

Latin America Medical Information and Communication Workshop

November 4-5 | Virtual



PROGRAM CHAIRS

Barbara Nardi

Director, Medical Communications
PPD, Brazil

Viviane Arid de Lima, PharmD, MBA

Medical Information Regional Lead, Latam;
Global Lead, Patient Strategy
Pfizer Inc, Brazil

PROGRAM COMMITTEE

Emanuela Lopes Fernandes Saraiva

Pharmacovigilance and Customer Service
Manager
Libbs Farmaceutica, Brazil

Marta Avellar

Medical Information Head, Latin America and
North America Medical Information
Takeda, Brazil

Ana Carla Arguelles Albarran

Associate Director, Operations
PPD, Mexico

Overview

DIA's *Latin America Medical Information and Communication Workshop* provides attendees with a comprehensive view of the evolving role of medical affairs professional in Latin America. Speakers have hands-on experience in the region and will share their successes and best practices in effective communication of medical information. The impact of global harmonization efforts will be covered, and an up-to date discussion of the regional requirements that underpin pharmaceutical product development as it relates to medical affairs across Latin America. You will have numerous opportunities to take part in discussions and network with colleagues within the pharmaceutical industry.

**The primary language is English, however simultaneous interpretation in English and Portuguese and will be available during this Workshop.*

Highlights

- Discuss in-depth, the complex and rapidly evolving environments in healthcare in Latin America
- Numerous opportunities to take part in discussions and network with fellow professionals in the field
- **NEW!** Get perspectives on how to strengthen the Medical Information collaboration in the region, how to innovate with artificial intelligence, how to improve customer experience and how to adapt and manage crisis.

Who Should Attend

Professionals involved in:

- Benefit-risk assessment and communication
- Clinical Research
- Customer Engagement Programs, including Patient Support Programs
- Drug Safety/Pharmacovigilance
- Pharmacoepidemiology
- Post-market studies and Real World Evidence generation
- Health Outcomes
- Medical Information, Medical Communications
- Medical Product Safety Assessment
- Regulatory Affairs
- Risk and Crisis Management, including Risk Evaluation and Mitigation Strategies (REMS)

Schedule-At-A-Glance

This agenda is listed in ET

DAY ONE | WEDNESDAY, NOVEMBER 4

10:00-10:15AM **Welcome and Opening Remarks**

10:15-10:45AM **Keynote Address:** Navigating Across the Cultural Diversity in Latin America

10:45-11:00AM Break

11:00AM-12:30PM **Session 1:** Fostering Collaboration and Building Stronger a Medical Information Community in Latin America

12:30-2:00PM Break

2:00-3:30PM **Session 2:** Innovative Approaches in Medical Information

3:30-3:45PM Break

3:45-4:15PM **Networking Discussion**

DAY TWO | THURSDAY, NOVEMBER 5

10:00-10:30AM **Keynote Address:** Creating Memorable Experiences

10:30AM-12:00PM **Session 3:** Enhancing the Experience for Patients and Healthcare Professionals

12:00-1:30PM Break

1:30-3:00PM **Session 4:** Crisis Management: How Companies Moved From Emergency Plans to a New Status Quo With Covid-19

