

Virtual Medical Communications Primer: April 11-12

Virtual Medical Communications Compliance Short Course: April 13

Virtual Advertising and Promotional Content Review Short Course: April 14 | Forum: April 17-19



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Overview

DIA's *Medical Affairs and Scientific Communications Forum* is designed for medical affairs professionals, by medical affairs professionals. This forum provides a comprehensive understanding of the regulatory and compliance environment directly affecting the daily activities of medical affairs and scientific communication professionals. Made up of multiple general and breakout sessions within three tracks covering medical communications, medical writing, and medical science liaisons, you can pick and choose which sessions to attend and create your own unique forum.

Event Goals and Offerings

- Gather insights to hot topics impacting professionals in medical affairs and scientific communications
- Leave the forum with a comprehensive understanding of the importance of upskilling, the future of your role, and how to be the most effective at your job
- Gain an overview of the landscape of patient engagement and how it applies to your functional area
- Expand your knowledge of the US healthcare system, how it impacts medical affairs and scientific communication, and its role in patient trust and access to health services

Why You Can't Miss It

- **Network** with like-minded professionals focused on medical affairs and scientific communication to discuss best practices and lessons learned in roundtable discussions and networking breaks
- Learn how to **apply successful use cases**, real-world examples, and practical outcomes into your own company or organization
- **Gain insights** and discuss how stakeholders are impacted by everyday challenges and how they overcome these challenges
- **Evaluate** current applications of innovative technologies and how it can be applied and incorporated into your own organizational processes

Who Should Attend

Professionals involved in:

- Medical Communications
- Medical Writing
- Medical Science Liaisons
- Medical Information
- Medical Call Center Environment
- Regulatory Affairs
- Clinical Research
- Professional Education, Training, and Development
- Document Management/eSubmissions

DAY ONE | MONDAY, APRIL 17

11:30AM-5:00PM	Forum Registration	Marquis Foyer
1:00-1:30PM	Welcoming Remarks and Presentation of Excellence in Service Award Congratulations to our 2023 Excellence in Service Awardees!	Marquis Center
	 Amy Van Sant, PharmD, MBA , President, Medical Affairs, Ashfield Engage	
	 David Meats , Director, Regulatory Services Management, Certara Synchrogenix	
	 J. Lynn Bass, PharmD , Senior Director and Head, Medical Science Directors, Medexus Pharma	
1:30-2:15PM	Session 1: Opening Keynote: Beyond Your Best: How Optimistic Leaders Embrace Extreme Challenge, Reinvent and Win!	Marquis Center
	 Terrance Minnoy , Inspirational Leadership Speaker & Author, Miracle Minnoy Motivation LLC	
2:15-3:00PM	Refreshment and Networking Break in the Exhibit Hall	Grand Ballroom E-K
3:00-4:00PM	Session 2: CONCURRENT SESSIONS	
	Track 1: Upskilling Scientific Communications Professionals	Marquis Center
	Track 2: Developing Future Medical Writing Leaders	Ocean County 3-4
	Track 3: The Future of the MSL	Ocean County 1-2
4:10-5:10PM	Session 3: CONCURRENT SESSIONS	
	Track 1: Medical Communication Insight Generation	Marquis Center
	Track 2: The Role of the Regulatory Submission Lead	Ocean County 3-4
	Track 3: Setting Your Sights on Insights for MSLs	Ocean County 1-2
5:10-6:30PM	Networking Reception	Grand Ballroom E-K

DAY TWO | TUESDAY, APRIL 18

7:00AM-4:30PM	Registration	Marquis Foyer
7:00-8:00AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom E-K
8:00-8:20AM	Opening Remarks and DIA Communities Update	Marquis Center
8:20-9:00AM	Session 4: Plenary Session: The Landscape of Patient Engagement in Pharma	Marquis Center
9:10-10:25AM	Session 5: CONCURRENT SESSIONS	
	Track 1: Customer Engagement: Exploring Key Considerations and Best Practices in Delivering an Optimal Experience Through Direct Customer Engagement and Content Creation Strategies	Marquis Center
	Track 2: Working with Patients in Clinical Trials: Input, Engagement, and Privacy	Ocean County 3-4
	Track 3: Innovative Communication Techniques for MSLs	Ocean County 1-2

