



# Medical Information and Communications Conference

20-21 November 2019 | SANA Metropolitan Hotel, Lisbon, Portugal

19 November: Pre-Conference Workshop



## PROGRAMME CO - CHAIRS

**Janet Davies**

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

**Isabelle C. Widmer**

Medical Affairs Consultant, elytra GmbH, Switzerland

## PROGRAMME COMMITTEE

**Hakan Aribas**

Medical Information and Communication Manager, Novartis Saglik, Turkey

**Michelle Lee Bridenbaker**

Global Director, Medical Information Neuroscience & Biosimilars, Biogen International, Switzerland

**Peter Brodbin**

Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

**Sarah Dunnett**

Medical Operations Partner, Sarah Dunnett Consulting Ltd, United Kingdom

**Marie-Luise Helmich**

Head of Europe Medical Information, Sanofi Germany

**Sabine Lischka-Wittmann**

Director Medical Information Europe, Lilly Deutschland GmbH, Germany

**Richard McCombie**

Director, Leader Scientific Services & Content Compliance, Actelion Pharmaceuticals Ltd, Switzerland

**Mónica Rojo Abril**

Medical Information Officer, Gruenthal Pharma S.A., Spain

## Conference Venue

[SANA Metropolitan Hotel](#)

R. Soeiro Pereira Gomes, Parcela 2  
1600-198 Lisboa  
Portugal

Tel: +351 217 982 500

## Overview

We are in the 13th year of the annual European **Medical Information and Communications Conference**. This is a unique meeting organised by medical information professionals for medical information professionals. The agenda includes key trends in medical information, digital developments and hot topics/challenges. **Participants are encouraged** to take part in workshops and discussions within the sessions. This is also a great opportunity to network with your colleagues.

### WHAT CAN YOU EXPECT FROM ATTENDING THIS CONFERENCE IN 2019?

- Share your experiences, learn from others and discuss best practice
- Participate in practical workshops and solve current business problems
- Learn about innovations in digital communications and use of new technologies
- Reconnect with colleagues, build new relationships and extend your network
- Engage in discussion with leaders in Medical Information and Communications

### FEEDBACK FROM THE COMMUNITY:

- *'This conference is one of the few opportunities for exchange of learning and experience in Medical Information in Europe.'*
- *'Interesting topics, and the quality of speakers was excellent. Medical Information is such an amazing community.'*
- *'It is very valuable for colleagues in Medical Information – there is no other similar meeting in Europe.'*
- *'The conference is an incredible experience for open information sharing.'*
- *'It is very relevant for our job in medical information and it is good to hear what other companies are doing and for keeping your knowledge up to date'*

## Key Topics

The conference will target the following **topics in medical information practice**:

- Communicating effectively with patients
- Developing content for multiple communication channels
- Shaping the future of medical information
- External and internal collaborations for best medical information service delivery
- Digital developments
- Achieving automation through technology

## Who Will Attend

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



## MEDICAL INFORMATION EXCELLENCE IN 2019 AND BEYOND

*Where the bar is set today and where it will be tomorrow?*

19 NOVEMBER | 08:00-18:30

Limited Places Available.

### Workshop Chair:

**Richard McCombie**

Director, Leader Scientific Services & Content Compliance, Actelion Pharmaceuticals Ltd, Switzerland

### Workshop Committee:

**Christopher Blackford**, Operations Manager, Pfizer, UK

**Peter Brodwin**, Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

**Simon Johns**, Director Medical Information, IQVIA, United Kingdom

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

### Overview:

The medical information service that the pharmaceutical industry provides for healthcare professionals (HCPs) is continually evolving. How do we maximize and maintain high levels of internal and external customer satisfaction? In this interactive meeting, you will discover and learn:

- What an industry-leading medical information service looks like in 2019: find out what changes could you be making
- How to raise the profile and utility of your MI service and keep it relevant, internally and externally
- The new opportunities afforded by developments in IT and how you can be prepared for future developments.