3:00-3:15PM Closing Remarks



**DIA
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GLOBAL ANNUAL MEETING
PHILADELPHIA, PA | JUNE 27-JULY 1

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10:00-10:15AM	<p>Welcome and Opening Remarks</p> <p>Session Chair Barbara Nardi, Director, Medical Communications, PPD, Brazil</p> <p>Speaker Robin Weinick, PhD, Senior Vice President and Managing Director, Americas and Global Program Officer, DIA Global</p>
10:15-10:45AM	<p>Keynote Address: Navigating Across the Cultural Diversity in Latin America</p> <p>Session Chair Barbara Nardi, Director, Medical Communications, PPD, Brazil</p> <p>Alfredo Behrens will speak about his broad experience and studies about Latin American cultures, and suggest how every company can be successful when doing business with Latin American clients.</p> <p>Keynote Speaker Alfredo Behrens, PhD, Negotiations Professor, Global Studies Program, Universidad de Salamanca, Portugal</p>
10:45-11:00AM	<p>Break</p>
11:00AM-12:30PM	<p>Session 1: Fostering Collaboration and Building Stronger a Medical Information Community in Latin America</p> <p>Session Co-Chairs Marta Avellar, Medical Information Head, Latin America and North America Medical Information, Takeda, Brazil Ana Carla Arguelles Albarran, Associate Director, Operations, PPD, Mexico</p> <p>This session will cover the regulatory environment surrounding medical information in the region and globally. Participants will have the opportunity to discuss medical information regional approaches, customized content, and challenges within local, regional and global approaches. Our speakers will exchange their experiences on involving key stakeholders within medical information organizations and local businesses.</p> <p>Speakers Renata Viana Sampaio Gregio, LLM, MBA, Legal Head - Pharma And Consumer Care, Bayer, Brazil Jill Voss, MSc, Head of Scientific Communications and Medical Information, Novartis Pharma AG, Switzerland Stefne Pienaar, MPharm, MI Regional Lead Europe, Global MI Customer Engagement Strategy Lead, Pfizer Limited, United Kingdom</p> <p>Panelists Ana Carla Arguelles Albarran, Associate Director, Operations, PPD, Mexico Marta Avellar, Medical Information Head, Latin America and North America Medical Information, Takeda, Brazil Natalia Hristov, PharmD, Regional Pharmacovigilance Manager - a.i. Head of Americas, Merck S.A., Brazil Rosana Miguel Messias Mastellaro, RPh, Director of Regulatory Affairs, Sindusfarma, Brazil</p>
12:30-2:00PM	<p>Break</p>
2:00-3:30PM	<p>Session 2: Innovative Approaches in Medical Information</p> <p>Session Chair Emanuela Lopes Fernandes Saraiva, Pharmacovigilance and Customer Service Manager, Libbs Farmaceutica, Brazil</p> <p>This session will discuss digital transformation and how the implementation of new technologies is being used in Medical Information departments to meet new trends in customer relationships.</p> <p>Speakers Wagdy Youssef, DrMed, Senior Director of Medical Communication and Information, BAYER Brett Balzer, MBA, MS, Director - Medical Practice, Mavens</p>
3:30-3:45PM	<p>Break</p>
3:45-4:15PM	<p>Networking Discussion</p>

10:00-10:30AM**Keynote Address:** Creating Memorable Experiences**Session Chair****Viviane Arid de Lima, PharmD, MBA**, Medical Information Regional Lead, Latam; Global Lead, Patient Strategy, Pfizer Inc., Brazil

Claudemir Oliveira will speak about his broad experience with the Disney philosophy, his studies of Positive Psychology, and discuss how every company can apply such concepts to create a magical experience for its customers.

Keynote Speaker**Claudemir Oliveira, PhD**, Founder & President, Seeds of Dreams Institute**10:30AM-12:00PM****Session 3:** Enhancing the Experience for Patients and Healthcare Professionals**Session Chair****Viviane Arid de Lima, PharmD, MBA**, Medical Information Regional Lead, Latam; Global Lead, Patient Strategy, Pfizer Inc., Brazil

This session will examine what companies are doing to meet customers' expectations while providing great experiences to patients and healthcare professionals in medical information/customer services. Speakers will share best practices for clear and effective communication with patients, in line with health literacy, and patient-centricity concepts. Exploration of effective ways to deliver personalized services to healthcare professionals will also be discussed.

Speakers**Sofia Prado, PharmD**, Senior Medical Information Analyst, Pfizer, Brazil**Jennifer Riggins, PharmD**, Senior Advisor, Global Medical Affairs Ecosystem, Eli Lilly and Company**12:00-1:30PM****Break****1:30-3:00PM****Session 4:** Crisis Management: How Companies Moved From Emergency Plans to a New Status Quo With COVID-19**Session Co-Chairs****Marta Avellar**, Medical Information Head, Latin America and North America Medical Information, Takeda, Brazil**Barbara Nardi**, Director, Medical Communications, PPD, Brazil

Crisis Management has always been a part of Medical Information Operations. In light of the current COVID-19 crisis, how operations are changing and adapting to this new world is of utmost importance. This session will focus on an overview of strategies and recommendations for collectively addressing the COVID-19 pandemic.

Speakers**Bruna Semendri De Vivo, MBA**, Operations Head, ePharma, Brazil**Paulo Roberto Gomes Takey, DrSc, PharmD, MSc, RPh**, Responsible for Pharmacovigilance & Medical Devices Vigilance Bio-Manguinhos/Fiocruz, Brazil**Maria Beatriz Lucchesi, MBA, MSc**, Pharmacovigilance Manager, Instituto Butantan, Brazil**Vera Gattás, PhD**, QPPV, Instituto Butantan, Brazil**Trudy Burdette**, Associate Director of Operations, PPD**3:00-3:15PM****Closing Remarks**