The Westin Boston Seaport District

Mar 02, 2026 11:00 AM - Mar 04, 2026 12:30 PM

425 Summer Street, Boston, MA 02210, USA

Medical Affairs and Scientific Communications Forum

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Print Agenda

Day 1 Mar 02, 2026

7:30 AM — 8:00 AM — Grand Ballroom Foyer

Short Course Registration

8:00 AM — 12:00 PM

Short Course: Medical Communications: Compliance in 2026

Speaker(s)

Instructor

Kari Loeser, JD

Vice President, Chief Compliance Officer
Cytokinetics, United States

Kari is Vice President and Chief Compliance Officer for Cytokinetics, Inc., where she provides executive management, direction, and oversight for all aspects of the compliance program, policies, monitoring, training, privacy, and brand-legal advisory. Previously, Kari was the US Healthcare Compliance and Privacy Officer and Senior Corporate Counsel at Vifor Pharma, Inc., and a Senior Director/Senior Compliance Counsel at Jazz Pharmaceuticals. She has extensive experience in providing legal and compliance advice on sales, marketing, promotional and medical materials review, Medical Affairs, managed care, commercial compliance, as well as U.S. Sunshine / aggregate spend and compliance operations.

Instructor

Lauren Roth

Partner
King & Spalding LLP, United States

11:00 AM — 5:30 PM Grand Ballroom Foyer

Forum Registration

11:10 AM — 11:40 AM

Hosted Session/Non-CE: Case Study hosted by RTI Health Solutions

12:00 PM — 1:00 PM Grand Ballroom AB

Opening Luncheon in the Exhibit Hall

1:00 PM — 1:30 PM Grand Ballroom CDE

Welcoming Remarks and Fellow Poster Program Highlight

Track: General Sessions

Session Chair(s)

Maria Paula Bautista Acelas, MSC

Senior Scientific Project Manager
DIA, United States

Maria Paula offers expert scientific content guidance and project management support for DIA's global consortium initiatives and specialty meetings. She is dedicated to ensuring the development and delivery of impactful, patient-centric scientific content that generates evidence to facilitate the integration of innovation in medical product development. She brings experience in public health, patient engagement, and research management. She holds a Master of Science in Health Care Management from Marymount University and a Bachelor of Science in Microbiology and Bioanalysis from Universidad Industrial de Santander, Colombia.

Speaker(s)

Speaker

Evelyn Hermes-DeSantis

Director, Research and Publications
phactMI, United States

Evelyn R. Hermes-DeSantis, PharmD, BCPS, is the Director for Research and Publications for phactMI and Professor Emerita at the Ernest Mario School of Pharmacy at Rutgers, the State University of New Jersey. She is dedicated to advancing and elevating the practice of medical information. She received both a BS in Pharmacy and a PharmD from Rutgers and completed a Drug Information specialty residency at the Medical College of Virginia Hospital in Richmond, Virginia prior to working at the University of Utah Hospital Drug Information Service. For 25 years she was the Director of Drug Information Services at Robert Wood Johnson University Hospital and a Clinical Professor at the Ernest Mario School of Pharmacy at Rutgers.

1:30 PM — 2:15 PM

Grand Ballroom CDE

Session 1: Opening Keynote Address: Building Trust in Today's World: Rewiring How We Communicate Science Information

In an era of information overload, the ability to communicate science with clarity and credibility has never been more essential. During this session, we will explore how medical affairs professionals, including medical communicators, writers, and field medical professionals, can foster trust and strengthen confidence in evidence-based medicine. In this engaging

and story-driven session, we will review the tools that creators use to build trust within communities, and how we can leverage that understanding to make scientific communication more memorable, meaningful, and trustworthy.
At the conclusion of this session, participants should be able to:

•Describe key principles for building trust and credibility in evidence-based scientific communication

•Apply practical storytelling techniques to improve clarity and memorability of medical information

•Recognize transparent and trustworthy communication approaches that support audience confidence in evidence

Track: General Sessions

Session Chair(s)

Representative Invited

DIA, Switzerland
this is a test test 4

Speaker(s)

Speaker

Amanda Yarnell, MS

Senior Director, Center for Health Communication
Harvard T.H. Chan School of Public Health, United States

Under Amanda's leadership the Center launched its Public Health Creators program, which equips and inspires influential creators to spread evidence-based health information on social media. Her Harvard Chan team is also conducting interdisciplinary, creator-engaged research to study how creators are reshaping health narratives and behaviors. Amanda is also a lecturer in the Department of Social & Behavioral Sciences, where she is preparing public health students to credibly communicate health information in an increasingly skeptical and fragmented world. In her work at the Center Amanda leverages two decades of experience in science and health journalism, media product development, and audience engagement.

2:15 PM — 3:00 PM Grand Ballroom AB

Networking Break in the Exhibit Hall

2:25 PM — 2:55 PM

Hosted Session/Non-CE: Case Study hosted by AlphaLife Sciences How Leading Global Pharma Embraces AI to

Automate Regulatory and Medical Documents with Quality Control[

As regulatory and medical writing demands grow, pharmaceutical companies are adopting AI to accelerate document creation while ensuring quality and compliance. Automating CSRs, protocols, IBs, and CTD modules reduces manual effort and frees teams to focus on higher-value tasks. However, in regulatory environments, automation must also ensure accuracy, auditability, and traceability to meet compliance standards.

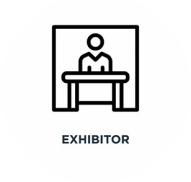
Learning Objective :

Featured Topics:

- Growing demand for faster, compliant medical and regulatory document generation
- Use of AI to automate CSRs, protocols, IBs, and CTD modules
- Benefits: reduced manual effort and accelerated timelines
- Importance of quality control in high-stakes regulatory contexts
- Ensuring AI systems deliver accuracy, auditability, and traceability

Track: Hosted Session

Session Chair(s)



Sponsored Sessions

United States

3:00 PM — 4:00 PM

Grand Ballroom CDE

Session 2 Track 1:Operationalize Omnichannel in Medical Affairs: Practical Frameworks, Pitfalls, and Panel Insights

Session 2 Track 1:Operationalize Omnichannel in Medical Affairs: Practical Frameworks, Pitfalls, and Panel Insights

Learning Objective : At the conclusion of this session, participants should be able to: · Identify the core components of a practical omnichannel framework tailored for medical affair use. · Differentiate between effective orchestration and fragmented multichannel execution in real-world settings. · Apply panel-derived best practices to address common operational, measurement, and compliance challenges

Track: Medical Communications

Level: Intermediate

Session Chair(s)

Pooja Srivastava Banerjee, MPHARM

Senior Director

Krystelis Ltd, India

With 18+ years of experience, Pooja holds a Master's degree in pharmaceutical chemistry and a postgraduate diploma in health communications. She currently leads Medical Communications at Krystelis, managing publications, medico-marketing, and medical education. Pooja specializes in strategic communication for pharma and biotechnology, having worked on public health campaigns, advisory boards, RWEs, and developing consensus statements and clinical guidelines. She has worked with top pharma clients, and other healthcare stakeholders. Pooja is also a published author, having received the PRS Global Open "Best International Collaboration-Gold Award" in 2020. Actively involved as a faculty member in workshops and conferences.

