

Medical Affairs and Scientific Communications Forum

MARCH 3-5, 2025 | BOSTON, MA

CALL FOR ABSTRACTS

ABSTRACT SUBMISSION DETAILS AND GUIDELINES SUBMISSION DEADLINE: SEPTEMBER 6

Are you a professional involved in medical affairs and scientific communication? If so, DIA wants to hear from YOU! The DIA *Medical Affairs and Scientific Communications (MASC) Forum* provides a comprehensive understanding of the regulatory and compliance environment directly affecting the daily activities of medical affairs and scientific communication professionals.

To ensure that we have the most comprehensive and cutting-edge program, we are seeking abstract submissions from professionals like yourself, who are pushing the boundaries in their respective fields. We encourage you to **submit abstracts** that reflect the latest trends, innovations, and best practices in medical affairs and scientific communication. We will be accepting the following formats:

- **Presentations:** 15-20-minute presentation to be bundled with other presentations to create a session
- **Sessions:** 75-minute total session
- **Short Courses:** three-hour interactive workshop delivered in a small group format (these will be delivered virtually and require a separate fee from attendees)

The MASC Program Committee is seeking abstracts on the following topics (keep in mind, business use cases and lessons learned are encouraged in all topic areas). Please note that topics in addition to those listed below, that you feel are relevant, may be submitted for evaluation and possible selection.

Interest Areas:

- Artificial Intelligence, Machine Learning, and Natural Language Processing
- Audit and Inspection Readiness
- Business Continuity and Crisis Management
- Clinical Trial Transparency and Disclosure
- Collaborative Authoring, Structured Content, Automated Content Management, and Lean Authoring
- Communicating Science, End-to-end Messaging, Storytelling, and Dispelling Misinformation
- Contact Center
- Content Development; Modular Content
- Customer Engagement, Journey, and Insights
- Diversity, Equity, and Inclusion
- DSUR Best Practices
- Employee Recruitment and Retention Strategies, Developing New Talent, Professional Development, Team Engagement
- Evolution of the Workplace and Leading Teams in Today's Environment
- Field Medical Exchange Resources
- Good Data Protection Rule (GDPR)
- Global CTD Submissions
- Health Economics and Outcomes Research (HEOR)
- Health Literacy
- How Generative AI is Transforming Medical Writing
- Innovation in Technology
- Master Protocols
- Medical Writing for Diverse Populations (e.g., Transgender People)
- Medical Writing for Decentralized Clinical Trials
- New Regulations and Guidances
- Omnichannel Strategy (e.g., chatbot, website, interactive content, podcast, social media, etc.)
- Organized Structure and Cross-Functional Collaboration
- Patient Engagement
- Payer Interactions
- Plain Language Content
- Protocol Study Design Development
- Providing Exactly What the FDA Needs: Nothing More, Nothing Less
- Publication Trends
- Real-World Data (RWD)
- Regulatory Submission Management
- Stakeholder Communication and Engagement
- Territory Planning
- Other

The MASC Forum is comprised of three tracks and one bonus Executive Forum. When submitting your abstract, select the best fit for your submission.

Track 1: Medical Communication - 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 - 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: Field Medical - 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.

Executive Forum - Targeted to those who are director level and above, join and connect with fellow executives in **medical communications, medical writing, and field medical**. Engage in a series of intriguing and useful case studies, idea exchange, and discussions that help address and problem-solve your greatest challenges as an executive. Learn how to best respond to the rapidly evolving medical affairs landscape, and continuously serve as a primary tactical leader in healthcare product development.

