

Medical Affairs and Scientific Communications Forum

Boston, MA

Short Course & Executive Forum: Monday, March 10

Forum: March 10-12

PROGRAM COMMITTEE CO-CHAIRS

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Overview

DIA's Medical Affairs and Scientific Communications Forum embodies our commitment to fostering innovation and enhancing global health and well-being. Tailored specifically for medical affairs professionals, by medical affairs professionals, this forum serves as a dynamic platform for exchanging vital insights and tackling current challenges and trends on the top of everyone's mind.

With a focus on cultivating interdepartmental relationships, this forum offers a unique opportunity for professionals across diverse job types within the medical affairs domain to collaborate and synergize. Featuring multiple general and breakout sessions organized into three tracks—medical communications, medical writing, and field medical—the forum enables attendees to delve into topics most relevant to their roles and interests. By participating in this multidisciplinary gathering, attendees gain a comprehensive understanding of the regulatory and compliance landscape that directly impacts their daily responsibilities.

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

Forum Designed For:

- Medical Communications
- Medical Writing
- Medical Science Liaisons
- Field Medical
- Medical Information
- Medical Call Center Environment
- Regulatory Affairs
- Clinical Research
- Professional Education, Training, and Development
- Document Management/eSubmissions

Track Descriptions

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.

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.

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.

Track Key:

- Track 1: Medical Communications
- Track 2: Medical Writing
- Track 3: Field Medical

Schedule At-A-Glance

DAY ONE MONDAY, MARCH 10		ROOM
7:30-8:00AM	Short Course and Executive Forum Registration	Grand Ballroom Foyer
8:00AM-12:00PM	Short Course: Medical Communications: Compliance in 2025 <i>*Short Course requires an additional registration fee. You do not need to be registered for the Forum to attend*</i>	Commonwealth Ballroom A
8:00AM-12:00PM	Medical Affairs Executive Forum <i>*Tailored for senior-level executives only. Advance registration is required*</i>	Commonwealth Ballroom C
11:00AM-5:30PM	Forum Registration	Grand Ballroom Foyer
12:00-1:00PM	Opening Luncheon in the Exhibit Hall	Grand Ballroom AB
1:00-1:30PM	Welcoming Remarks and Fellow Poster Program Overview	Grand Ballroom CDE
1:30-2:15PM	Session 1: Opening Keynote Address – Bridging the Gap: Transforming Complex Science into Impactful Digital Public Health Communications	Grand Ballroom CDE
2:15-3:00PM	Networking Break in the Exhibit Hall	Grand Ballroom AB
2:20-2:50PM	Hosted Session/Non-CE: Case Study Spotlight hosted by Alliant: AI and Medical Affairs: Tactical Ways AI Can Help Your Day to Day	Commonwealth Ballroom A
3:00-4:00PM	Session 2: BREAKOUT SESSIONS	
	Track 1: Elevate and Lead: Upskilling Medical Information Professionals for Dynamic Career Growth	Grand Ballroom CDE
	Track 2: Strategic Protocol Design and Patient Engagement in Clinical Research	Commonwealth Ballroom C
	Track 3: Demonstrating Value and Impact	Commonwealth Ballroom B

Session 3: BREAKOUT SESSIONS

4:10-5:10PM	Track 1: Enhancing Patient Engagement: Developing Toolkits and Digital Approaches	Grand Ballroom CDE
	Track 2: Writing for Regulatory Agencies: Leadership in Collaborative Authoring & Interpreting Clinical Study Results	Commonwealth Ballroom C
	Track 3: Technology: What is New and How Can It Make My Job Easier?	Commonwealth Ballroom B
5:10-6:30PM	Poster Reception in the Exhibit Hall – View Fellow Posters!	Grand Ballroom AB