Speaker(s)

Beyond Channels: Orchestrating Channels Meaningfully in Medical Affairs

Vanessa Braganza

Head, Omnichannel Medical Engagement
Genentech, United States

Speaker

Jung Lee, PHARMD

Senior Director, Global Medical Content Strategy, Digital Enablement
AstraZeneca, United States

Jung began her career at AstraZeneca in 2000 and has over 17 years of Medical Affairs experience, in various roles and in multiple therapeutic areas. She started as an MSL in NYC & Philadelphia prior to beginning her HQ-based roles. Jung received a BS and PharmD from Philadelphia College of Pharmacy & Science. She completed a managed markets pharmacy residency at Advance Paradigm/University of Maryland. Prior to AZ, she was a clinical pharmacist for HIP of New York.

3:00 PM — 4:00 PM

Commonwealth Ballroom C

Session 2 Track 2: Leading the Change: Unlocking Strategic Impact Through Medical Writing Innovation

The biopharmaceutical industry is undergoing unprecedented transformational change, and Medical Writing organizations are evolving to meet this call for change. They need to stay abreast of cutting-edge science and navigate increasingly complex regulations to achieve business success. They are key to frontline efforts to instill trust in science and are communicating to more diverse audiences including patients and the public. They are upskilling and leveraging AI to create and curate content in order to accelerate R&D activities. They represent strategic thinkers, technologic innovators, and a new class of business leaders. This session will focus on strategies for maximizing the transformational impact of your Medical Writing organization.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Define opportunities for Medical Writing to be an enabler for transformational change
- Implement strategies for new Medical Writing capabilities to support transformational change
- Explain how to apply skills to be a more visible and impactful Medical Writing leader

Track: Medical Writing

Session Chair(s)

Nancy Tam, MS

Head of Medical Writing
Pfizer, United States

Nancy Tam is the Head of Medical Writing at Pfizer and has more than 20 years of experience as a medical writing professional in the biopharmaceutical industry. Nancy has implemented automated solutions for content creation at several sponsor companies and is working to implement AI-assisted technologies throughout the R&D organization at Pfizer.

Speaker(s)

Why a Business Mindset is a Critical Skill for Medical Writers

Representative Invited

Whitsell Innovations, Inc., United States

Founder and president of Whitsell Innovations, Inc., a medical writing firm headquartered in Chapel Hill, NC, Ms. Whitsell has over 25 years of experience, specializing in global submission strategy, regulatory medical writing, emerging technologies, and data visualization. Prior to founding WI, Ms. Whitsell was the assistant director of preclinical & clinical development at Inspire Pharmaceuticals and a team lead at GlaxoWellcome. She has degrees in biophysics and physics from Miami University and interned at Los Alamos National Laboratory.

3:00 PM — 4:00 PM Commonwealth Ballroom B

Session 2 Track 3: Redefining the Impact of Field Medical: Elevate from Operational KPIs to Impact

For too long the success of Field Medical organization has been quantified by activity-based-metrics—number of interactions, frequency of visits, and resources delivered. While Key Performance Indicators (KPIs) provide a measure of effort, they fall short of capturing the profound strategic value that Medical Science Liaisons and their teams deliver. The true impact lies in the quality of scientific exchange, the strength of trusted partnerships, the generation of actionable insights, and the ultimate impact on clinical practice and patient outcomes. This session will be a forum for sharing innovative methodologies and forward-thinking strategies that move beyond counting activities and start measuring impact. We seek to build a new lexicon for value that reflects the integral role of Field Medical in the healthcare ecosystem.

Learning Objective :

- Identify the importance of the value of velocity of insights

- Discuss measurements of scientific partnership strength
- Describe and demonstrate Internal and cross functional value

Track: Field Medical

Session Chair(s)

Mitra Sadeghi, PHARMD

Sr. Director, Medical Affairs
Genentech, United States

Speaker(s)

Speaker

Risa Reuscher, PHARMD

US Medical Regional Therapeutic Area Lead – South/Southeast
Genentech, United States

Risa is the US Medical Affairs South & Southeast Region Therapeutic Area lead accountable for the enterprise medical leadership across Genentech's portfolio, strategy and direction for the region. Additionally, Risa leads the Respiratory, Immunology & Lytics Genentech MSL Teams. Risa brings 25 years of leadership and professional experience within the pharmaceutical industry in customer segments of managed care, integrated delivery networks, specialty pharmacy, community and health systems in a vast number of therapeutic areas including oncology, immunology, neuroscience, nephrology and respiratory. Risa is a graduate of the University of Missouri-Kansas City School of Pharmacy and holds a Doctor of Pharmacy.

Speaker

Nicole Griswold, PHARMD

Executive Medical Director, Head of Allergy/Immunology US Medical Affairs
Novartis, United States

Dr. Nicole Griswold has 20 years of Medical Affairs experience and is currently leading medical strategies for flagship immunology brands at Novartis. She is passionate about empowering medical teams to become strategic medical leaders who bring measurable impact to cross-functional teams, clinical practice, and patient outcomes. She has built high-performing field teams known for effectively translating complex science into data narratives relevant to patient care decisions - moving the conversation beyond activity-based KPIs to true scientific and clinical influence.