### Who Should Attend

Topics and discussions will be relevant to all who work in the medical information space, including:

- Medical information managers responsible for (hands-on) tactical execution
- Team leaders responsible for strategic decision-making and resource allocation

### Objectives

This meeting is intended to be intense, energetic, informative and rewarding. Attendees will return to their places of work ready to provide input as to what their teams could be doing to improve the profile, reputation and utility of their medical information service and with an enhanced vision as to how medical information will evolve in an environment of remorseless technological innovation, after:

- Exchanging information and best practices with industry peers in an environment of open communication and attendee participation
- Engaging in stimulating discussions, polls and brainstorming sessions
- Receiving presentations from expert speakers and asking them questions

## AGENDA

08:30 REGISTRATION

09:00 INTRODUCTION

09:15 ICEBREAKER

09:30 MAXIMISING EXTERNAL CUSTOMER SATISFACTION (PART 1)

Session Chair:

**Simon Johns**, Director Medical Information, IQVIA, United Kingdom

**Medinfo inquiries about drug-drug interactions - are we meeting customer expectations?**

**Abhilasha Kumar**, Deputy Director, Medical Information, Bayer Consumer Care AG, Switzerland

**Creating Content more Efficiently while Maintaining Customer Focus**

**Katie Lewis**, Regional Director, TransPerfect, UK

10:45 COFFEE BREAK

11:00 MAXIMISING EXTERNAL CUSTOMER SATISFACTION (PART 2)

Session Chair:

**Christopher Blackford**, Operations Manager, Pfizer, UK

**Customer Feedback: are you getting any and what are you doing with it?**

**Evelyn R. Hermes-DeSantis**, Clinical Professor, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, USA

**Driving the evolution of MI content and creation in response to customer feedback**

**Furhaad Choudhry**, Associate Director, Celgene, Switzerland

**Defining a Content Management Strategy with Advancement in Technology for Medical Information**

**Saad Rahman**, Director - Product Management, Techsol, USA



## 12:30 LUNCH BREAK

### 14:00 MAXIMIZING INTERNAL CUSTOMER SATISFACTION (PART 1)

Session Chair:

**Peter Brodbin**, Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

#### Leveraging medinfo data to the benefit of the wider organization

**Kaja Zarakowska**, Medical Information Lead, Takeda, Switzerland

#### Group Discussions

**Kaja Zarakowska**, Medical Information Lead, Takeda, Switzerland

**Jason Villalobos**, Managing Partner, 3vue, USA

**Brian Challgren**, Sr. Account Executive, 3vue, USA

## 15:00 COFFEE BREAK

### 15:30 MAXIMIZING INTERNAL CUSTOMER SATISFACTION (PART 2)

#### Group Feedback

**Kaja Zarakowska**, Medical Information Lead, Takeda, Switzerland

**Jason Villalobos**, Managing Partner, 3vue, USA

**Brian Challgren**, Sr. Account Executive, 3vue, USA

### 16:00 UTILIZING THE EXPERTISE OF AN MI GROUP TO PROVIDE INTERNAL VALUE BEYOND EXTERNAL MI

Session Chair:

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

#### Utilizing the expertise of an MI group to provide internal value beyond external MI

**Jelena York**, Director Med Info, EMEA Region, Celgene, Switzerland

#### Switching MI vendors - experiences and learning points

**Paola Ferrario**, Medical Information Cluster Lead Italy Greece Iberia, Sanofi, Italy

### 17:15 WRAP-UP

**Richard McCombie**, Director, Leader Scientific Services & Content Compliance, Actelion Pharmaceuticals Ltd, Switzerland

### 17:30 END OF THE WORKSHOP

## DAY ONE | WEDNESDAY, 20 NOVEMBER 2019

### 08:00 REGISTRATION AND WELCOME COFFEE

### 09:00 SESSION 1

#### PUTTING PATIENTS AT THE HEART OF WHAT WE DO!

Session Chair:

**Peter Brodbin**, Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

This session will explore the approaches taken to focus on patients, to support their treatment and to go further and empower them in their treatment. We will hear about the challenges facing us in this task, what we are currently doing, what we can do better and how we can challenge to go further. Our experts will be presenting on putting patients at the heart of what we do and showcasing the benefits of this approach, from a Medical Information and Customer Engagement Programme point of view.

#### Medical Information: A Patient Centric Approach

**Ana Barrias**, Director, EMEA Regional Therapy Area Lead, EMEA Medical Information, Pfizer, Portugal

#### Medical Information to Patients – Coaching improves therapy persistence and addresses patient care barriers

**Ruth Schrufer**, Biogen, Germany

Panel discussion with Q&A

## 10:30 COFFEE BREAK

### | Disclosure Policy

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## 11:00 SESSION 2

### MI CONTENT USE: COMPANIES AND CONSUMERS – MIND THE GAP!

Session Chair:

**Marie-Luise Helmich**, Head of Europe Medical Information, Sanofi Germany

This interesting session will provide a holistic overview of the creation, dissemination and usefulness of medical, clinical trial and lay summary information provided for healthcare providers (HCP) and consumers, both adults and children. We will:

- Identify and address the key requirements of, and writing skills needed for reaching different patient and consumer audiences.
- Learn how a company has used new technologies to implement and assess global content and the intelligent “re-use” of content for their in-house information services. As the company view is often driven by efficiency, new technologies facilitate implementation and modification of content based on the relevant needs per channel.
- Analyze and discuss HCPs opinions on the content and utility of the responses from different companies’ medical information departments.