DAY TWO | TUESDAY, MARCH 11

8:00AM-5:00PM	Registration	Grand Ballroom Foyer
7:30-8:00AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom AB
8:00-8:20AM	Welcome Presentation of the Excellence in Service Awards, and DIA Community Update	Grand Ballroom CDE
8:20-9:20AM	Session 4: Plenary Session: Reimagining the World of Medical Writing, MedCom, and Field Medical: AI/GenAI as the Game Changers	Grand Ballroom CDE
Session 5: BREAKOUT SESSIONS		
9:30-10:45AM	Tracks 1 and 3: Revolutionizing Medical Communication: The Power of Artificial Intelligence, Natural Language Processing, and Machine Learning	Grand Ballroom CDE
	Track 2: How Generative AI is Transforming Medical Writing	Commonwealth Ballroom C
10:45-11:30AM	Networking Break in the Exhibit Hall	Grand Ballroom AB
Session 6: BREAKOUT SESSIONS		
11:30AM-12:30PM	Track 1: Transforming Engagement: Innovations, Strategies, and Regulations for the Future of Medical Communications	Grand Ballroom CDE
	Track 2: Optimizing Collaborations: Successes and Learning Opportunities in Medical Writing Partnerships between Sponsors and CROs	Commonwealth Ballroom C
	Track 3: Unlocking the Power of Medical Insights to Inform Strategy and Take Action	Commonwealth Ballroom B
12:30-1:45PM	Networking Luncheon in the Exhibit Hall	Grand Ballroom AB
12:30-1:45PM	Resident and Fellow Professional Development Luncheon: Mastering Effective Communication for Career Success	Commonwealth Ballroom A
Session 7: BREAKOUT SESSIONS		
1:45-3:00PM	Track 1: Podium Pearls	Grand Ballroom CDE
	Track 2: Transparency in Action: Navigating Regulations and Plain Language in Clinical Trial Disclosure	Commonwealth Ballroom C
	Track 3: Innovation in Medical Affairs: Leveraging Digital Solutions for Data-Driven Decision Making	Commonwealth Ballroom B

3:00-3:45PM	Networking Break in the Exhibit Hall – View Professional Posters	Grand Ballroom AB
Session 8: BREAKOUT SESSIONS		
3:45-5:00PM	Tracks 1 and 3: Unlocking Omnichannel Success: Bridging Gaps in Medical Communication and Strategy	Grand Ballroom CDE
	Track 2: The Power of Plain Language: How to Create Clear and Understandable Clinical Trial Communications	Commonwealth Ballroom C
DAY THREE WEDNESDAY, MARCH 12		ROOM
8:00AM-12:30PM	Registration	Grand Ballroom Foyer
8:00-8:30AM	Networking Breakfast in the Exhibit Hall	Grand Ballroom AB
Session 9: BREAKOUT SESSIONS		
8:30-9:30AM	Track 1: The Future of Medical Communication	Grand Ballroom CDE
	Track 2: The Future Medical Writer: Adapting, Evolving, Excelling	Commonwealth Ballroom C
	Track 3: Field Medical and Engagement with Payers	Commonwealth Ballroom B
9:30-10:15AM	Networking Break in the Exhibit Hall	Grand Ballroom AB
Session 10: BREAKOUT SESSIONS		
10:15-11:30AM	Track 1: From Misinformation to Clarity: Scientific Storytelling in the Digital Era	Grand Ballroom CDE
	Track 2: Bridging Medical Writing Expertise with Technology, Guidelines, and Soft Skills	Commonwealth Ballroom C
	Track 3: KOL Engagement Strategies: Best Practices in External Engagement	Commonwealth Ballroom B
11:35AM-12:20PM	Session 11: Closing Plenary: Charting New Courses: Reshaping Opportunities and Breaking the Expert Mold in Career Development	Grand Ballroom CDE
12:20-12:30PM	Closing Remarks	Grand Ballroom CDE
12:30PM	Forum Adjourns	

Continuing Education Credits

The 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 15.25 contact hours or 1.525 continuing education units (CEU's). Type of Activity: Knowledge

ACPE Credit Requests MUST BE SUBMITTED by Monday, April 28, 2025

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 **Monday, April 28, 2025**, 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.



ACPE CREDIT REQUESTS MUST BE SUBMITTED BY MONDAY, APRIL 28, 2025.

Statement of Credit

If you would like to receive a statement of credit for the days you attend the conference, you must attend one, two, or all three days of the conference, (in their entirety), sign in at the DIA registration desk each day, upon arrival, 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 **Wednesday, March 26, 2025**.

