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Overview

DIA's Medical Affairs and Scientific Communications Forum is celebrating its 35th year!

The 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 field medical, you can pick and choose which sessions to attend and create your own unique forum.

Why You Can't Miss It

- **Collaborate** 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
- **Engage** in two poster sessions highlighting original research from fellows and professionals
- **Network** and take your learning and experiences outside the session rooms. Discuss new technology and solutions with vendors in the exhibit hall and mingle with your colleagues during two networking receptions.
- **DIA Community Meet-ups** for Medical Communications, Medical Writing, and Medical Science Liaisons for members and those interested in learning more about the community projects/member benefits

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

Schedule At-A-Glance

DAY 1 | WEDNESDAY, MARCH 6

| | | |
|----------------|--|------------------------------------|
| 7:30-8:00AM | Short Course and Executive Forum Registration | Veracruz North Registration |
| 8:00AM-12:00PM | Medical Affairs Executive Forum <i>*Tailored for senior-level executives only. Advance registration is required.*</i> | Yucatan |
| 8:00AM-12:00PM | Short Course: Advertising and Promotional Content Review: The Role of Medical Information Fiesta Ballroom 3&4 <i>*Short Course requires an additional registration fee. You do not need to be registered for the Forum to attend*</i> | |
| 8:00AM-12:00PM | Short Course: Medical Communications: Compliance in 2024 <i>*Short Course requires an additional registration fee. You do not need to be registered for the Forum to attend*</i> | Fiesta Ballroom 1&2 |
| 10:30AM-5:10PM | Forum Registration | Veracruz North Registration |
| 12:00-1:00PM | Opening Luncheon in the Exhibit Hall | Veracruz C |
| 1:00-1:30PM | Welcoming Remarks and Presentation of Excellence in Service Awards Congratulations to our 2024 Excellence in Service Awardees! | Fiesta Ballroom 6-10 |
| |  Alicia Cadogan, PharmD, RPh , Director, Oncology, Medical Information, Pfizer, Inc. | |
| |  Andrea Tuttle Meyers , Senior Vice President, Clinical Operations, Syneos Health | |
| 1:30-2:15PM | Session 1: Opening Keynote Address - Design Thinking for Healthcare Revolution: Crafting Patient-Centric Medical Solutions | Fiesta Ballroom 6-10 |
| |  Karen Tilstra , Published Author, Founder and President, Creativity Effect | |
| 2:15-3:00PM | Networking Break in the Exhibit Hall | Veracruz C |
| 2:20-2:50PM | Hosted Session/Non-CE: Case Study Spotlight hosted by Within3: Amplifying the Value of Medical Affairs Insights with Effective AI-powered Reporting | Fiesta Ballroom 3&4 |
| 3:00-4:00PM | Session 2: CONCURRENT SESSIONS | |
| | Track 1: Navigating the Changing Medical Communications Landscape: Evolving to Meet the Needs of the Future | Fiesta Ballroom 6-10 |
| | Track 2: Hot Topics and Trends in Medical Writing Today | Fiesta Ballroom 5 |
| | Track 3: Adapting Horizons: Insights from the Pandemic to Shape the Future of Field Medical | Yucatan |
| 4:10-5:10PM | Session 3: CONCURRENT SESSIONS | |
| | Track 1: Strategies for Generating and Sharing Medical Information Insights | Fiesta Ballroom 6-10 |
| | Track 2: Exploring the Interplay of Regulatory and Publication Writing | Fiesta Ballroom 5 |
| | Track 3: Roundtable Discussion | Yucatan |
| 5:10-6:30PM | 35th Anniversary Welcome Reception | Veracruz C |

