

DIA



LATIN AMERICA MEDICAL INFORMATION AND COMMUNICATION WORKSHOP



Key Topics on the Minds of Medical Information and Communications Professionals in Latin America



Staying compliant and providing good customer service

Showing stakeholders in the pharmaceutical industry the value of their daily activities and how to be identified as a business partner

Focusing on the patient and creating a good experience for them in their companies

How to get answers?

Attend DIA's Latin America Medical Information and Communication Workshop

WHEN?

November 28

WHERE?

Sindusfarma, São Paulo, Brazil

WHO?

Professionals involved in:

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

WHY?

- **HEAR** speakers' successes and best practices in medical information and contact center departments
- **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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