

📍 Millennium Gloucester Hotel London Kensington

Sep 24, 2024 8:00 AM - Sep 25, 2024 3:15 PM

4-18 Harrington Gardens, London, SW7 4LH, United Kingdom

Medical Information and Communications Conference

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Print Agenda

Day 1 Sep 24, 2024

8:15 AM — 9:00 AM

Registration and Welcome Coffee

9:00 AM — 9:15 AM

Welcome and Opening of the DIA Medical Information and Communications Conference

Session 1: Evolving Medical Information to Meet Customer Preferences

Medical Information teams provide specialist product information and consultations to customers, including healthcare professionals (HCPs) and patients. Historically, information was primarily provided via phone and email. However, with advancements in technology and changing customer expectations, the industry has expanded its service offerings. Customers can now access information in various formats according to their preferences. These formats include on-demand content, chat, chatbots, self-service websites, and interactions at conferences. Additionally, face-to-face engagements with Medical Science Liaisons (MSLs), sales representatives, and other pharmaceutical company employees are available. In this session, we will focus on the provision of Medical Information to customers, discussing different formats and exploring how these formats may vary depending on a company's portfolio. Importantly, we will also examine cultural, linguistic, and customer expectations in different regions worldwide, and how these factors might influence the delivery of Medical Information. Furthermore, we will consider how a company's portfolio and business opportunities can impact information provision.

Session Chair(s)



Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.



Peter Brodwin

Director of Medical Information Effectiveness
Pfizer Ltd, United Kingdom

Peter is Director of Business Planning and Communications (EMEA) in Pfizer Medical Information, supporting global and regional operations, and leading their Global Customer Engagement Strategy. Peter has worked in Pfizer MI for over 15 years, covering numerous roles and responsibilities during this time. He is a passionate advocate for MI, the work MI does and the value that it provides to both the customer and the company.

Speaker(s)



24/7 MI Self-Service: Be There Where The Customer Is - A UCB Journey

Gaurav Kumar, PhD

Associate Director
UCB, Belgium

Gaurav is Global Medical Information System lead, responsible for end-to-end MI process at UCB. A pharmacy graduate with PhD in pharmacology was a passionate neuroscientist in epilepsy & cognitive impairment at UCB and J&J & published over 15 peer-reviewed manuscripts before his MI role at GSK – 2nd line support & global content for many vaccines. Transforming MI into a simple and simplified “process and content” in MI is a real passion for him. Gaurav led replacement of MI systems with new systems (Salesforce & Veeva MedComms) and its successful launch & implementation across >35 countries at UCB. He enjoys resolving issues that users face in the MI systems on daily basis and further improving the systems for users.



Medical Information Journey and Preferences of Brazilian Health Care Professionals, Comparative perspective for Engagement

Soraia Borba, MBA, RPh

Medical Information and Customer Service Manager
AstraZeneca, Brazil

Leading the Medical Information (MI) and Customer Service (CS) teams in Brazil, responsible for the both operation. Responsible for the overall development of MI and CS Operational Strategic goals, objectives and timelines, including the digital/innovation/omnichannel strategy and looking for innovation across external partners and market.



Self-Service Ingredient Checker (IC) on Italian Medical Information (MI) website for Health Care Professionals and Patients

Paola Ferrario

Medical Information Cluster Lead
Sanofi, Italy

Paola is a Biologist, experienced Medical Information manager with 20 year career in the pharmaceutical industry working in medical department, covering different roles and responsibilities before joining Medical Information. Skilled in Pharmacovigilance, Clinical trials, Medical activities. As Medical Information Cluster Lead she is responsible for the development, management and implementation of strategic Medical Information objectives across portfolio within broad therapeutic areas and for the coordination of Medical Information activities within the countries to ensure alignment and cohesiveness across MI global organization.