If you are claiming CE credit for the conference 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 credit or a certificate of attendance, available on **Wednesday, March 26, 2025**
5. ACPE credit must be submitted by **Monday, April 28, 2025**

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It is DIA 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. This educational activity may include references to the use of products for indications not approved by the FDA. Opinions expressed with regard to unapproved uses of products are solely those of the faculty and are not endorsed by the DIA or any of the manufacturers of products mentioned herein. Faculty for this educational activity was asked to disclose any discussion of unlabeled or unapproved uses of drugs or medical devices. Disclosure statements are included with each speaker's biographical sketch.

Planning Committee

DIA staff members have no relevant financial relationships to disclose.

Learning Objectives

- Discuss best practices for delivering medical information and fostering scientific exchange in alignment with evolving regulatory environments
- Identify skills to apply advanced communication strategies, leveraging digital and AI-driven tools to meet the needs of diverse stakeholders, including patients, healthcare professionals, and regulatory bodies
- Examine innovative approaches to patient engagement, transparency, and the application of plain language in clinical trial communications to improve accessibility and understanding

Medical Communications Track:

- Examine the impact of emerging technologies, such as AI and machine learning, on medical communication practices to enhance efficiency and accuracy
- Describe strategies to align communication efforts with evolving customer expectations, incorporating personalization and omnichannel approaches
- Identify ways into fostering leadership and career growth within medical communications teams by navigating challenges and identifying opportunities for professional development

Medical Writing Track:

- Discuss the challenges and opportunities in medical writing, with a focus on collaborative authoring, regulatory compliance, and patient-centered approaches
- State the regulatory guidances, including FDA's Patient-Focused Drug Development Guidance, to improve protocol design and patient engagement in clinical trials
- Recognize the integration of generative AI into medical writing processes to streamline content development while maintaining scientific integrity and readability

Field Medical Track:

- Identify how to strengthen core competencies for Medical Affairs professionals, including MSLs, MSL Directors, HEOR Liaisons, and Clinical Liaisons, to drive effective external engagement and scientific exchange
- Describe strategies for incorporating medical insights into actionable plans that inform decision-making and optimize patient outcomes
- Examine innovative tools and technologies to improve engagement with key opinion leaders (KOLs) and payers, ensuring alignment with lifecycle management goals

Continuing Education Credit Allocation

In-Person Short Course Medical Communications: Compliance in 2025:

UAN: 0286-0000-25-010-L04-P; Knowledge; 3.75 contact hours or .375 CEUs

Welcoming Presentation of Excellence in Service Awards; NO CE

Session 1: Opening Keynote Address – Bridging the Gap: Transforming Complex Science into Impactful Digital Public Health Communications

UAN: 0286-0000-25-014-L04-P; Knowledge; .75 contact hour, .075 CEU

Session 2 Track 1: Elevate and Lead: Upskilling Medical Information Professionals for Dynamic Career Growth

UAN: 0286-0000-25-015-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 2 Track 2: Strategic Protocol Design and Patient Engagement in Clinical Research

UAN: 0286-0000-25-016-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 2 Track 3: Demonstrating Value and Impact

UAN: 0286-0000-25-017-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 3 Track 1: Patient Engagement and Advocacy

UAN: 0286-0000-25-018-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 3 Track 2: Writing for Regulatory Agencies: Leadership in Collaborative Authoring & Interpreting Clinical Study Results

UAN: 0286-0000-25-019-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 3 Track 3: Technology: What is New and How Can it make My Job Easier?