| | | |
|-----------------|--|---|
| 7:45AM-5:00PM | Registration | Veracruz North Registration |
| 7:45AM-8:30AM | Networking Breakfast in the Exhibit Hall | Veracruz C |
| 8:30-8:50AM | Welcome, DIA Community Update, and Fellow Poster Program Overview | Fiesta Ballroom 6-10 |
| 8:50-9:50AM | <p>Session 4: Plenary Session: Leveraging AI Responsibly and Ethically in Life Sciences R&D</p> <p> Stephen Pyke, MSc, Chief Clinical Data and Digital Officer, Parexel</p> <p> Sherrine Eid, MPH, Global Head, RWE, Epidemiology and Observational Research, SAS Institute</p> | Fiesta Ballroom 6-10 |
| 10:00-11:15AM | <p>Session 5: CONCURRENT SESSIONS</p> <p>Track 1: Next-Gen MedInfo: Empowering Scientific Communications Through AI and Voice Technology</p> <p>Track 2: Direct Use of AI in Clinical Regulatory Document Development: Real-World Use</p> <p>Track 3: AI – A Deep Dive for Field Medical</p> | <p>Fiesta Ballroom 6-10</p> <p>Fiesta Ballroom 5</p> <p>Yucatan</p> |
| 11:15-11:50AM | Networking Break in the Exhibit Hall | Veracruz C |
| 11:20-11:50AM | <p>Hosted Session/Non-CE: Case Study Spotlight hosted by Digital Science: Driving Innovation & Collaboration Across Boehringer Ingelheim: A Case Study in Innovation, User Engagement, and Positive Change</p> | Fiesta Ballroom 3&4 |
| 11:50AM-12:50PM | <p>Session 6: CONCURRENT SESSIONS</p> <p>Track 1: Cross-Functional Collaboration: Optimizing Medical Information and Communications for Patient-Centric Impact</p> <p>Track 2: Building the Bench: Leveraging and Developing Early Talent in Regulatory Medical Writing</p> <p>Track 3: Navigating Field Medical Challenges in Shifting Priorities, Digital Initiatives, and Stakeholder Management</p> | <p>Fiesta Ballroom 6-10</p> <p>Fiesta Ballroom 5</p> <p>Yucatan</p> |
| 12:50-1:50PM | Networking Luncheon in the Exhibit Hall | Veracruz C |
| 12:50-1:50PM | Resident and Fellow Professional Development Luncheon | Fiesta Ballroom 1&2 |
| 1:50-3:05PM | <p>Session 7: CONCURRENT SESSIONS</p> <p>Track 1: Effective Customer Engagement Strategies for Patients & HCPs</p> <p>Track 2: Patient-Centric Protocols: Bridging Understanding and Impactful Communication in Clinical Study Design</p> <p>Track 3: Data-Driven Resource Planning for Field Medical</p> | <p>Fiesta Ballroom 6-10</p> <p>Fiesta Ballroom 5</p> <p>Yucatan</p> |
| 3:05-3:45PM | Networking Break in the Exhibit Hall | Veracruz C |
| 3:45-5:00PM | <p>Session 8: BREAKOUT SESSIONS</p> <p>Track 1: Spotlight on Scientific Communication: Strategies for Demonstrating Value to Leadership</p> <p>Track 2: Overview of Recent Changes in Clinical Trial Guidelines and How to Enhance Medical Writing Impact</p> | <p>Fiesta Ballroom 6-10</p> <p>Fiesta Ballroom 5</p> |

Track 3: Pre-Approval Information Exchange (PIE) – What Medical Affairs Should Know and Consider

Yucatan

5:00-6:00PM

Poster Reception in the Exhibit Hall – View Resident and Fellow Posters!

Veracruz C

DAY THREE | FRIDAY, MARCH 8

7:30AM-12:30PM

Registration

Veracruz North Registration

7:30-8:15AM

Registration and Networking Breakfast in the Exhibit Hall

Veracruz C

8:15-9:30AM

Session 9: BREAKOUT SESSIONS

Track 1: Podium Pearls

Fiesta Ballroom 6-10

Track 2: Transforming Clinical Trial Protocol Development: A Modern Approach

Fiesta Ballroom 5

Track 3: Evolving Role of Medical Science Liaisons

Yucatan

9:30-10:15AM

Networking Break in the Exhibit Hall – View Professional Posters!

Veracruz C

10:15-11:15AM

Session 10: BREAKOUT SESSIONS

Track 1: Navigating the Multichannel Frontier in Medical Communications

Fiesta Ballroom 6-10

Track 2: Time Well Spent – Strolling Session

Fiesta Ballroom 5

Track 3: Access Tools for HEOR Field Teams

Yucatan

11:20AM-12:20PM

Session 11: Closing Plenary: Designing for Forgetting – Adapting Scientific Communication to a New Picture of Scientific Knowledge

Fiesta Ballroom 6-10



Brian Dunn, Associate Principal, ZS

12:20-12:30PM

Closing Remarks

Fiesta Ballroom 6-10

12:30PM

Forum Adjourns

Track Descriptions

Track 1: Medical Communications Track

Navigate the evolving technology landscape for medical communication professionals. Gain insights into strategies for accelerated regulatory submissions, discuss the integration of AI, and explore the use of multichannel communication in the pharmaceutical industry to enhance customer engagement.