4:10 PM — 5:10 PM

Grand Ballroom CDE

Session 3 Track 1: Drive Meaningful Engagement: Customize Medical Information for Unique Customer

Needs and Empower Stakeholder Decision-Making

As expectations in healthcare evolve, effectively engaging customers with tailored medical information responses has become essential. This session will showcase strategies for understanding unique customer needs and delivering precise, customized MI that enhances engagement with HCPs and non-HCPs alike. Experts will also discuss how Medical Information teams can generate meaningful, actionable insights for internal stakeholders—driving customer-centricity and ensuring alignment with broader business objectives. Attendees will walk away with practical methods to modernize MI practices and increase their impact across all audiences.
Learning Objective :

- Identify best practices for customizing medical information responses to address specific customer needs
- Explain methods to generate and communicate meaningful, actionable insights for internal stakeholders
- Recognize ways to apply frameworks to strengthen engagement with both HCP and non-HCP audiences using personalized medical information

Track: Medical Communications

Session Chair(s)

Marta Avellar, MBA

Medical Information Regional Head, Latin America Canada
Takeda, Brazil

With over 20 years in the pharmaceutical industry, Marta Avellar leads Medical Information strategy and operations for Latin America and Canada at Takeda. Her career includes leadership roles in Pharmacovigilance and Medical Information at Wyeth (now Pfizer), Janssen (now J&J), and Shire (now Takeda). At Takeda, she has continuously driven digital innovation and operational excellence, and played a key role in global M&A integration, including a U.S.-based rotation focused on leadership transformation in Medical Information. Marta is an active member of the Medical Information Committee of Sindusfarma, a pharmaceutical industry association based in São Paulo, Brazil.

Speaker(s)

Modernizing Medical Information Through Digital Inquiry Management

Wesley Winston Portegies, MBA

Chief Strategy Officer & Founder
Medcomms Experts, United States

Wesley Portegies is the Founder and Chief Strategy Officer of MedComms Experts, a global medical communications agency known for helping Medical Affairs teams create engaging, high-impact scientific content. With deep expertise in how HCPs consume information, Wesley specializes in scientific storytelling, digital-first content strategy, and modern communication approaches that improve recall and influence. He is a frequent conference speaker and host of the Transforming Medical Communications podcast, where he shares practical insights from leaders across the field.

Hiren Patel, PHARMD

Senior Director, Global Medical Information
Travere Therapeutics, United States

Hiren Patel is the Senior Director of Global Medical Information and Governance at Travere Therapeutics. He has been with Travere for the past 3 1/2 years and has been in pharma for the past 2 decades, ranging from large to small pharmaceutical companies. He has supported multiple therapeutic areas within the medical information space throughout his career. He completed his doctorate of Pharmacy degree at the University of the Sciences in Philadelphia, followed by a fellowship program with JnJ prior to continuing his career in industry. He currently resides just outside of Boston with his wife and three children.

4:10 PM — 5:10 PM

Commonwealth Ballroom C

Session 3 Track 2: From Guidance to Action: Strengthening Regulatory Writing in Oncology Trials

This session will help regulatory writers working with oncology trials with best practices for integrating the 2025 FDA guidance in oncology clinical trials into documents such as protocols, briefing packages, clinical study reports and marketing expectations. The session will also discuss how real-time reviews with FDA have been evolving over the past years and discuss examples of pathways and tools that have been built to facilitate this real-time communication.
Learning Objective :

- Identify key elements in the FDA Guidance in Oncology Clinical Trial Design on assessing overall survival in oncology clinical trials and the implications for clinical trial design
- Demonstrate how to align medical writing strategies to support successful regulatory submissions
- Describe regulatory pathways and tools driving real-time interactions
- Identify strategies for adapting communications to rapid regulatory feedback

Track: Medical Writing

Session Chair(s)

Elizabeth Olbrich, MS, RN

Associate Director
PPD, United States

Elizabeth Olbrich, RN, MS, is known for engaging teams through hands-on leadership and conviction to do what it takes to produce quality output and achieve milestones. She has earned reputation for fostering positive vendor/client relationships, establishing and leading teams, and vendor performance turn-around. Elizabeth has provided strategic leadership for global medical writing, CRO partnerships, and quality control activities. She currently oversees a global medical information program involving 12 medical writers and editors who deliver over 1,000 annual documents while exceeding client KPIs.

Speaker(s)

Navigating New FDA Guidance in Oncology Clinical Trial Design: Considerations for Medical Writing

Andrea Clark, PHD

Principal Medical Writer
Eldridge Writing & Consulting LLC, United States

Andrea Clark is a Principal Medical Writer at Eldridge Writing & Consulting. She earned a PhD in chemistry and began her career in drug regulatory affairs before transitioning to medical writing. In her current role, she develops clinical and regulatory documents and supports drug development programs across multiple therapeutic areas. She has led and mentored teams of medical writers, fostering effective collaboration and ensuring the delivery of high-quality, compliant documents. An active member of the medical writing community, she has presented at industry conferences and currently serves as Volunteer and Membership Coordinator for the AMWA Mid-Atlantic Chapter.

Always On: Reshaping the Communication Chain Through Real-Time Reviews

Jason Casavant, JD

Executive Director, Medical Writing
Synterex, Inc., United States

Jason Casavant is the current head of medical and regulatory writing at Synterex, Inc. Over his 25+ years of experience in the life sciences and clinical research industry, he has specialized in medical writing, GCP quality assurance, operations, and training. This breadth of expertise reflects a strong foundation in both technical and leadership domains, allowing him to drive compliance and operational excellence across complex projects. In addition to technical expertise, he has contributed thought leadership through presentations and discussions on topics such as motivation, engagement, and agile methodologies in regulated environments, emphasizing continuous improvement and adaptive project management practices.

4:10 PM — 5:10 PM

Commonwealth Ballroom B

Session 3 Track 3: Leveraging RWE by Field Medical

As the role of the Medical Science Liaison (MSL) continues to evolve, Medical Affairs leaders are looking for new ways to support these field medical teams with smarter tools, better data, and workflows that reduce friction instead of adding to it.

We will also examine how real-world evidence via generative artificial intelligence (AI) is changing and enhancing the way MSLs interact with data and information. Presenters will demonstrate and evaluate tools in current use that allow field medical teams to better plan and execute for external engagements.

Learning Objective :

- Evaluate how embedded AI can streamline field medical workflows, reduce response time, and increase HCP impact
- Apply real-world patient data to improve HCP engagement decisions in everyday Medical Affairs workflows
- Demonstrate how GenAI tools can guide MSLs from insight to action

Track: Field Medical

Session Chair(s)

Richard Swank, PHD

Founder

Scientific Engagement LLC, United States

Richard Swank is the former head of US Field Medical and Global Field Medical Excellence at Amgen and Founder of Scientific Engagement LLC. He has spent most of his career building medical capabilities in Medical Affairs, including building and managing MSL teams, managing medical information call centers, and improving how medical teams execute and measure field medical performance. He holds a PhD in Biochemistry and Molecular Biology and prior to joining industry completed an NIH Postdoctoral Fellowship and was a senior fellow in Medical Genetics at the University of Washington.