10:25-11:05AM	Refreshment and Networking Break in the Exhibit Hall	Grand Ballroom E-K
10:25-11:10AM	Sponsored Session/Non-CE: Case Study hosted by Conduent Business Services, LLC	Grand Ballroom CD
11:10AM-12:25PM	Session 6: CONCURRENT SESSIONS	
	Track 1: Considerations Pertaining to Medical-commercial Collaborations Including PRC and MRC	Marquis Center
	Track 2: Future of the Clinical Study Report	Ocean County 3-4
	Track 3: Building the Bridge from Digital Health to Value-based Care	Ocean County 1-2
12:25-1:45PM	Networking Luncheon in the Exhibit Hall	Grand Ballroom E-K
12:25-1:45PM	Resident and Fellow Professional Development Luncheon: Time to Unmute: Relationship Management and the Hybrid Work Environment	Grand Ballroom CD
1:45-3:00PM	Session 7: CONCURRENT SESSIONS	
	Tracks 1 and 3: The Effective Use of Omnichannel Approach for to Engage with Customers by Medical Communications and Field Medical Affairs	Marquis Center
	Track 2: Innovative Technology for Medical Writers	Ocean County 3-4
3:00-3:45PM	Refreshment and Networking Break in the Exhibit Hall	Grand Ballroom E-K
3:45-5:00PM	Session 8: BREAKOUT SESSIONS	
	Track 1: Digital and Innovative Technology for Medical Communication	Marquis Center
	Track 2: The Medical Writer's Role in Audits and Inspections	Ocean County 3-4
	Track 3: Opening the Access Code with Thought Leaders	Ocean County 1-2
5:00-6:00PM	Resident and Fellow Poster Reception and Networking	Grand Ballroom E-K

DAY THREE | WEDNESDAY, APRIL 19

7:00AM-1:30PM	Registration	Marquis Foyer
7:00-8:00AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom E-K
8:00-9:30AM	Session 9: BREAKOUT SESSIONS	
	Track 1: Podium Pearls	Marquis Center
	Track 2: Round Table Discussions	Ocean County 3-4
	Track 3: Round Table Discussions	Ocean County 1-2
9:30-10:30AM	Refreshment and Networking Break in the Exhibit Hall - View Professional Posters	Grand Ballroom E-K
10:30-11:30AM	Session 10: Closing Keynote Address: Completing the Picture: Identifying the Missing Pieces Necessary for Patient Centered Care	Marquis Center
	 Matt Gitlin, PharmD , Managing Director, BluePath Solutions; Assistant Professor, School of Pharmacy, UCSF	
11:30-11:45AM	Closing Remarks	Marquis Center
11:45AM-12:45PM	Networking Luncheon and Exhibits - View Professional Posters Thank you for joining us at MASC! We will be raffling off a complimentary registration to the 2024 Forum during this luncheon. Must be present to win!	Grand Ballroom E-K
12:45PM	Forum Adjourns	

Track Descriptions

Track 1: Medical Communications Track

Gain tangible insights on navigating the constantly evolving technology landscape for medical communication professionals, keep pace with customer expectations, and more.