Abstract Submission Deadline: September 6

Notification: Week of October 14

Final PowerPoint Presentations Due: February 10, 2025

Please submit all abstracts online at:
DIAglobal.org/Abstracts

Questions: Contact Jessica L. Roman, MS, CMP, DES,
Associate Director, Specialty Meetings at
Jessica.Roman@DIAglobal.org

Submit Your Abstract at DIAglobal.org/Abstracts

CALL FOR ABSTRACTS

SUBMISSION DEADLINE: SEPTEMBER 6

GENERAL SUBMISSION REQUIREMENTS

- All submissions must be submitted online
- For complete submission requirements and to submit your abstract go to DIAglobal.org/Abstracts

SUBMISSION TIPS

- Ideal submissions will contain practical content and shared experiences
- Theoretical topics and content is acceptable, however, it should be supported with proof of concepts and use cases
- Diverse topics and sessions are welcomed and encouraged within the scope of the forum
- Please select the interest area that best fits with your proposal. If your topic is relevant to more than one interest area, please indicate that in your abstract summary.
- Abstracts should be written using clear language and descriptions to provide enough clarity for the selection committee to review and understand

REQUIRED DOCUMENTATION FOR ALL ABSTRACTS

- Participant Disclosure Information: All abstract authors must disclose any relevant financial relationships with any commercial interest associated with this activity that exist or have existed within the past 12 months, as well as any discussion of unlabeled or unapproved drugs or devices. If you are proposing an abstract on behalf of the author, as the submitter you will not be asked to disclose. However, should the abstract be accepted, the author will be informed that he or she must complete and submit a Participant Disclosure in order to participate in the program
- All submitters and authors must agree to the [DIA Speaker Authorization for Use of Presentation Materials](#) in order for the abstract to be a part of the Program. Accepted abstracts will be available on DIA's website for attendee download.

SUBMISSION GUIDELINES

Submitting a PRESENTATION ABSTRACT (All abstracts must be submitted online)

15-20-minute presentation, bundled with other presentations to create a session. Abstract author is considered the presenter (co-presenters are not permitted) and will be responsible for:

- Adhering to the program development guidelines and timelines
- Working with chair and other presenters in creating a balanced program offering
- Preparing and delivering a PowerPoint presentation

Submitting a SESSION ABSTRACT (All abstracts must be submitted online)

75-minute total session. Abstract author will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting speakers and ensuring good representation/diversity in their selection. Maximum of 3 speakers per session
- Working with the Session Chair to communicate with speakers regarding their role in the session

Submitting a SHORT COURSE ABSTRACT (All abstracts must be submitted online)

Three-hour, interactive presentation delivered in small group format. Abstract author is considered the Short Course Lead Instructor and will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting co-instructors and ensuring good representation/diversity in their selection
- Communicating with co-instructors regarding their role in the short course and reviewing presentation materials (note: PowerPoint presentations are required from each instructor)
- Managing the short course, including the facilitation of audience questions and interactions

SUBMISSION GUIDELINES

The following information will be requested at the time of submission. DIAglobal.org/Abstracts

To streamline your submission process and avoid possible delays, DIA strongly encourages you to submit your abstract as early as possible. **Do not wait until the last day.**

Prepare your abstract in advance of accessing the DIA website. Abstract information should be copied and pasted from a prepared document as plain text. **All of the below fields are required.**

Author Information

Abstract Information

Track: Select either Medical Communication, Medical Writing, Field Medical, or the Executive Forum

Interest Area: Choose from the drop down

Keywords: Provide one or more keywords to highlight your abstract.

Examples of keywords: Personalized Medicine, Health Technology Assessment, etc. (100 characters)

Level of Difficulty: Beginner, Intermediate, or Advanced

Learning Objectives: Provide 2-3 learning objectives that clearly explain what participants should be able to do after attending this event. For a list of suggested verbs to create these objectives, [click here](#). (400 Characters)

Overview: Please provide 2-3 sentences summarizing your abstract. This summary will be used as the overview description in the DIA program for marketing purposes (250 Characters including spaces)

Abstract Details: Please provide complete details about your abstract. Information such as scientific, technical, process issues, design/methods, results/outcomes, case studies, statistics, key findings, etc., that would support your proposal should be included here. This information will be used by the Program Committee to learn more about the purpose of your abstract. Is there an interactive component to your topic? If so, please indicate in the abstract details how you would be able to include an interactive learning experience for attendees. (2000

Submit Your Abstract at DIAglobal.org/Abstracts