Iris Tam, PHARMD

Founder & Principal Consultant
Iris Tam, LLC, United States

Iris Tam, PharmD, FAMCP, has 35 years of experience in health care, including hospital pharmacy, managed care pharmacy, biopharmaceutical industry, and consulting. She is currently an independent consultant. She was previously Senior Vice President, Medical Affairs & HEOR at COEUS Consulting and in prior industry roles at Genentech, Otonomy, and Achaogen, she led Medical Affairs strategies and tactics that support market access, product value, and patient access, including accountabilities for medical communications, HEOR, AMCP dossiers, compendia submissions, guideline bodies engagement, and payer communications.

Speaker(s)

Florian Hoehn

Director, Technology Strategy & Data Practice
Mavens (A Komodo Health Company), United States

Justin Yu

Co-Founder
Advection, United States

Speaker

Kristen Felthousen, MS

Founder and CEO
Career CRISPR LLC, United States

Kristen works as a consultant with an AI company that creates simulations for human skills development. She has over 20 years of experience in education, leadership and talent development, specializing in biopharma and pharmacy. Through her work with senior leadership and talent management teams, she has developed deep insights into the skills and competencies that drive career success in the life sciences industry. At NIMO, she designs AI-powered simulations that build soft skills and leadership capabilities for professionals at all levels, enabling organizations to extend development opportunities to every employee, measure behavior change at scale, and sustain learning between formal programs.

5:10 PM — 6:30 PM

Poster Reception in the Exhibit Hall – View Fellow Posters!

Day 2 Mar 03, 2026

8:00 AM — 8:30 AM Grand Ballroom AB

Networking Breakfast in the Exhibit Hall

8:00 AM — 5:00 PM

Registration

8:30 AM — 8:50 AM Grand Ballroom CDE

Welcome, Presentation of the Excellence in Service Awards, and DIA Community Update

Track: General Sessions

Session Chair(s)

Maria Paula Bautista Acelas, MSC

Senior Scientific Project Manager
DIA, United States

Maria Paula offers expert scientific content guidance and project management support for DIA's global consortium initiatives and specialty meetings. She is dedicated to ensuring the development and delivery of impactful, patient-centric scientific content that generates evidence to facilitate the integration of innovation in medical product development. She brings experience in public health, patient engagement, and research management. She holds a Master of Science in Health Care Management from Marymount University and a Bachelor of Science in Microbiology and Bioanalysis from Universidad Industrial de Santander, Colombia.

8:50 AM — 9:35 AM Grand Ballroom CDE

Session 4: Plenary Session: Navigating the AI Frontier: Possibilities and Practicalities for Implementing AI Systems in Life Sciences Organizations Communications

As AI continues to reshape the life sciences landscape, Medical Affairs professionals face both unprecedented opportunities and complex challenges. This joint plenary brings together experts to explore the frontier of AI in medical affairs and communications workflows. Attendees will gain insights into practical applications such as content authoring, while also learning how to navigate evolving copyright laws and regulatory guidance. The session will cover the possibilities and practicalities for implementing AI systems in life sciences organizations.
Learning Objective :

- Identify high value opportunities for AI in medical workflows
- Describe the legal uncertainties surrounding AI and copyright, and how they impact Medical Affairs
- Discuss strategies for fostering AI adoption while managing risk
- Recognize how to navigate the implementation of AI systems in their own organizations

Track: General Sessions

Session Chair(s)

Sarah Jarvis, MBA

Global Medical & Evidence Lead
ZS Associates, United States

Sarah Jarvis leads our Global Medical & Evidence consulting space at ZS. Based now in San Francisco, California, Sarah has worked in the lifesciences industry for over 25 years and has focused exclusively on working with medical affairs clients for the past 15 years at ZS. ZS has worked with more than 100 companies' Medical Affairs organizations. Sarah also previously worked at Genentech in a variety of different roles on products that spanned therapy areas and phases of the lifecycle. With COVID acting as an accelerator on the medical function, ZS is partnering with clients to support the growth and change needed to meet global demands - in the field and in headquarters - through strategy, advanced analytics, and operations projects.

Speaker(s)

From Vision to Execution: Tackling Real-World Challenges of GenAI in Medical Information

Mary K. Sendi, PHARMD

Medical Information & Review, Global US Regional Lead
Pfizer, United States

Mary is the Global Content Strategy and US Regional Lead for Pfizer Medical Information [MI]. Mary earned both a Bachelors and Doctorate degree in Pharmacy. Mary has greater than 20 years pharmaceutical industry experience specific to medical information. Outside of Pfizer, Mary is active in advancing the medical information profession

through her leadership/collaboration roles in the Drug Information Association and phactMI [Pharma Collaboration for Transparent Medical Information]. Mary is currently serving on the phactMI board of directors for the term 2019-2020.

From Vision to Execution: Tackling Real-World Challenges of GenAI in Medical Information

Daniel Blessing

Transformation AI Lead
ZS, United States

AI and Copyright in Life Science: Practical Strategies for Legal and Tech-Driven Compliance

Roanie Levy

CCC Legal Advisor
Copyright Clearance Center, United States

Speaker

Julie Taitsman, JD, MD

Managing Director
BDO USA, United States

Julie Taitsman MD JD, Managing Director BDO Healthcare Forensics, brings 20 years' experience combating fraud and promoting program integrity in health care. Dr. Taitsman served as Chief Medical Officer for the Office of Inspector General for the U.S. Department of Health and Human Services. Dr. Taitsman lent medical expertise to audits, evaluations, inspections, and enforcement actions and led physician education initiatives. She previously served as Special Counsel for Health and Science at the Senate Finance Committee and authored the Staff Report on Industry Funding of Medical Education. She earned a BA from Brown University, MD from Brown University School of Medicine, and JD from Harvard Law School.