UAN: 0286-0000-25-020-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 4: Plenary Session: Reimagining the World of Medical Writing, MedCom, and Field Medical: AI/GenAI as the Game Changers

UAN: 0286-0000-25-021-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 5 Tracks 1 and 3: Revolutionizing Medical Communication: The Power of Artificial Intelligence, Natural Language Processing, and Machine Learning

UAN: 0286-0000-25-022-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 5 Track 2: How Generative AI is Transforming Medical Writing

UAN: 0286-0000-25-023-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 6 Track 1: Customer and Stakeholder Engagement

UAN: 0286-0000-25-024-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 6 Track 2: Optimizing Collaborations: Successes and Learning Opportunities in Medical Writing Partnerships between Sponsors and CROs

UAN: 0286-0000-25-025-L04-P; Knowledge; 1 contact hour, .1 CEU

Session 6 Track 3: Unlocking the Power of Medical Insights to Inform Strategy and Take Action

UAN: 0286-0000-25-026-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 7 Track 1: Podium Pearls

UAN: 0286-0000-25-027-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 7 Track 2: Transparency in Action: Navigating Regulations and Plain Language in Clinical Trial Disclosure

UAN: 0286-0000-25-028-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 7 Track 3: Innovation in Medical Affairs: Leveraging Digital Solutions for Data-Driven Decision Making

UAN: 0286-0000-25-029-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 8 Tracks 1 and 3: Unlocking Omnichannel Success: Bridging Gaps in Medical Communication and Strategy

UAN: 0286-0000-25-038-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 8 Track 2: The Power of Plain Language: How to Create Clear and Understandable Clinical Trial Communications

UAN: 0286-0000-25-030-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 9 Track 1: The Future of Medical Communication

UAN: 0286-0000-25-031-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 9 Track 2: The Future Medical Writer: Adapting, Evolving, Excelling

UAN: 0286-0000-25-032-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 9 Track 3: Field Medical and Engagement with Payers

UAN: 0286-0000-25-033-L04-P; Knowledge; 1 contact hour or .1 CEU

Session 10 Track 1: From Misinformation to Clarity: Scientific Storytelling in the Digital Era

UAN: 0286-0000-25-034-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 10 Track 2: Bridging Medical Writing Expertise with Technology, Guidelines, and Soft Skills

UAN: 0286-0000-25-035-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

Session 10 Track 3: KOL Engagement Strategies: Best Practices in External Engagement

UAN: 0286-0000-25-036-L04-P; Knowledge; 1.25 contact hours or .125 CEUs

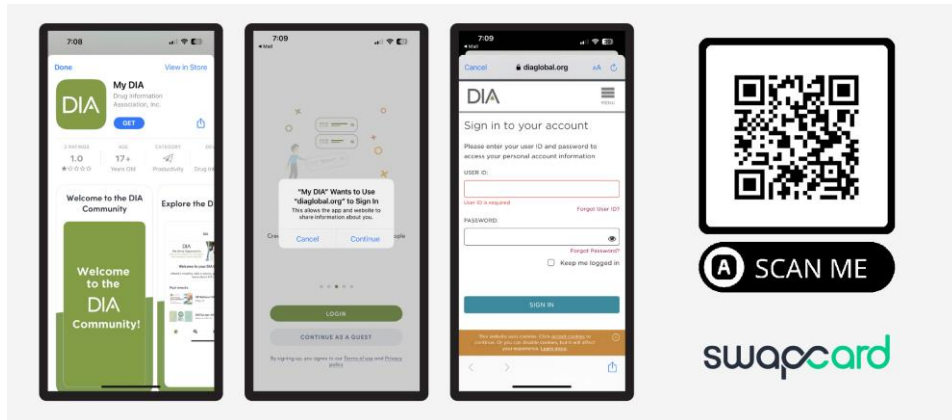
Session 11: Closing Plenary: Charting New Courses: Reshaping Opportunities and Breaking the Expert Mold in Career Development

UAN: 0286-0000-25-037-L04-P; Knowledge; .75 contact hour or .075 CEU

Closing Remarks; NO CE

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DIA 2025 is the premier gathering for industry leaders, regulatory authorities, governmental representatives, academia, innovators, and patients. Set against the vibrant backdrop of Washington, DC, DIA 2025 will beckon stakeholders from around the world to converge, collaborate, and catalyze transformative change within the life sciences realm.

At DIA 2025, we will transcend boundaries, inviting diverse voices to the table to address both local and global challenges. From regulatory hurdles to technological innovations, from healthcare disparities to patient-centric solutions, our agenda is comprehensive and forward-thinking.