Track 2: Medical Writing Track

Address challenges in medical writing, including meeting accelerated timelines, improving document review efficiency, and exploring the evolving role of the regulatory submission lead. Explore best practices and share experiences crucial for medical writers.

Track 3: Field Medical Track

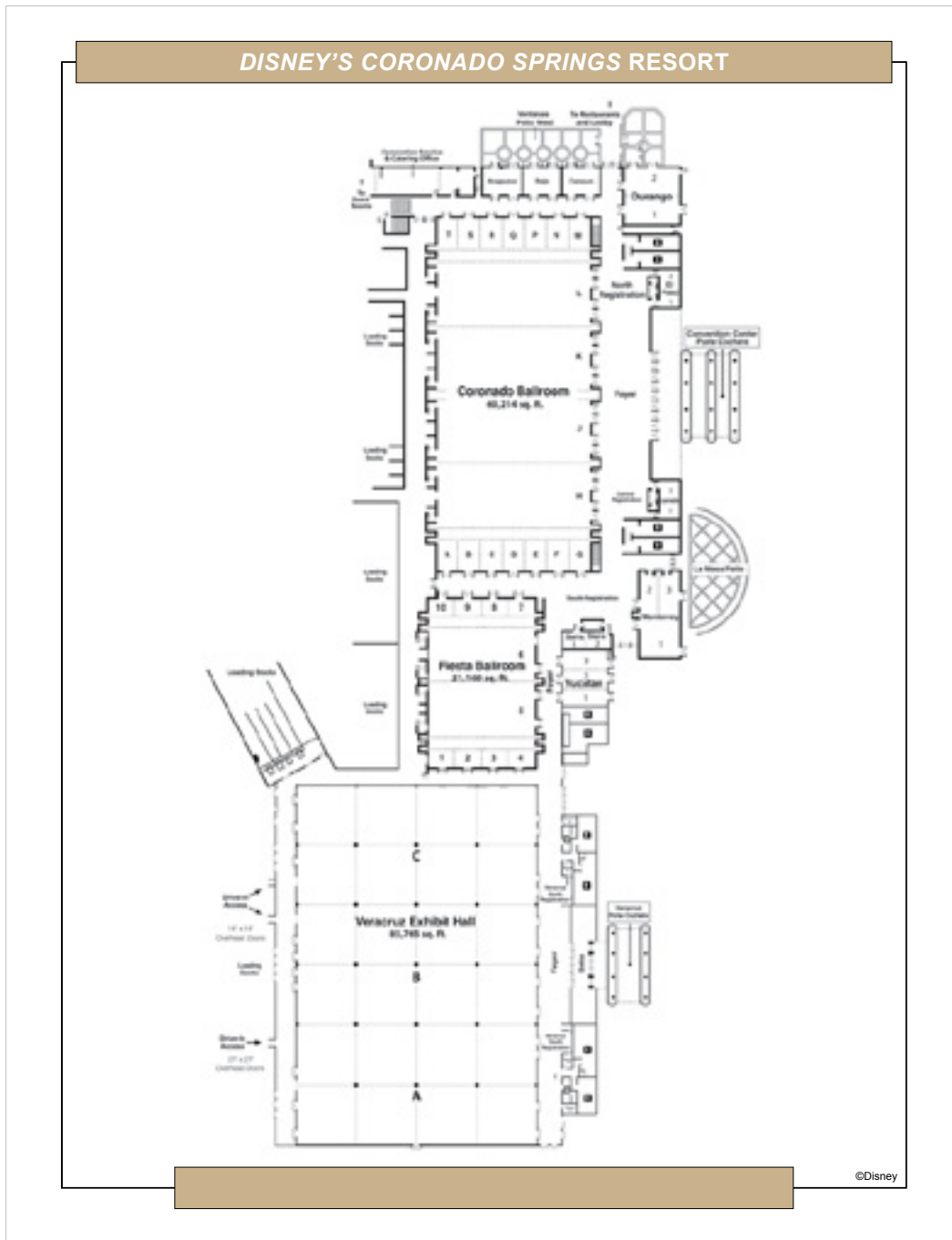
Tailored for both current and aspiring Medical Affairs Professionals, our program is designed for those interested in the dynamic field of medical roles. Engage in discussions on the evolving responsibilities, with a special focus on Medical Science Liaisons (MSLs), and uncover opportunities for career growth in this critical field.