#### How to write patient focused, easier language medicines information for adults and children

**Jane Lamprill**, Lay Language Medical Writer, Please Read Carefully (Lay Language Communications), UK

#### What do healthcare providers think about SRDs? An opinion survey on content

**Evelyn R. Hermes-DeSantis**, Clinical Professor, Ernest Mario School of Pharmacy Rutgers, The State University of New Jersey, USA

#### Single Adaptive Responses – Rethinking Medical Content creation for omni-channel delivery

**Katia Castrillo**, Medical Information product specialist, Eli Lilly, Ireland

Panel discussion with Q&A

## 12:30 LUNCH

## 14:00 SESSION 3

### SHAPING MEDICAL INFORMATION

Session Chair:

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

Medical Information operations continue to be transformed by progressive technology, heightened expectations, developing regulations and many more factors. Sometimes we react, sometimes we lead the change, and sometimes we simply deliver as usual as we’re so busy and status quo ‘works’. During this session, we’ll focus in on how the Pharma self-regulation model shapes many of our MI processes and see how collaboration of cross-Pharma MI leaders is disrupting traditional approaches.

#### How do Codes of Practice influence Medical Information activities?

**Jayne Packham**, Managing Director, Jayne Packham Consultancy, UK

#### MILE – Shaping the future of Medical Information

**Ian Hamilton**, Medical Affairs Global IT Account Manager, Eli Lilly, UK

Panel discussion with Q&A

## 15:30 COFFEE BREAK

## 16:00 SESSION 4

### WORKSHOP: 2030 – HOW TO SHAPE THE FUTURE OF MEDICAL INFORMATION

Session Chairs:

**Marie-Luise Helmich**, Head of Europe Medical Information, Sanofi Germany

**Sabine Lischka-Wittmann**, Director Medical Information Europe, Lilly Deutschland GmbH, Germany

Welcome to our Medical Information Café to take a look at the future of Medical Information. We rely on you designing our future ways of working: by working on 3 different future scenarios we will try to anticipate how our future might look like in 10 years from now and digest the changes together that go along with that. Already discussed this approach among the program committee and their feedback was: “oh, quite disruptive” and “very provocative”. We are pretty sure, that this session will foster lively discussions...

We are looking forward shaping our future together with you!

## 17:30 TRANSFER TO DINNER AND NETWORKING OPPORTUNITIES

## 19:30 END OF DAY ONE

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## DAY TWO | THURSDAY, 21 NOVEMBER 2019

08:30 SESSION 5

### TWO HEADS ARE BETTER THAN ONE! GETTING THE BEST FROM YOUR PARTNERSHIPS AND COLLABORATIONS

Session Chairs:

**Sabine Lischka-Wittmann**, Director Medical Information Europe, Lilly Deutschland GmbH, Germany

When we collaborate with new partners, we gain a different viewpoint to explore mutual benefits, optimize our services or projects and overcome challenges that arise. This session reviews the key considerations for collaborations with external vendors or a co-marketing company partner.

#### Conducting a joint MedInfo Service for a co-marketed product - lessons learned from the Merck-Pfizer Alliance for Bavencio®

**Karen Terra-Wahl**, Medical Information Specialist, Pfizer, Switzerland

**Franziska Flick**, Medical Information TA Manager (Avelumab), Merck Healthcare KGaA, Germany

#### Power of 24

**Sangeetha Anand**, Head Global Medical Information & Knowledge Management, Vifor Pharma Group, Switzerland

Panel discussion with Q&A

10:00 COFFEE BREAK

10:30 SESSION 6

### PUTTING THEORY INTO PRACTICE

Session Chair:

**Mónica Rojo Abril**, Medical Information Officer, Gruenthal Pharma S.A., Spain

There is no better way to improve than to learn from other's experience and to incorporate their knowledge into our daily practice. That is why "Putting theory into practice" is one of the most anticipated sessions at the DIA Medical Information & Communications conference. This year, we will hear our speakers sharing about RWE communication related to unauthorized information, and analyzing what knowledge can be drawn from actual regulatory inspections with medical information in their scope. They will also deepen the improvement of communications of MedInfo services with health professionals, taking advantage of the most modern technologies to meet their information needs. Without forgetting, of course, the importance of optimizing central/subsidiary communications about Medical Information insights and metrics, all to achieve the objective of increasing customer satisfaction and, ultimately, the final benefit of patients. This is a great opportunity for all attendees to be inspired and develop new ideas, debating with the community and contributing their point of view.