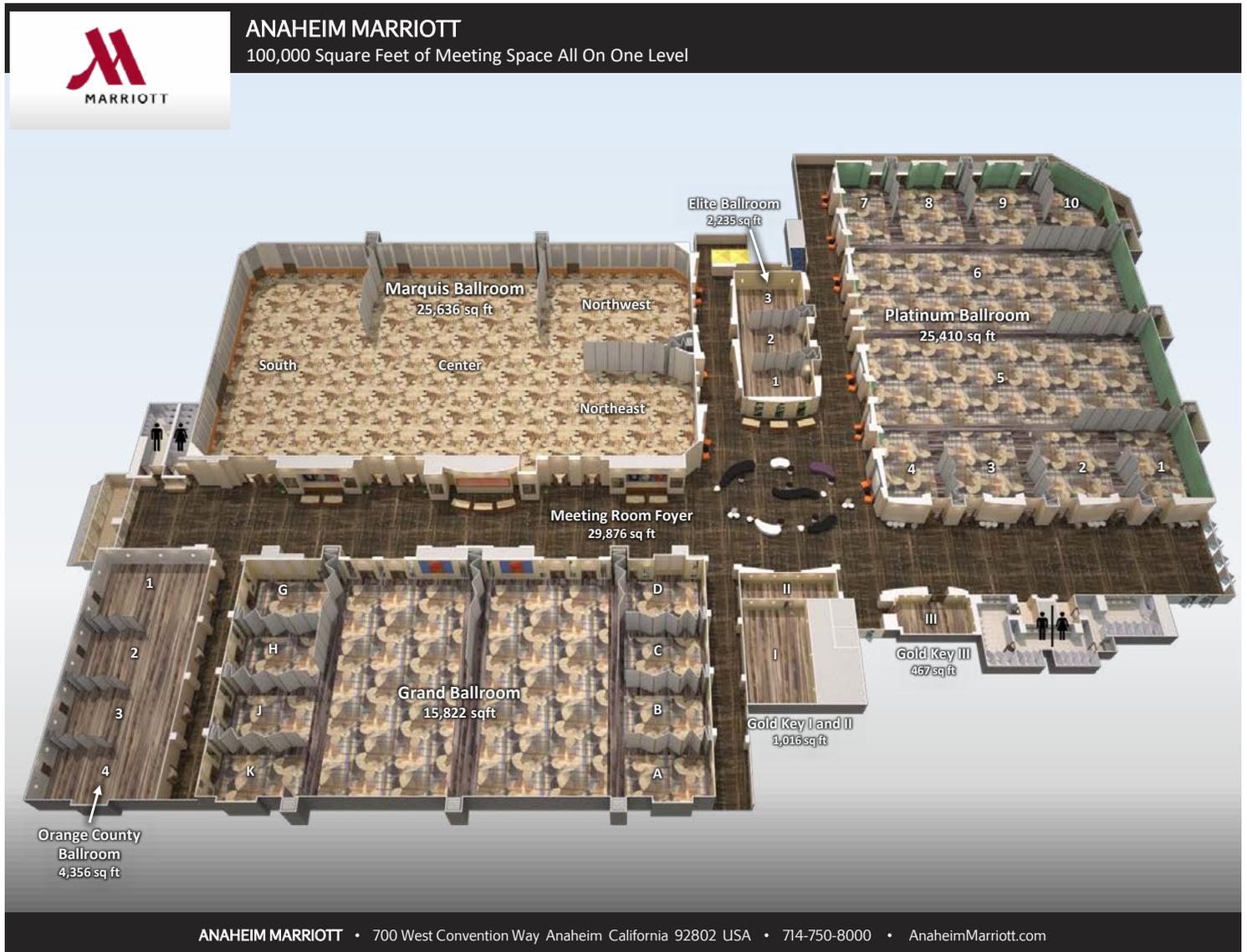
Track 2: Medical Writing Track

Sessions will include challenges and opportunities in medical writing, recruiting, training, and developing medical writers, the role of the regulatory submission lead, and more.

Track 3: Medical Science Liaisons

Focused on current or prospective Medical Affairs Professionals, including Medical Science Liaisons (MSLs), MSL Directors, MSL Operations, HEOR Liaisons, Clinical Liaisons, other field medical staff, and anyone with interest in learning more about the issues impacting this critical field medical role.

Hotel Floor Plan



Continuing Education



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If you would like to receive a statement of credit for the days you attend the forum, you must attend the one or all three days of the forum, in their entirety, complete and return a CE Verification of Attendance Form (see instructions below), and request CE credit online through My Transcript (see instructions below). Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests beginning **Wednesday, May 3, 2023**.

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2. Return it to CE@diaglobal.org by **April, 26, 2023**
3. Access your DIA account and select My Transcript to claim your ACPE credit, available on **Wednesday, May 3 2023**

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Primer and Short Course Pharmacy Credit Breakdown

Virtual Medical Communications Primer: The Fundamentals of Medical Communications - Part 1 & 2 Pharmacy:

UAN: 0286-0000-23-035-L04-P; Knowledge; 7 contact hours or .7 CEUs, IACET .7 CEUs

Short Courses

Virtual Short Course #1: Medical Communications: Compliance in 2023

Pharmacy: UAN: 0286-0000-23-037-L04-P; Knowledge; 4 contact hours or .4 CEUs, IACET .4 CEUs

Virtual Short Course #2: Advertising and Promotional Content Review: The Role of Medical Information Pharmacy:

UAN: 0286-0000-23-038-L04-P; Knowledge; 4 contact hours or .4 CEUs, IACET .4 CEUs

Forum Pharmacy Credit Breakdown

Welcoming Remarks and Presentation of Excellence in Service Award; NO CE

Session 1: Opening Keynote: Beyond Your Best: How Optimistic Leaders Embrace Extreme Challenge, Reinvent and Win! Pharmacy

UAN: 0286-0000-23-014-L04-P; Knowledge; .75 contact hours or .075 CEUs

Session 2 Track 1: Upskilling Scientific Communications Professionals: Pharmacy

UAN: 0286-0000-23-015-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 2 Track 2: Developing Future Medical Writing Leaders: Pharmacy