Medical Information in Digital Formats: New Opportunities to Deliver Patient Benefits – The Role of Epi and Gravitare-Health

Giovanna Ferrari, PhD

Regional Labelling Lead, Senior Director
Pfizer Ltd, United Kingdom

Giovanna Ferrari is a Senior Director at Pfizer with over 15 years' experience working in the regulatory sector of the pharmaceutical industry, specialising in labelling & product information since 2009. She currently works within the Pfizer International Labeling Group with regional responsibility for Europe and is also the global business owner for the Pfizer process for management of country labeling documents. Externally, Giovanna has represented Pfizer in a wide range of industry forums over the last few years, in particular focussing on e-labelling, and is the industry lead for a highly innovative and patient-focussed digital health information project that is being progressed via an IMI public-private partnership – Gravitare Health

10:45 AM — 11:15 AM

Coffee Break

11:15 AM — 12:45 PM

Session 2: Optimizing the Customer Experience

This session will help us explore various approaches to enhance our customers' experience through our medical information practices. We will navigate through a solution allowing seamless search for medical information on websites like the British EMC, ensuring customers have quick access to reliable data. We will also focus on how we, in Medical Information, can capture valuable customer insights through technology and awareness. Finally, we will focus on how expanding and streamlining Medinfo activities across affiliates generates efficiencies supporting best practices and better customer experience. These initiatives all help to drive our organizations forward, ensuring we focus on our customers' needs.

Session Chair(s)



Katia Castrillo, PhD

Medical Information Europe Capability Senior Manager
Eli Lilly, Ireland

Katia is a European Medical Information Capabilities specialist for Eli Lilly. With a background in Genetics, Katia has been working for six years in medical information for the European market in Lilly. Before joining Lilly, she worked in competitive watch for the pharmaceutical market in France. After working on

the frontline and specializing in the autoimmune and pain area, she is now involved in the development of the content creation platforms used by the MI team and digital channels. She is passionate about innovating and improving our Medical information customers’.



Jürgen W.G. Bentz, MD, PhD, MSc

Head of Medical Information & Patient Support
UCB, Belgium

Jürgen W.G. Bentz is the Head of Medical Information & Patient Support of UCB. In his current role, Jürgen oversees the provision of medical information and patient support to generate the best individual experience for every patient, caregiver, or health care professional. Jürgen is enthusiastic about the well-being of people suffering from severe diseases and looking into all facets to provide the right solution to the right patient at the right time. During his professional career, Jürgen worked as scientific journalist, and contributed for more than 20 years to the well-being of patients in multiple medical, clinical and operational roles with increasing responsibility.

Speaker(s)



The Art of Turning Obstacles into Opportunities

Atilla Altinok

Sr Manager, Global Medical Information
Amgen, Belgium

Atilla Altinok, PhD, works at Amgen within the global organisation, overseeing the Medical Information vendor footprint across the ELMAC region. With an academic background in bioengineering and biotechnology, he began his career in the biopharmaceutical sector in Clinical Operations and regional study implementation, rapidly transitioning to Medical Affairs as a Sr Scientific Communications Manager specializing in oncology and hematology. His contributions within Amgen have significantly streamlined the MedInfo contact center management, and advanced the digital transformation of Medical Affairs and Medical Information.



The Art of Turning Obstacles into Opportunities

Caitlin Feuerstein

Business Unit Director, Medical Information
Inizio Engage, United States

In Caitlin's ten years with Inizio Engage, she has cultivated a career marked by a passion for enhancing customer engagement and satisfaction. As a Medical Information Business Unit Director, she is responsible for driving operational excellence, providing oversight of project performance and strategic initiatives. Caitlin thrives on driving efficiency and process improvement, leveraging her expertise gained through diverse roles in Operations, Client Account Management, and Leadership. She delivers high quality and effective solutions through technology and innovation to meet clients' needs and create seamless experiences for patients and healthcare providers alike.



Medical Information: Gaining Valuable Insights

Victoria Evans

Director, Client Services
ProPharma, United Kingdom

Victoria Evans is a seasoned professional with over nine years of experience in the Medical Information (MI) field. As the Director of Client Services at ProPharma, she leads a global team of Implementation and Client Account Managers, ensuring the successful onboarding, implementation, and maintenance of MI clients worldwide. Victoria holds a BSc in Psychology and has furthered her education with a Graduate Diploma in Law and a Legal Practice Certificate. Her passion for project management and patient safety drives her to find innovative solutions, and her focus and excellent project skills consistently help clients achieve their goals.