9:45 AM — 11:00 AM

Grand Ballroom CDE

Session 5 Track 1: Use AI as Your Megaphone: Magnify your Medical and Scientific Communications, and Connections to Your Audiences

The world is rapidly, perhaps exponentially, evolving with artificial intelligence (AI) being integrated into every facet of healthcare, whether to facilitate an early diagnosis by detecting minute changes, expedite drug development and molecule selection, or provide you with a concise summary of clinical information for a drug product based on 20 recent publications. It's not a matter of if, but a matter of when, and if you are not already planning, then you are behind. Think of

“Help me help you” from the 1996 movie Jerry Mcquire. How can we leverage AI to re-imagine and re-shape the way we engage with audiences, create more effective culturally aware content, and what skills/training/know-how do we need to make this happen? Come join us and find out. At the conclusion of this session, participants should be able to:

- Identify specific skills to enhance knowledge and application of artificial intelligence within Medical Communications
- Design effective and ethical methods to integrate AI in developing and delivering customized medical content
- Analyze challenges and collaborate cross-functionally to design appropriate and compliant solutions

Track: Medical Communications

Session Chair(s)

Sejal Vora, PHARMD

Senior Director, Medical Information
Beone Medicines USA, United States

Sejal Vora has over 20 years of industry experience within Medical Affairs, including Medical Information, Publication Planning, Investigator Initiated Research, and serving as a medical reviewer for promotional and medical review committees. She earned her PharmD at the University of North Carolina at Chapel Hill and completed a pharmacy practice residency at University of California at San Diego before starting a career in the pharmaceutical/biotech industry. Her experience within Medical Information includes building and maintaining multiple response databases, leading a medical information team, and collaborating closely with internal partners to build a medical information website and a dynamic medical information dashboard.

Speaker(s)

Speaker

Farouk Daher, MBA

Head of Operations
Bluenote , United States

Farouk Daher is the Head of Operations at Bluenote, where he leads go-to-market execution, strategic partnerships, and enterprise implementation for its industry-leading Agentic AI platform serving Pharma, Biotech, CRO/CDMO, Medical Device, and Diagnostics. Prior to Bluenote, Farouk was at Moderna as the portfolio owner for Tech Dev Digital, where he led a team focused on agentic AI implementations to accelerate complex internal business operations and drove product strategy for CMC software applications. Prior to Moderna, Farouk held roles at PathAI, Cytiva (a Danaher company), and GE Healthcare. At Cytiva and GE Healthcare, he held enterprise roles for global life sciences and led the North American implementation portfolio.

Speaker

Representative Invited

Regeneron, United States

9:45 AM — 11:00 AM

Commonwealth Ballroom C

Session 5 Track 2: Unlocking Efficiency: Real-World AI That's Redefining Medical Writing

This session explores the cutting edge of AI innovation in medical writing, featuring three expert perspectives. Attendees will discover how "smart writing" tools are revolutionizing document authoring for regulatory submissions, unlocking new efficiencies and transforming the medical writer's role. We'll address the critical need to align AI outputs with user goals, ensuring clarity, scientific integrity, and regulatory consistency through explainability and human oversight. The session also delves into agentic AI workflows that automate clinical trial disclosure and transparency, including the generation of plain language summaries and informed consent forms, freeing experts to focus on strategic tasks. Through case studies and interactive discussion, participants will gain actionable insights into navigating evolving technology, regulatory demands, and the future of scientific communications.
Learning Objective :

- Explain strategies for aligning AI outputs with user goals, including maintaining clarity, integrity, and effective human oversight
- Illustrate how AI-driven smart writing tools enhance document authoring and transform the medical writer's workflow
- Analyze agentic AI workflow capabilities in automating clinical trial disclosure tasks and evaluate their impact on efficiency, compliance, and transparency in medical communications

Track: Medical Writing

Session Chair(s)

Elizabeth Brown, MS, PMP

Executive Director, Medical Writing & Disclosure
Merck & Co., Inc., United States

Elizabeth Brown is an Executive Director in Medical Writing & Disclosure at Merck & Co, Inc. near Philadelphia, PA. She has led regulatory projects and initiatives in the pharmaceutical industry for 20+ years, as a laboratory scientist, a clinical researcher, a medical writer and an organizational leader. With her project and people management focus, she has developed a passion for developing people, advising teams, and providing strategic guidance how to create efficient, effective, and high-quality scientific communication deliverables.

Speaker(s)

Mind the Gap: Bridging User Goals and AI Output

Jeanette Towles, MA, RAC

CEO
Synterex, Inc., United States

Jeanette Towles, MA, RAC is the Founder and CEO of Synterex, Inc., a clinical and regulatory consulting firm pioneering the digital transformation of regulatory science in life sciences and healthcare. Under her leadership, Synterex is developing a digital regulatory ecosystem—a network of AI-enabled micro-SaaS applications that connect data, content, and compliance across the drug development lifecycle. Recognized for its EcoVadis sustainability certification, Synterex integrates responsible automation, accessibility, and ethical AI into every layer of its design. Jeanette champions a vision of democratized AI in healthcare—where technology accelerates discovery, enhances transparency, and expands equitable access to innovation.

Human Input and Automation During QC Reviews: A Happy Marriage

Michelle Linggi, PHD

Director, Medical Writing and QC
Aroga Biosciences, United States

Michelle Linggi, PhD, is an accomplished leader in regulatory medical writing and QC with experience in scientific editing, data verification, and regulatory document compliance. She currently serves as Director of Regulatory Medical Writing and QC at Aroga Biosciences, where she oversees strategic development of medical writing and QC capabilities, mentors a team of writers and editors, and contributes to executive-level decision-making. In this role, Michelle has spearheaded initiatives to refine corporate SOPs, explore AI-driven efficiencies, and secure new client partnerships, thereby strengthening the company's market position. Prior to joining Aroga, Michelle held senior leadership roles at ADARx Pharmaceuticals and ICON plc.

Accelerating Compliance and Clarity: How Agentic AI Streamlines Clinical Trial Disclosure and Transparency

Woo Song

CEO
Xogene, United States

As a seasoned technology entrepreneur and business builder, Woo oversees Xogene's strategic direction as well as the services and technology divisions. Prior to Xogene, Woo co-founded Intrasphere, a technology and services provider to the biopharmaceutical industry, which was acquired by Deloitte Consulting. Woo also co-founded PharmaCM, a leading clinical disclosure platform, now acquired by Citeline. A former derivatives trader, Woo is also a founder of Reval, a global leader of SaaS platform for treasury and risk management with clients and employees in North America, EMEA, and the Asia Pacific, now a part of Ion Group.