#### MICS; A Lean 6 sigma approach for improving communication between a centralized organization and multiple affiliates

**Joao Barbosa**, Medical Information Manager Europe, Eli Lilly, Ireland

#### A medical information survey: how to optimize the communication towards HCPs in a digital world?

**Caroline Verhestraeten**, Medical Information, Novartis, Belgium

#### Communication around Real World Assessment of Off Label Use and Label Revisions

**Amina Baljic**, Head of Global Medical Information, Primevigilance, Canada

#### Regulatory Inspections: Real world experience

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

#### We Need to be Where Our Customers Are.... WhatsApp as new additional and up-to-date Medical Information Contact Channel

**Eva Loew**, Head Medical Information Novartis Pharma, Germany

Panel discussion with Q&A

12:00 LUNCH

## | 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. For more information, visit [www.DIAglobal.org](http://www.DIAglobal.org) or call DIA: +41 61 225 51 51.



13:30 SESSION 7

### DIGITALISATION OF MEDICAL INFORMATION

Session Chair:

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

The session will cover a holistic approach to medical information. Patients' and healthcare professionals' needs are rapidly evolving and we are faced with new interaction demands, offering both challenges and opportunities. Susan will explain how to focus on expanding self-service and digital channel offerings and migrating customers to the most appropriate channel for their inquiry, so that we can improve customer engagement and enable MI to be ready for future demands. Besides an improved customer journey, one of the key topics in a communication is safety. Restoring key functionality with minimum disruption to internal and external customers in case of a malware attack is also important. Jenny will share an experience about a ransomware attack was activated on their systems and how they reacted, managed the immediate impact on their systems, clients and reporting requirements. She will share how their business continuity plans were implemented in the situation and where needs for improvement were identified.

#### A Holistic Approach to Medical Information

**Susan Mohamed**, Medical Information Specialist, Pfizer, The Netherlands

#### Are you really prepared? Experience and learnings from a global cyber security attack

**Jenny Reid-Young**, Director, Global Client Services, ProPharma Group, UK

Panel discussion with Q&A

15:00 COFFEE BREAK

15:30 SESSION 8

### AUTOMATION THROUGH TECHNOLOGY: HOW CHAT-BOTS AND MACHINE LEARNING CAN HELP US STREAMLINE ENQUIRIES, INCREASE RESPONSE SPEED AND MAINTAIN QUALITY

Session Chair:

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

Medical Information Teams provide accurate, fair and balanced scientific materials in response to product-related enquiries from patients and healthcare professionals. Most teams in pharma companies are either being down-sized or remaining stable, however, in the Medical Information sector, teams are faced with unique challenges. As customer facing teams, Medical Information, serves customers, who increasingly expect the same response speed they experience as consumers. In addition, the complexity of the Medical Information role has increased with the launch of products such as CAR-T, gene therapies or bio-similars. Faced with the challenge to provide fast responses to ever more complex enquiries, with stable resources, Medical Information teams evaluating tools to support them. Tools include the implementation of alternative access channels such as chat-bots or using machine learning technologies to support faster response generation and provision. In our round the world session our speakers from Japan and the US will share with us their experiences using machine learning to support the provision of Medical Information as well as the pros and cons of using a Medical Information chat-bot.

#### Chatbot logs: Is it Good or Bad for patients?

**Riwa Tanaka**, Data Scientist, Chugai Pharmaceutical Co, Japan

#### Overview of AI powered Medical Information integrated platform that enable superior Cost Leadership, Differentiation, Focus

**Satya Sagi**, Founder & CEO, Techsol Corporation, USA

#### Improving the timeliness and accuracy of Medical Information Inquiries through Machine Learning

**Sean Kenny**, Biogen, Japan

Panel discussion with Q&A

17:00 END OF THE CONFERENCE

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# EXHIBITION FLOORPLAN