SRD Search Solution: A Look At What We Are Learning From Hcps' Searches

Sebastian Rodriguez Sanchez, MPharm

Director, Global Medical Information ACE Region Head
Gilead Sciences Europe, United Kingdom

I am a pharmacist by training with experience in clinical and pharma industry settings. I have work in Medical Information for over 15 years now in Spain, Ireland and the United Kingdom. My roles in MI expand from direct handling of requests, to content creation, operations, project management and people leader at local, regional and global levels. I am currently the Head of Medical Information at Gilead Sciences for the ACE (Australia, Canada, Europe) region. I'm also part of the MILE (Medical Information Leaders in Europe) committee leading the Digital Innovation workstream.



What Questions Are Hcps Asking About Your Medicines, And Do Your SrdS Answer Them?

John Moreland

Product Manager
Datapharm, United Kingdom

John Moreland is a Product Manager with Datapharm looking after the electronic medicines compendium (emc) and the company's SAAS compliance solutions. He has been with Datapharm for over 10 years previously working in media and technology. John conducts annual research with HCPs to identify needs, challenges and trends, analysing feedback from around 2,000 UK HCP respondents every year. He has presented many webinars for Datapharm including on trends and insights gained from emc data and has spoken at several industry events. He delivers an annual presentation to over 70 UK pharma companies at the Datapharm customer meeting each year.

Lunch Break: Exhibition & Sponsor Session

1:15 PM — 1:45 PM

Sponsored Session by IQVIA: IQVIA Real-World AI Expertise to Support Current and Future Medical Information Requirements

Speaker(s)



IQVIA Real-World AI Expertise to Support Current and Future Medical Information Requirements

Simon Johns

Director, Medical Information and Local Affiliate Product Services
IQVIA, United Kingdom

Simon Johns has over 25 years of experience supporting global pharmaceutical customer projects. As Director of Medical Information (MI) and Marketed Product Safety at IQVIA, he manages global MI projects focused on process optimization and technology enablement to drive enhanced efficiency and customer engagement. Simon is a member of the European DIA Medical Information and Communications Training Team, advising pharmaceutical companies on best industry practices, innovation and automation. He speaks regularly on topics ranging from combined human and AI conversational agent models for MI to the benefits and increased value of integrating MI and pharmacovigilance.

2:00 PM — 3:30 PM

Session 3: Shaping Delivery Models to Meet Patient and Stakeholder Needs

One service model doesn't fit all.... Within the medical information context, it is recognised that needs vary between therapy areas, products and also across their lifecycle. From launch to loss-of-exclusivity and from orphan to mainstream medicines, the questions and response models vary considerably. During this session we will hear how experts have assessed the needs of patients, healthcare professionals and internal colleagues to help define and refine their service delivery models.

Session Chair(s)



Sarah Dunnett

Medical Operations Partner
Sarah Dunnett Consulting Ltd, United Kingdom

Sarah is a Medical Operations Consultant working with Medical Information, Affairs and Compliance professionals, applying skills in clinical pharmacy and experience as a Regional Director and Cluster Senior Manager. She has partnered many teams and led a wide range of initiatives, e.g. catalysing complex projects; auditing and improving processes; developing clear operating frameworks; evaluating and implementing novel technologies; upskilling multi-cultural, cross functional groups; and effecting change. A Pharmacist and Medical Signatory, Sarah sustainably improves business and patient outcomes. She is a past President of PIPA, founding member of the MILE body, and has supported the DIA as a committee member and session chair since 2008.