9:45 AM — 11:00 AM Commonwealth Ballroom B

Session 5 Track 3: From AI Experiment to Strategic Advantage: Future-Proofing MSL Engagement

Generative AI (GenAI) is no longer an experiment: it is becoming a strategic advantage for Medical Affairs teams that know how to use it effectively. Organizations that continue using AI in random or unstructured ways risk being left behind, while those that adopt a structured, scalable approach can transform how MSLs prepare, engage, and follow up with healthcare providers. This interactive workshop equips participants with a practical prompting framework and a set of plug-and-play prompts aligned to the full MSL engagement process. Attendees will gain hands-on experience across three stages of the workflow:

Strategic preparation: Using AI for strategic rapid literature reviews, transforming scientific papers into digestible formats (such as podcasts), and researching KOL priorities.
Engagement planning: Applying prompts to set clear agendas, uncover what matters to an HCP, anticipate objections, and generate high-value questions that lead to insights

Follow-up and continuity: Using AI to help secure the next meeting, effectively follow up, and coach teams on writing insights that help drive strategy

Participants will practice adapting prompts in small groups, see live demonstrations of GenAI in action, and explore how these applications can be implemented responsibly within existing guardrails. In parallel, Medical Affairs leaders will consider strategies to scale adoption, through shared frameworks and training programs that turn AI from a collection of experiments into an enterprise-level capability.

Learning Objective : At the conclusion of this session, participants should be able to:

- Apply a structured prompting framework to Medical Affairs use cases
- Practice creating and adapting plug-and-play prompts for MSL engagement scenarios
- Identify strategies for leaders to scale AI adoption into enterprise-level capability

Track: Field Medical

Level: Basic

Session Chair(s)

Patrina Pellett, PHD

Co-CEO
MSL Mastery, United States

Patrina Pellett is the Co-CEO of MSL Mastery and a leading expert in strategic, AI-powered Medical Affairs training. She helps MSLs and leaders think strategically, communicate at an executive level, and generate insights that drive strategy. Known for doing things differently, Patrina builds innovative, practical learning experiences that push past traditional training. As a trusted thought leader, she shares clear, practical advice that strengthens the strategic voice of Medical Affairs teams.

Speaker(s)

Speaker

Representative Invited

United States

Speaker

Tom Peddicord, PHARMD

Senior Director, Payer and Immunology MSLs
Argenx, United States

Tom is a Medical Affairs leader within biotech at argenx, where he leads the Immunology and the Payer MSL teams. At argenx, he is focused developing and implementing unique solutions starting with clinical development and continuing through commercialization, in rare diseases. Related to this session, Tom has focused on the intersection of healthcare and technology for years, applying learnings from adjacent verticals to the biotech space.

11:00 AM — 11:45 AM

Grand Ballroom AB

Networking Break in the Exhibit Hall

11:45 AM — 12:45 PM

Grand Ballroom CDE

Session 6 Track 1: AI in Action: Localized Content Creation, Enhanced Document Retrieval, Video, and AI Images in Scientific Communications

In this session, we will explore the transformative impact of AI across different global organizations. Discover how AI is revolutionizing the creation of localized standard content and instructional how-to videos, enhancing document retrieval in medical information contact centers, and integrating AI-generated images into scientific communications. Through case studies and practical frameworks, we will address the challenges and solutions associated with implementing generative AI, showcasing its benefits and applications in improving efficiency and accuracy in content creation and information management.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Describe the Role of AI in Content Creation
- Explain ways to access AI-Enhanced Document Retrieval
- Integrate AI Images in Scientific Communications

Track: Medical Communications

Session Chair(s)

Barbara Nardi, PHARMD

Global Director - Medical Communications
Thermo Fisher Scientific, Brazil

Bárbara is a PharmD and holds a B.S. in Marketing and Business Management, with 20+ years professional experience in the Pharma and Bio Pharma environment, working across several areas (Medical Affairs, Pharmacovigilance, Quality, Compliance, Customer Service and Marketing) in different Regional and Global industries. Bárbara joined PPD in 2017 and is currently an Operations Director at PPD, part of Thermo Fisher Scientific, with extensive experience in the pharmaceutical industry, supporting businesses and bringing her technical and medical expertise.

Speaker(s)

AI in Action – Spotlight Europe: Creating Localized Standard Content & AI-Assisted Instructional How-to Videos

Marie-Luise Helmich, PHD

Head of Global Medical Information Key Markets - Global Medical Information

Sanofi, Germany

Marie-Luise is Head of Global Medical Information Key Markets at Sanofi, overseeing operations in Europe, Japan, China, and the Greater Gulf. She previously led Medical Information for Europe after establishing the function in Germany, Switzerland, and Austria. In addition to ensuring high-quality information delivery, she is driving the integration of digital media into MedInfo channels. Marie-Luise co-founded the Medical Information subcommittee at the German VFA, is a member of MILE, and has served on the DIA Medical Information Conference program committee for over a decade. Her background also includes leadership roles in Medical Affairs, Supply Chain, and Quality, including work as a Qualified Person.

Speaker

Sabine Lischka-Wittmann, DRSC

Sr. Director - Medical Information, Europe
Eli Lilly and Company, Germany

Sabine Lischka-Wittmann, PhD is currently the European Medical Information Director for Eli Lilly & Company. She was previously the Senior Manager of the Medical Information and Medical Liaisons teams in Germany. Sabine is a highly experienced Medical Information manager: she has managed the German team for over 20 years. Sabine has lead numerous projects across the European region during her role as a European MedInfo Coordinator, including the implementation of Virtual MedInfo Teams in Europe to increase productivity, a quality assurance system for MedInfo responses, and the harmonization of process flows in this function. Sabine has presented at the DIA US Medical Communications workshop as well as the European Med Info conference.

AI That Delivers: Enhancing MI Contact Center Performance with Intelligent Document Retrival

Billy Soffera, PHARMD

Associate Director of Operations
PPD, United States

Billy Soffera, PharmD, Associate Director of Operations, Medical Communications at Thermo Fisher Scientific, leads initiatives to enhance efficiency, quality, and innovation in medical information services. With nearly 20 years of healthcare and operations experience, he focuses on integrating technology to improve communication and compliance. At DIA, he will present a case study on using generative AI to streamline document search, enabling front-line agents to deliver more complete and timely medical information.

Enhancing Clarity and Engagement: A Practical Framework for Using AI Images in Scientific Communications

Katie Moy, PHARMD

Associate Director, Medical Information & Review
Acadia Pharmaceuticals, United States

Katie Moy currently serves as Associate Director in Medical Information and Review at Acadia Pharmaceuticals Inc. She has supported 7 product launches in her career, globalized Medical Information workstreams, and led Medical Communications and Information content creation across a range of therapeutic areas including Rare Disease, Neuroscience, Ophthalmology, Immunology, and Bone Health. Katie is dedicated to mentoring; she precepts pharmacy student industry rotations and has established a Medical Affairs postdoctoral fellowship program. Katie completed her fellowship at Baxter Healthcare and earned her PharmD from the University of California, San Diego.

