Space and Time**  
Ulrich Deuschle<sup>a</sup>, Amelie Schnell<sup>b</sup>, Eva Löw<sup>c</sup>, Stefan Seyfried<sup>d, a,b</sup> Medical Officer Novartis Pharma GmbH Germany, <sup>c</sup> Grouphead Medical Information, Novartis Pharma GmbH Germany, <sup>d</sup> Head Medical Affairs, Novartis Pharma Germany
- The Importance of Country Relationship Management in a Regional Structure**  
Sarah Gunby, Senior Medical Information Specialist, Pfizer Ltd., United Kingdom, Rob Van Lith, Medical Information Specialist, Pfizer Ltd., The Netherlands, Ana Margarida Pinheiro, Medical Information Specialist, Pfizer Ltd., Portugal.
- Medical Information Outsourcing: an Italian Best Practice**  
Maria Albano, Managing Director & Founder - Studio Eureka InfoMed, Italy, Paola Amore<sup>1</sup>, Medical Information & Communication Manager, Oncology, Susanna Poggi<sup>1</sup>, Medical Information & Communication Specialist, Ph-Medical Education & Engagement, Elisabetta Speroni<sup>1</sup>, Head of Medical Education & Communication, Ph-Medical Education & Engagement, <sup>1</sup>Novartis Farma S.p.A, Italy
- How to Support Different Functions, an Italian Experience**  
Alina Papetti<sup>1</sup>, Medical Information & Communication Specialist, Ph-Medical Education & Engagement, Poggi Susanna<sup>1</sup>, Medical Information & Communication Specialist, Ph-Medical Education & Engagement, Elisabetta Speroni<sup>1</sup>, Head of Medical Education & Communication, Ph-Medical Education & Engagement, <sup>1</sup>Novartis Farma S.p.A, Italy
- Measuring Success in Medical Information Contact Centres (MICC) – Setting up and Monitoring KPIs and KSFs**  
Abhishek Sharma, Deputy Manager, APCER Life Sciences Inc., India
- Focus on Voice of Customer - Foundation of an Effective Medical Information Data Collection Process**  
Harleen Bindra, Manager - Pharmacovigilance, APCER Life Sciences Inc., India
- Journey towards Digitalization in Medical Information - Comparative Evaluation of the Past, Present and Future Approach**  
Sarabjeet Kaur, Associate Vice President – Pharmacovigilance, APCER Life Sciences Inc., India
- Risk Information – Safety Communications across the Pond**  
Evelyn R. Hermes-DeSantis, Director, Drug Information Service, Rutgers, The State University of New Jersey, United States
- Graduate Internship Programme in Portugal**  
Ana Barrias, Regional Therapy Area Lead, EMEA Medical Information, Pfizer Inc, Portugal
- Infographic Templates – Innovative Content without the Price Tag**  
Dollwinder Randhawa<sup>1,a</sup>, Inês Gomes<sup>1,a</sup>, Ai Ping Lee<sup>1,a</sup>, Maria Inês Martins<sup>1,a</sup>, Roopa Menon<sup>1,b</sup>, Slim Ammar<sup>1,b</sup>, Lesley (Nicky) Corkum<sup>1,c</sup>, Michael Murphy<sup>1,c</sup>, Sudeep Mavila<sup>1,d</sup>, Yanli (Linda) Deng<sup>1,d</sup>, Hye-Jin Noh<sup>1,d</sup>, <sup>1</sup>Pfizer Medical Information (MI), <sup>a</sup>EMEA, <sup>b</sup>AFME, <sup>c</sup>NA, <sup>d</sup>APAC Region
- What on Earth Should we do with all this Customer Feedback?**  
Miriam Fenelon, EMEA Medical Customer Interface Manager, Pfizer Inc., United Kingdom
- The Importance of Medical Information to HCPs: Results from a Worldwide Customer Satisfaction Survey**  
Sashka Hristoskova, Head Medical Information Excellence, Novartis Pharmaceuticals, Switzerland, Imad Haddad, Global Director Sci-Comm, MSL, Med Info, Novartis Oncology, USA, Jeana Parmi, Manager Global Oncology Medical Information, Novartis Oncology, USA, Slawomir Lazarewicz, Sr Director Global Medical Information, Novartis Pharmaceuticals, Switzerland
- Impact of Medical Information Insights – Real Life Examples of Acting on the Voice of the Customer**  
Mariska Ross, Senior Medical Information Manager, Biogen International GmbH, Switzerland
- Providing Medical Information Services for Biosimilars: The Evolving Communication Approach?**  
Sabine Bissiriou, Senior Associate Medical Information, Biogen International GmbH, Switzerland
- Real World Data, Medical Information and Medical Affairs Collaboration**  
Isabelle C. Widmer, Medical Affairs Consultant, elytra GmbH, Switzerland



Envision Pharma Group provides innovative technology and communication solutions supporting medical affairs and allied functions. Envision partners with over 120 clients, including 19 of the top 20 pharma companies. Envision employs 600 team members across 13 global offices, including 230 in-house medical writers and 120 technology specialists.



“Who are our MSLs talking to?” “Who should our medical affairs team be talking to?” “Which hospitals, professional associations or patient groups are important in this field?” “Which events should we be attending?” If you would like answers, come and see an innovative approach to understanding your therapeutic ecosystem. Talk to us at Thecosystems.