Elvar Eyjolfsson

Head of Global Medical Information
Kyowa Kirin, United Kingdom

Speaker(s)



From Vanity To Value – The Evolution Of Medical Information's Impact Measurement In Rare Diseases

Sophia Andeh, MSc, RPh

Head of Global Medical Information
PTC Therapeutics, United Kingdom

Sophia Andeh is the global head of medical information at PTC Therapeutics. A pharmacist by background, she has spent most of her career working within the pharmaceutical industry. She started her pharmaceutical industry career working in big pharma before moving to mid to small sized biopharmaceutical companies, where she developed a passion for providing medical information services to help people with rare diseases. One of her main strengths is learning, and she is currently study for a professional doctorate in Coaching and Mentoring.



Medical Information For Orphan Medicines - Challenges And Evolution Of The Pharma And Contact Center Partnership

Lillian Auberson, PhD

Director Medical Information EMEA
Argenx Switzerland SA, Switzerland

Lillian Auberson has over 21 years of experience in global and regional leadership roles in medical affairs. She has developed strategic and innovative above-country operational frameworks in highly regulated settings, including medical information and patient support programs (PSPs). Together with her industry peers, Lillian has contributed

to elevating the strategic importance of the medical information function for customer engagement in Europe. Basel, Switzerland is home for Lillian. She has two grown daughters who live in Basel and in Luzern. She is passionate about history and is happy to give anyone a tour of the different historic neighborhoods of Basel.



Medical Information For Orphan Medicines - Challenges And Evolution Of The Pharma And Contact Center Partnership

Noel Hanna Kazazian

Operations Manager
PPD, United Kingdom



The MIRROR: Transforming Global Medical Positioning to Improve Collaboration With Affiliates in Reactive Engagement Strategy and Launch Excellence.

Philippe Sorel Takam, PharmD, PhD, MSc, RPh

Senior Global Medical Info Lead
Ipsen, United Kingdom

Phil is a time-honoured healthcare professional and holds a Doctorate in Pharmacy (Pharm.D.), a Master Degree in Pharmaceutical Science and three Post-Graduate Diplomas in Medicines Information, Patient's Clinical Management and Business Administration. Throughout his professional achievements over 16 years, he has played a broad cross functional senior role with tier 1 and tier 2 global pharmaceutical companies in planning and executing the setting of medical affairs/medical information platforms/programs at regional and global level.



Evolving MI Structure To Maintain Service Levels With Budgetary Alignment

Hannah Hunter

Director, Medical Information EU
Propharma, United Kingdom

Hannah is currently Director, Medical Information, Europe, at ProPharma focussing on supporting dedicated client services within Europe. Hannah has worked within MI for 16 years supporting pharmaceutical companies across the globe. Hannah is passionate about Medical Information and its ability to evolve to best suit the needs of customers and clients, with excellent provision of telephone-based MI continuing as a particular focus as telephony remains the route of receipt of the vast majority of MI enquiries and allows many opportunities for excellent service provision. Hannah is also focussing on how technology can aid the medical information teams and drive efficiency.

Hannah Brennan, MSc

Associate Director, Medical Information



PTC Therapeutics, United Kingdom

Hannah has 9 years' experience in Medical Affairs, working in Medical Information and Medical Science Liaison roles at country, regional and global levels. Hannah is currently an Associate Director in Medical Information at PTC Therapeutics Inc, where she leads the EMEA-APAC region and acts as the team's Global content lead. Hannah's background in biochemistry has proved invaluable working for companies with a focus in rare diseases where Medical Information teams extensively support the business with disease awareness and patient finding. Beyond work, Hannah volunteers for a suicide prevention charity, reinforcing her commitment to offering compassionate support in PTC's patient communications project.

3:30 PM — 4:00 PM

Coffee Break

4:00 PM — 5:15 PM

Open-Mic Session

A session format to enable us to hear more voices at our meeting!

Building on past editions, we are encouraging attendees to once again stand up and share their thoughts, views, plans for "Driving the Future of MI" with the audience! During this session we will leverage hundreds of years of collected MI experience to help answer a range of topical questions.

- What have you done
- What have you tried to do
- What do you want to do

Registered participants will receive a link in their welcome email to already pose your questions and DIA will be collecting names before the session (you will receive a sign-up slip), so please come and find us during the conference or reach out virtually to let us know you want to put your name down!