11:45 AM — 12:45 PM Commonwealth Ballroom C

Session 6 Track 2: Humanizing the AI Narrative to Scale Adoption and Drive ROI in Medical Writing

This session will discuss how the biopharma industry is leveraging AI / GenAI/ agents to transform Medical Writing. It will explore governance models, implementation challenges, the AI identity threat, change management, and key KRIs for driving success.
Learning Objective : At the conclusion of this session, participants should be able to:

- Discuss key challenges in trying to implement AI/GenAI/agents in Medical Writing
- Explain concerns regarding AI identity threat, job loss etc are being addressed
- Recognize key strategies for driving success, governance models, security initiative, KPIs, and outcomes achieved

Track: Medical Writing

Session Chair(s)

Nimita Limaye, PHD

Research VP, Life Sciences R&D Strategy and Technology, at IDC
IDC, United States

Dr. Nimita Limaye provides strategic advisory and market analysis on key topics related to Life Sciences R&D Strategy and Technology, and is IDC's primary life sciences AI analyst. An executive business leader with over three decades of life sciences leadership experience, spanning pharma, CRO, and tech consulting, she has led business strategy and managed large global operations. An extremely well networked thought leader, she has been ranked amongst the top 50 analysts in the AR100 Market Amplifiers Power 100 list in Q4 2025. She was the recipient of the 2024 DIA Global Inspire Award and has served as the past chair of the SCDM board. She is the current chair of the DIA Global Medical Writing community.

Speaker(s)

Speaker

Mary H Ost, PHD, MS

Associate Director, Regulatory Medical Writing
Johnson & Johnson , United States

Mary Ost, PhD, is Associate Director of Regulatory Medical Writing at Johnson & Johnson Innovative Medicine, with 30 years of experience across the pharma and CRO spaces. As AI-assisted Operations Lead, Mary has defined strategy and led solution deployment for AI-driven initiatives for RMW at J&J. Mary is interested in best practices for integrating AI into regulatory and clinical documents to drive efficiency while preserving quality and compliance.

Speaker

Matthew Renda, PHD, MS

Senior Director Medical Writing Operations
Alexion, United States

Matt Renda He has 13 years of academic research experience focused on gene therapy and 18 years of pharmaceutical development experience providing regulatory submission management and medical writing leadership to optimize cross-functional processes, implement innovative technologies and efficiently develop clinical documents. Matt joined Alexion in 2016 and leads a team focused on evaluating and implementing new technologies for Medical Writing. He received Platinum accreditation for completing the AstraZeneca Generative AI Accreditation Programme and has presented on Structured Content Authoring at Industry user forums, DIA Global, AMWA, RAPS and RSIDM.

Speaker

Angela Russell Winnier, PHD

Executive Director of Medical Writing
Pfizer, United States

Angela joined Pfizer in 2018 and is Executive Director of Medical Writing and the therapeutic area lead for internal medicine and inflammation/immunology. In addition to her pipeline support, Angela serves as technology lead for medical writing, providing strategic and operational oversight to all MW technology projects to achieve successful technical implementation, change management, and operational efficiencies. Angela has led innovative and complex technology projects and has played a critical role in technology upskilling efforts in the medical writing group. Starting in 2023, she has been part of prioritized cross functional efforts focused on AI-assisted authoring solutions.

11:45 AM — 12:45 PM

Commonwealth Ballroom B

Session 6 Track 3: Reimagining Field Medical Training: Harnessing GenAI to Build Future-Ready Teams

As the complexity of scientific engagement grows, field medical teams must continuously evolve their capabilities. GenAI presents a breakthrough opportunity to modernize field medical training by enabling scalable, adaptive, and personalized learning experiences. We are envisioning a session that will include a mix of didactic learning, hands-on interactive activity, and peer-to-peer sharing.

This session will explore the integration of GenAI into field medical training programs through three key dimensions:

- Simulation of Real-World HCP Engagements: GenAI-powered tools can replicate nuanced healthcare provider (HCP) interactions, allowing MSLs to practice scientific exchange in a safe, controlled environment. And exploring the benefits, tradeoffs, and considerations for bringing this type of capability to the field medical team
- Personalized Learning Pathways: Using GenAI, training content can be dynamically adjusted based on individual performance, learning preferences, and competency gaps. This approach supports continuous development and ensures that each field medical professional receives targeted support aligned with their role and career stage
- Data-Driven Insights and Feedback Loops: GenAI can analyze engagement patterns, training outcomes, and feedback to generate actionable insights for both learners and training leads. These insights help refine curriculum design, identify emerging needs, and measure impact more effectively

Discover how GenAI is reshaping field medical training through scalable, adaptive, and personalized learning. Explore real-world applications that enhance HCP engagement and prepare teams for the future of scientific exchange. The session will include real-world examples from pilot programs where GenAI was used to enhance onboarding, training, and soft skills development from industry Medical Affairs professionals.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Identify practical applications of GenAI in field medical training that support scalable, adaptive, and personalized learning experiences
- Apply data-driven insights from GenAI to tailor development pathways that align with individual learning needs and evolving stakeholder expectations

Track: Field Medical

Level: Intermediate

Session Chair(s)

Jon Gonzales, PHD

Field Medical Capabilities Lead
ZS Associates, United States

Jon is an Associate Principal for ZS and lead of the Field Medical capabilities for the Medical & Evidence practice. In this role, Jon leads the development, oversight, and innovation of Medical Affairs projects that impact strategy through execution for field medical teams. During his 11+ years at ZS, Jon's focus has been within the Medical Affairs practice at ZS. He's supported Medical teams across the industry across the different stages of the product lifecycle. He has helped clients by bringing data-driven and customer-oriented solutions for medical strategy and field medical execution. Jon holds a Ph.D. in Biomedical Sciences from the University of California, San Diego and a BS in Biochemistry from Colorado State University.

Speaker(s)

Speaker

Representative Invited

Genentech, United States

Speaker

Natalie Kittrell, PHARMD

Senior Director, Head of MSL Field Teams
Servier Pharmaceutical, United States

Natalie is the Head of US Field Medical Teams at Servier Pharmaceuticals, where she provides strategic direction and oversight of the MSL teams. With a wealth of experience in building and leading high-performing MSL teams, Natalie has been instrumental in the successful launch of several key products, including Kyprolis, Blincyto, Rubraca, Tibsovo, and Voranigo. Her passion lies in empowering MSLs to enhance their skills, enabling them to make a significant impact on advancing medical and scientific understanding.