UAN: 0286-0000-23-016-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 2 Track 3: The Future of the MSL: Pharmacy

UAN: 0286-0000-23-017-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 3 Track 1: Medical Communication Insight Generation: Pharmacy

UAN: 0286-0000-23-018-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 3 Track 2: The Role of the Regulatory Submission Lead: Pharmacy

UAN: 0286-0000-23-019-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 3 Track 3: Setting Your Sights on Insights for MSLs: Pharmacy

UAN: 0286-0000-23-020-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 4: Plenary Session: The Landscape of Patient Engagement in Pharma: Pharmacy

UAN: 0286-0000-23-021-L04-P; Knowledge; .5 contact hours or .05 CEUs

Session 5 Track 1: Customer Engagement: Exploring Key Considerations and Best Practices in Delivering an Optimal Experience Through Direct Customer Engagement and Content Creation Strategies: Pharmacy

UAN: 0286-0000-23-022-L04-P; Knowledge; 1.25 contact hours or .125 CEU

Session 5 Track 2: Working with Patients in Clinical Trials: Input, Engagement, and Privacy: Pharmacy

UAN: 0286-0000-23-023-L04-P; Knowledge; 1.25 contact hours or .125 CEU

Session 5 Track 3: Innovative Communication Techniques for MSLs: Pharmacy

UAN: 0286-0000-23-024-L04-P; Knowledge; 1.25 contact hours or .125 CEU

Session 6 Track 1: Considerations Pertaining to Medical-commercial Collaborations Including PRC and MRC: Pharmacy

UAN: 0286-0000-23-025-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 6 Track 2: Future of the Clinical Study Report: Pharmacy

UAN: 0286-0000-23-026-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 6 Track 3: Building the Bridge from Digital Health to Value-based Care: Pharmacy

UAN: 0286-0000-23-027-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 7 Tracks 1 and 3: The Effective Use of Omnichannel Approach for to Engage with Customers by Medical Communications and Field Medical Affairs; Pharmacy

UAN: 0286-0000-22-028-L04-P; Knowledge; 1.25 contact hours; or .125 CEUs

Session 7 Track 2: Innovative Technology for Medical Writers; Pharmacy

UAN: 0286-0000-23-029-L04-P; Knowledge; 1.25 contact hours; or .125 CEUs

Session 8 Track 1: Digital and Innovative Technology for Medical Communication: Pharmacy

UAN: 0286-0000-23-030-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 8 Track 2: Session 8 Track 2: The Medical Writer's Role in Audits and Inspections: Pharmacy

UAN: 0286-0000-23-031-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 8 Track 3: Opening the Access Code with Thought Leaders: Pharmacy

UAN: 0286-0000-23-032-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 9 Track 1: Podium Pearls: Pharmacy

UAN: 0286-0000-23-033-L04-P; Knowledge; 1.5 contact hours or .15 CEUs

Session 9 Track 2: Round Table Discussions: NO CE

Session 9 Track 3: Round Table Discussions: NO CE

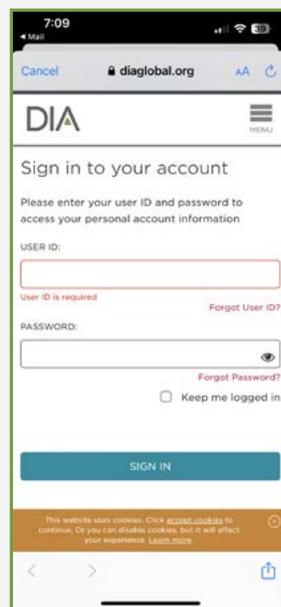
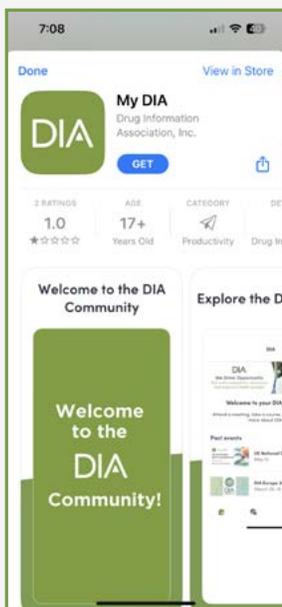
Session 10: Closing Keynote Address: Understanding the Fragmented US Health Care System: Pharmacy

UAN: 0286-0000-23-034-L04-P; Knowledge; 1 contact hours or .1 CEUs

Closing Remarks; NO CE

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