No slides, no long preparation, just get up on stage and pose your question!

Session Chair(s)



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Medical Operations Partner
Sarah Dunnett Consulting Ltd, United Kingdom

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technologies; upskilling multi-cultural, cross functional groups; and effecting change. A Pharmacist and Medical Signatory, Sarah sustainably improves business and patient outcomes. She is a past President of PIPA, founding member of the MILE body, and has supported the DIA as a committee member and session chair since 2008.



Peter Brodbin

Director of Medical Information Effectiveness
Pfizer Ltd, United Kingdom

Peter is Director of Business Planning and Communications (EMEA) in Pfizer Medical Information, supporting global and regional operations, and leading their Global Customer Engagement Strategy. Peter has worked in Pfizer MI for over 15 years, covering numerous roles and responsibilities during this time. He is a passionate advocate for MI, the work MI does and the value that it provides to both the customer and the company.

5:15 PM — 5:30 PM

Wrap-up and Highlights from Day 1

5:30 PM — 6:30 PM

Networking Reception

8:00 PM — 10:00 PM

Networking Dinner

Day 2 Sep 25, 2024

8:45 AM — 9:00 AM

Welcome and Opening of Day 2

Session 4: AI and Technology

Artificial Intelligence (AI) has emerged like a powerful wave, sweeping across industries, and quickly becoming the top priority for organizations worldwide. Within the pharmaceutical and biotechnology sectors, AI's potential to revolutionize Medical Affairs is particularly promising. Companies are eagerly exploring AI use cases, hoping to harness its power to streamline workflows, enhance data analytics, and improve overall efficiency. Our session will focus upon real life examples of successful AI projects in Med Info and key insights on how you can more effectively implement successful AI projects.

Session Chair(s)



Marie-Luise Helmich, PhD

Head of Europe Medical Information
Sanofi, Germany

Marie-Luise is the Head of Europe Medical Information at Sanofi. Before, she has led Medical Information for Sanofi in Germany, Switzerland and Austria. Besides ensuring high-quality Medical Information for all customers and products, she is working on inclusion of new digital media in the Medinfo channel mix. She is the Co-founder of the subcommittee Medical Information of the industry association (VFA) in Germany. Before joining Medical Information she has gained experience in Medical Affairs, Supply Chain, and as a Qualified Person in Quality.



Michelle Bridenbaker, BSN, MS

Vice-President at MILE, Head of Global Medical Information,
Recordati Rare Disease, Switzerland

Michelle is currently the Global Medical Information Lead at Idorsia Pharmaceuticals Ltd. She has worked in industry Globally for over 15 years in roles including: Medical Device Sales, Med Info, Pharmacovigilance and Medical Affairs for Ethicon Endosurgery (a J&J Company), Eli Lilly, Pfizer, Amgen, Shire and Biogen. Michelle is very passionate about Med Info & Med Affairs and is highly motivated by innovative, customer centric ways to support healthcare and non-healthcare professionals around the world to ensure the safe and effective use of medicines.

Speaker(s)



Beyond the Hype: Demonstrating the Value of AI Through Concrete Examples

Christine Buggle

Director Business Development
TransPerfect Life Sciences, United Kingdom

Christine Buggle is a Senior Director at TransPerfect Life Sciences with over a decade of experience in Safety, Pharmacovigilance, Medical Affairs, and global content strategies. She builds strategic partnerships and consults on best practices for biotech, pharmaceutical, and medical device companies. A thought leader and mentor, Christine is also President of the HBA London chapter, where she drives key growth initiatives. With a background in international business, she combines strategic consulting with leadership in life sciences, fostering innovation and operational excellence.