Learning Objectives

At the conclusion of this activity, participants should be able to:

- Identify factors that contribute to the evolving Medical Communications landscape
- Identify tools and techniques that can make review processes more efficient and effective
- Develop strategies for sharing insights and examine the integration of insights across Medical Affairs functions
- Analyze practical strategies and approaches for effectively integrating AI into current life sciences R&D practices
- Apply new perspectives in understanding challenges within their own organizations
- Discuss principles that lead to effective engagement of patients and HCPs
- Identify how data and analytics can be leveraged to more strategically deploy field resources in a targeted manner
- Examine the critical role of patient perspectives in shaping clinical protocols, identifying how patient input can enhance protocol design, improve engagement and shorten timelines


Hotel Floor Plan



Continuing Education



Drug Information Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education with Commendation. This program is designated for up to 15.5 contact hours or 1.55 continuing education units (CEU's).

 **ACPE CREDIT REQUESTS MUST BE SUBMITTED BY FRIDAY, APRIL 12.**

DIA is required by the Accreditation Council for Pharmacy Education (ACPE) to report pharmacy-requested CEUs through the CPE Monitor system. All ACPE-certified activity credit requests need to be submitted through DIA's My Transcript within 45-days post activity. If ACPE credit is not requested by, **Friday, April 12**, the CEU request will not be transmitted through to the CPE Monitor. Pharmacists will need to provide their National Association of Boards of Pharmacy (NABP) e-Profile ID and date of birth (MMDD) to ensure the data is submitted to the ACPE and NABP properly. If you need to obtain your NABP e-Profile, please visit www.cpemonitor.net.

Joint Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by Partners for Advancing Clinical Education (PACE) and Drug Information Association. PACE is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Physician Continuing Education

PACE designates this live activity for a maximum of 15.5 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Please note: *AMA PRA Category 1 Credit*[™] will not be offered for sessions in Track 3.

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Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed or suggested in this activity should not be used by clinicians without evaluation of their patient's conditions and possible contraindications and/or dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

Nursing

As an Accredited Provider by the Accreditation Council for Pharmacy Education (ACPE) the American Nurses Credentialing Center (ANCC) recognizes ACPE Credit(s)[™] issued by DIA as acceptable toward license Nurses Credentialing Center (ANCC) recognizes ACPE Credit(s)[™] issued by DIA as acceptable toward license CE requirements for nursing. Please refer to page five in the [requirements](https://www.diaglobal.org/Tools/Content.aspx?type=eopdf&file=%2fproductfiles%2f7955382%2frenewal-requirements%2Epdf) for additional information. <https://www.diaglobal.org/Tools/Content.aspx?type=eopdf&file=%2fproductfiles%2f7955382%2frenewal-requirements%2Epdf>

Statement of Credit

If you would like to receive a statement of credit for the days you attend the live short courses and forum, you must attend one or more sessions of the event, 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 **Friday, March 22**.

If you are claiming CE/CME credit for this event, you must:

1. Attend one or more sessions of the event, in their entirety
2. Complete a CE Verification of Attendance Form
3. Return the completed CE Verification of Attendance Form to the Registration Desk prior to departure
4. Claim CE credit by accessing your DIA account and select My Transcript to claim your ACPE/CME credit, available on Friday, March 22.
5. ACPE credit must be claimed by April 12

DIA and PACE Disclosure Policy

It is DIA and PACE policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any relevant financial relationships related to the content of their presentation and/or the educational activity, and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Disclosures will be included in the handout materials.

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Disclosure statements are included with each speaker's biographical sketch.

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Short Course Pharmacy Credit Breakdown

Short Courses

In-Person Short Course #1: Medical Communications: Compliance in 2024 Pharmacy: UAN: 0286-0000-24-036-L04-P; Knowledge; 3.75 contact hours or .375 CEUs CME: 3.75 *AMA PRA Category 1 Credit(s)*[™]

In-Person Short Course #2: Advertising and Promotional Content Review: The Role of Medical Information Pharmacy: UAN: 0286-0000-24-037-L04-P; Knowledge; 3.75 contact hours or .375 CEUs CME: 3.75 *AMA PRA Category 1 Credit(s)*[™]

Welcoming Remarks and Presentation of Excellence in Service Awards; **NO CE**

Session 1: Opening Keynote Address - Design Thinking for Healthcare Revolution: Crafting Patient-Centric Medical Solutions

Pharmacy

UAN: 0286-0000-24-008-L04-P; Knowledge; .75 contact hour, .075 CEUs: CME .75

Session 2 Track 1: Navigating the Changing Medical Communications Landscape: Evolving to Meet the Needs of the Future:

Pharmacy

UAN: 0286-0000-24-010-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: 1 *AMA PRA Category 1 Credit(s)*[™]

Session 2 Track 2: Hot Topics and Trends in Medical Writing Today:

Pharmacy

UAN: 0286-0000-24-011-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: 1 *AMA PRA Category 1 Credit(s)*[™]

Session 2 Track 3: Adapting Horizons: Insights from the Pandemic to Shape the Future of Field Medical:

Pharmacy

UAN: 0286-0000-24-012-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 3 Track 1: Strategies for Generating and Sharing Medical Information Insights:

Pharmacy

UAN: 0286-0000-24-013-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 3 Track 2: Exploring the Interplay of Regulatory and Publication Writing: Pharmacy

UAN: 0286-0000-24-014-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 3 Track 3: Round Table Discussions: NO CE

Session 4: Plenary Session – Leveraging AI Responsibly and Ethically in Life Sciences R&D: Pharmacy

UAN: 0286-0000-24-016-L04-P; Knowledge; 1 contact hour; .1 CEUs; CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 5 Track 1: Next-Gen MedInfo: Empowering Scientific Communications Through AI and Voice Technology: Pharmacy

UAN: 0286-0000-24-017-L04-P; Knowledge; 1.25 contact hours or .125 CEU CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 5 Track 2: Direct Use of AI in Clinical Regulatory Document Development: Real-World Use: Pharmacy

UAN: 0286-0000-24-018-L04-P; Knowledge; 1.25 contact hours or .125 CEU CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 5 Track 3: AI – A Deep Dive for Field Medical: Pharmacy

UAN: 0286-0000-24-019-L04-P; Knowledge; 1.25 contact hours or .125 CEU

Session 6 Track 1: Cross-Functional Collaboration: Optimizing Medical Information and Communications for Patient-Centric Impact: Pharmacy

UAN: 0286-0000-24-020-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 6 Track 2: Building the Bench: Leveraging and Developing Early Talent in Regulatory Medical Writing: Pharmacy

UAN: 0286-0000-24-021-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 6 Track 3: Navigating Field Medical Challenges in Shifting Priorities, Digital Initiatives, and Stakeholder Management: Pharmacy

UAN: 0286-0000-24-022-L04-P; Knowledge; 1 contact hours or .1 CEUs

Session 7 Tracks 1: Effective Customer Engagement Strategies for Patients & HCPs; Pharmacy

UAN: 0286-0000-24-023-L04-P; Knowledge; 1.25 contact hours; or .125 CEUs CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 7 Track 2: Patient-Centric Protocols: Bridging Understanding and Impactful Communication in Clinical Study Design; Pharmacy

UAN: 0286-0000-24-024-L04-P; Knowledge; 1.25 contact hours; or .125 CEUs CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 7 Track 3: Data-Driven Resource Planning for Field Medical; Pharmacy

UAN: 0286-0000-24-025-L04-P; Knowledge; 1.25 contact hours; or .125 CEUs

Session 8 Track 1: Spotlight on Scientific Communication: Strategies for Demonstrating Value to Leadership: Pharmacy

UAN: 0286-0000-24-026-L04-P; Knowledge; 1.25 contact hours or .125 CEUs CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 8 Track 2: Overview of Recent Changes in Clinical Trial Guidelines and How to Enhance Medical Writing Impact: Pharmacy

UAN: 0286-0000-24-027-L04-P; Knowledge; 1.25 contact hours or .125 CEUs CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 8 Track 3: Pre-Approval Information Exchange (PIE) – What Medical Affairs Should Know and Consider: Pharmacy

UAN: 0286-0000-24-028-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 9 Track 1: Podium Pearls: Pharmacy

UAN: 0286-0000-24-029-L04-P; Knowledge; 1.25 contact hours; .125 CEUs; CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 9 Track 2: Transforming Clinical Trial Protocol Development: A Modern Approach: Pharmacy

UAN: 0286-0000-24-030-L04-P; Knowledge; 1.25 contact hours or .125 CEUs CME: *1.25 AMA PRA Category 1 Credit(s)*[™]

Session 9 Track 3: Evolving Role of Medical Science Liaisons

0286-0000-24-015-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 10 Track 1: Navigating the Multichannel Frontier in Medical Communications: Pharmacy

UAN: 0286-0000-24-031-L04-P; Knowledge; 1 contact hours or .1 CEUs add CME: *1 AMA PRA Category 1 Credit(s)*[™]