Milton: A Minimalist Generative AI Engine for Rapid and Scientific-driven Medical Information Document Creation

Igor Vieira, DrSc

Medical Information Data & AI Solutions Lead
UCB Pharma, Belgium

Igor Vieira, the Medical Information Data & AI Solutions Lead at UCB, is dedicated to enhancing medical information data, insights, and digital capabilities. With a PhD in machine learning applied to medicine from KU Leuven, Belgium, and over a decade of AI expertise across diverse industries, Igor's passion lies in leveraging technology to improve the lives of those battling severe diseases. He is committed to working collaboratively with caregivers, healthcare professionals, and other stakeholders to make a meaningful impact on people's life.



Generative AI for the Medical Information Contact Centre: Risk, Regulation and Reward

Emily Bevington, MSc

Associate Director, Innovation and Implementation
Propharma, United Kingdom

Emily Bevington has 9 years of experience in Medical Information Operations and Program and Project Management. She has studied BSc Biological Sciences and MSc Artificial Intelligence. With a background in technology and programming, she is competent in the design, development and deployment of technology solutions, with a particular focus on Data Science, Artificial Intelligence and Machine Learning.



Enhancing a Medical Information Omnichannel Service with Voice of Customer Integration

Beatrice Omisakin, MPharm

Head Medical Information, Region EMEA
Takeda, Switzerland

Beatrice Omisakin, Head of Medical Information for EMEA at Takeda Pharma Ag, is a UK pharmacist with 22 years of experience. She practiced in the UK NHS and worked in medical information at Novartis, Bristol Myers Squibb, and Merck Sharp and Dohme. At Takeda, she led digital initiatives like NLP analytics and a global medical HCP Portal rollout. Beatrice is active in the global medical affairs community, excelling in virtual engagement, medical

congresses, real-time medical information initiatives, and cross-department IT projects. Her expertise and industry relationships drive strategic success.

10:30 AM — 11:00 AM

Coffee Break

11:00 AM — 12:30 PM

Workshops - Evolving MedInfo for the Future

Join us for an engaging and hands-on workshop where participants will have the opportunity to delve into critical topics in medical information. This session will be divided into two parallel working groups, each guided by an expert speaker on a topic each. Participants will benefit from interactive discussions, collaborative activities, and networking opportunities within their groups. This format is designed to foster learning from peers and experts alike, ensuring a rich exchange of knowledge and practical insights.

This year's topics:

- 1) Future proofing your Medical Information Set-Up

Medical Information teams are often seen as a support function rather than a strategic partner. However, as the customer engagement landscape shifts, stakeholder needs change, self-service information access becomes ubiquitous, and technologies such as AI are introduced, it is a good time to assess how the Medical Information function must evolve to stay relevant. We will discuss how the changing landscape and technological advances impact Medical Information roles and skill sets, anticipate which skills will be needed in the future, and whether these should be developed internally or sourced externally. Additionally, we will discuss how and why to position Medical Information as a strategic partner and share best practice examples.

- 2) Implementing AI and Tech in MedInfo

a. Discuss challenges faced when implementing AI/technology projects in MI b. Summary of current technology trends in MI c. Provide Implementation framework as best practice to support successful implement d. Workshop together AI projects using the framework provided e. Q&A if time permits

Session Chair(s)



Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel

University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.



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Vice-President at MILE, Head of Global Medical Information,
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12:30 PM — 1:30 PM

Lunch

1:30 PM — 3:00 PM

Session 6: New Considerations for Customer Engagement

Customer engagement is an important pillar in customer value management and there are many things to discover in this exciting journey. Join us for an engaging session in which we will learn about MILE activities firsthand and explore the Medical Information Industry Group in Spain's decade-long journey of growth, education and collaboration. Learn how Twitter Journal Clubs have revolutionized medical education through physician-led initiatives on social media. Discover insights from the Psychological Technical Adoption Framework Study on digital innovation uptake, focusing on key psychological and technical factors. Finally, gain practical strategies for managing international medical teams' regulatory intelligence and language needs.

Session Chair(s)



Jürgen W.G. Bentz, MD, PhD, MSc

Head of Medical Information & Patient Support
UCB, Belgium

Jürgen W.G. Bentz is the Head of Medical Information & Patient Support of UCB. In his current role, Jürgen oversees the provision of medical information and patient support to generate the best individual experience for every patient, caregiver, or health care professional. Jürgen is enthusiastic about the well-being of people suffering from severe diseases and looking into all facets to provide the right solution to the right

patient at the right time. During his professional career, Jürgen worked as scientific journalist, and contributed for more than 20 years to the well-being of patients in multiple medical, clinical and operational roles with increasing responsibility.



Hakan Aribas, MD

CEO and Founder
ORION Healthcare, Turkey

Previous positions: Novartis Pharmaceuticals – Region Europe Medical Expert on Bone & Pain; Novartis Pharmaceuticals – Medical Information & Communication Manager; Novartis Pharmaceuticals ANKARA Rheumatology, Gastroenterology & Urology Therapeutic Area (Reg. Medical Manager); Sincanli Government Hospital, AFYON Medical Group Chairman & Chief of Staff, E.R. Doctor; Universal Group, Bodrum/MUGLA Emergency Boat and E.R. Doctor. Education: Faculty of Medicine, University of Trakya, EDIRNE.

Speaker(s)



MILE Update

Michelle Bridenbaker, BSN, MS

Vice-President at MILE, Head of Global Medical Information,
Recordati Rare Disease, Switzerland

Michelle is currently the Global Medical Information Lead at Idorsia Pharmaceuticals Ltd. She has worked in industry Globally for over 15 years in roles including: Medical Device Sales, Med Info, Pharmacovigilance and Medical Affairs for Ethicon Endosurgery (a J&J Company), Eli Lilly, Pfizer, Amgen, Shire and Biogen. Michelle is very passionate about Med Info & Med Affairs and is highly motivated by innovative, customer centric ways to support healthcare and non-healthcare professionals around the world to ensure the safe and effective use of medicines.



A Decade of Growth and Collaboration: The Medical Information Group in Spain

Maria Angeles Hernandez Martin, DrMed, PharmD

Associate Director Medical Information
Gilead Sciences, Spain

Maria has been involved in the field of medical information for more than twenty years. Throughout this time, Maria Angeles has been very committed to offering the most appropriate response to each healthcare professional or patient to meet their needs in the most personalized way possible. She has always wanted to improve the service she manages by adapting to the new reality and implementing new tools and technologies. In addition, she has shown an enormous commitment to making the profession of Medical Information more visible in Spain. She is one of the founding members of the Spanish Working Group on Medical Information and has been its coordinator for more than 5 years.



Twitter Journal Clubs: How the Physician-led Medical Information Movement Transformed How Doctors Learn

Daniel Ghinn

CEO
Creation.Co, United Kingdom

Daniel Ghinn has been studying how healthcare professionals use digital media to communicate since 1998, when he first started helping doctors to get online. In his book, *Activating Digital Opinion Leaders*, he set out a methodology for identifying, engaging and activating HCPs who are making an impact on social media. He subsequently led the launch of CREATION Pinpoint, an AI-based platform that tracks the voice of millions of HCPs on social media and maps the most influential among their online peers. Today he is leading the launch of an app for HCPs to track and improve their own impact on social media. Daniel is founder of CREATION.co, the insights consultancy on a mission to transform nations through health.



Digital Innovation Uptake Beyond the Buzz: Lessons from the Psychological Technical Adoption Framework Study

Celia Wilson, MS

Global Medical Information Specialist
Excelya, France

Celia is an experienced MI consultant and Project Manager, supporting both the industry and providers on a range of projects from outsourcing to training curriculum development. She has worked in several global senior positions within Medical Information over the last few years. Celia loves that there is always something new to discover about Med Info and is herself passionate about sharing her enthusiasm for the field! Her specific areas of interest are on how to best transform information to improve understanding, and how to approach innovation and technology with pragmatism and purpose to meet all stakeholders requirements.



Regulatory Intelligence/Language Needs for Teams Working Across Geographies

Isabelle C. Widmer, DrMed

CEO elytra GmbH, Consultant
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.

3:00 PM — 3:15 PM

Conclusions and Outcomes

3:15 PM — 3:30 PM

Farewell Coffee Break