Session 10 Track 2: Time Well Spent – Strolling Session: Pharmacy

UAN: 0286-0000-24-032-L04-P; Knowledge; 1 contact hours or .1 CEUs CME: 1 AMA PRA Category 1 Credit(s)[™]

Session 10 Track 3: Access Tools for HEOR Field Teams: Pharmacy

UAN: 0286-0000-24-033-L04-P; Knowledge; 1 contact hours or .1 CEUs

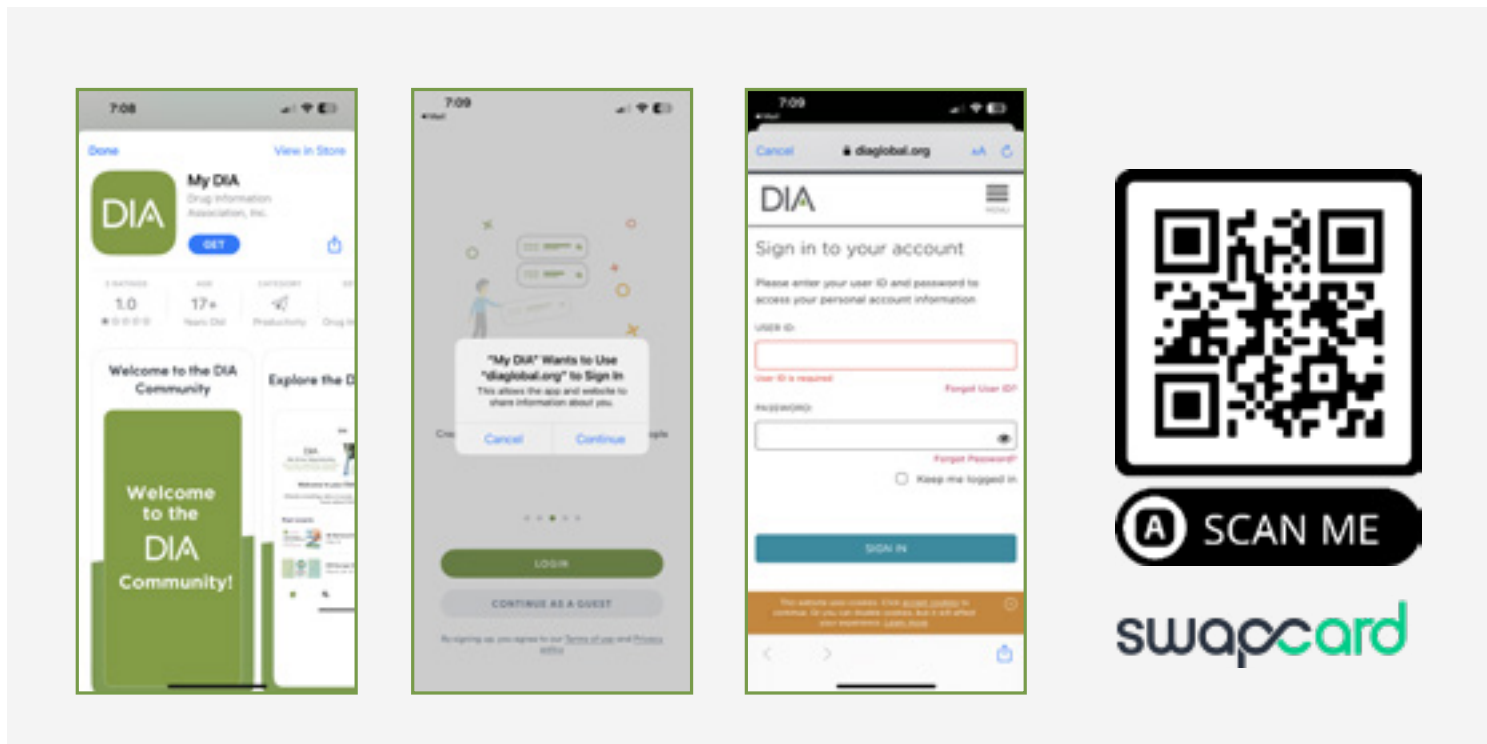
Session 11: Closing Plenary: Designing for Forgetting – Adapting Scientific Communication to a New Picture of Scientific Knowledge

0286-0000-24-038-L04-P; Knowledge; 1 contact hour; .1 CEU; CME: 1 AMA PRA Category 1 Credit(s)[™]

Closing Remarks; NO CE

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