12:45 PM — 1:45 PM

Grand Ballroom AB

Networking Luncheon in the Exhibit Hall

12:45 PM — 1:45 PM Commonwealth Ballroom A

Resident and Fellow Professional Development Luncheon

Resident and Fellow Professional Development Luncheon

Session Chair(s)

Evelyn Hermes-DeSantis

Director, Research and Publications
phactMI, United States

Evelyn R. Hermes-DeSantis, PharmD, BCPS, is the Director for Research and Publications for phactMI and Professor Emerita at the Ernest Mario School of Pharmacy at Rutgers, the State University of New Jersey. She is dedicated to advancing and elevating the practice of medical information. She received both a BS in Pharmacy and a PharmD from Rutgers and completed a Drug Information specialty residency at the Medical College of Virginia Hospital in Richmond, Virginia prior to working at the University of Utah Hospital Drug Information Service. For 25 years she was the Director of Drug Information Services at Robert Wood Johnson University Hospital and a Clinical Professor at the Ernest Mario School of Pharmacy at Rutgers.

1:45 PM — 3:00 PM Grand Ballroom CDE

Session 7 Track 1: Podium Pearls

Medical communications professionals will be presenting their successes, challenges, and “pearls of wisdom” on various topics through podium presentations.
Learning Objective : EVERSANA in partnership with phactMI conducted a survey to assess how data warehousing and data lake solutions are adopted within Medical Affairs across the pharmaceutical and life sciences industry to drive analytics, generate actionable insights, and inform omnichannel strategic decision-making.
Track: Medical Communications

Session Chair(s)

Marta Avellar, MBA

Medical Information Regional Head, Latin America Canada
Takeda, Brazil

With over 20 years in the pharmaceutical industry, Marta Avellar leads Medical Information strategy and operations for Latin America and Canada at Takeda. Her career includes leadership roles in Pharmacovigilance and Medical Information at Wyeth (now Pfizer), Janssen (now J&J), and Shire (now Takeda). At Takeda, she has continuously driven digital innovation and operational excellence, and played a key role in global M&A integration, including a U.S.-based rotation focused on leadership transformation in Medical Information. Marta is an active member of the Medical Information Committee of Sindusfarma, a pharmaceutical industry association based in São Paulo, Brazil.

Speaker(s)

Adoption of Central Data Warehouses in Medical Affairs: Benchmarking Trends, Challenges, and Best Practices

Michael DeLuca, PHARMD, MBA, MS, RPH

Executive Vice President, Global Medical Affairs & Medical Information
EVERSANA, United States

Michael is the Executive Vice President of Global Medical Affairs and Medical Information at EVERSANA and has 20+ years of healthcare and pharmaceutical industry experience in multiple leadership roles at several pharmaceutical companies. He has extensive experience in medical information, medical communications and in supporting medical review of promotional / non-promotional materials. Throughout his career, Michael has supported multiple product launches, and he has led MI activities from both a US and global perspective. He has led and grown established MI teams and has built a MI department and services from the ground up. His educational background includes Doctor of Pharmacy, MBA, and Master of Science in Regulatory Affairs degrees.

Pfizer Medical Information launches the Scientific Response Document Subscription Service (SRDSS)

Velichko Kasakov, MPHARM, MSC

Senior Medical Information Scientist
Pfizer, Canada

Velichko Kasakov, MPharm, M.Sc., Senior Medical Information & Review Scientist at Pfizer, Montreal, Canada. Master of Pharmacy completed in Bulgaria and Master's degree in Pharmacology completed at the University of Montreal. Professional experience across medical information, drug safety, and medical and promotional review, with roles supporting local and global activities within leading multinational pharmaceutical companies. Current responsibilities include development, review, and oversight of scientifically accurate and compliant medical content supporting Inflammation & Immunology, with a focus on Gastroenterology, and cross-functional collaboration with Medical, Regulatory, and Safety teams to support global medical initiatives.

Representative Invited

phactMI, United States

Evelyn R. Hermes-DeSantis, PharmD, BCPS, is the Director for Research and Publications for phactMI and Professor Emerita at the Ernest Mario School of Pharmacy at Rutgers, the State University of New Jersey. She is dedicated to advancing and elevating the practice of medical information. She received both a BS in Pharmacy and a PharmD from Rutgers and completed a Drug Information specialty residency at the Medical College of Virginia Hospital in Richmond, Virginia prior to working at the University of Utah Hospital Drug Information Service. For 25 years she was the Director of Drug Information Services at Robert Wood Johnson University Hospital and a Clinical Professor at the Ernest Mario School of Pharmacy at Rutgers.

Pratyusha Gaonkar

Associate Director, Medical Information & Review
Acadia Pharmaceuticals, United States

Pratyusha is an Oral & Maxillofacial Pathologist by training with 8 years of experience in medical affairs across the pharmaceutical and medtech industries. She currently serves as Associate Director in Medical Information & Review at Acadia Pharmaceuticals Inc. Pratyusha has worked across early pipeline, new launches and legacy products, driving strategic and operational excellence across multiple therapy areas like immunology, oncology, pulmonology and neuropsychiatry. Pratyusha has led and continues to lead digital health and AI initiatives. She also drives medical content, evidence generation and HCP and patient engagement

1:45 PM — 3:00 PM

Commonwealth Ballroom C

Session 7 Track 2: Designing for Understanding: How Medical Writers Can Lead with Plain Language and Patient-Centricity

This interactive workshop will equip medical writers with practical strategies to create patient-centric materials by integrating plain language best practices, AI tools, and audience feedback. Participants will learn how to navigate legal and regulatory challenges, advocate for evidence-based health literacy processes, and overcome organizational barriers to implementing plain language. Through a combination of didactic instruction, group exercises, and demonstrations, attendees will gain hands-on experience and resources to support the integration of health literacy techniques into their roles and organizations.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Describe the benefits of integrating health literacy best practices into their roles
- Identify appropriate resources for the development of plain language materials
- Implement methods to gather and use audience feedback effectively

Track: Medical Writing

Level: Intermediate

Session Chair(s)

Sudipta Chakraborty, PHD

Clinical Trial Transparency Strategy Lead
Biogen, United States

While working on her PhD, Sudipta discovered her passion for helping the public better understand science. In her first position as a medical writer, Sudipta learned of the new requirements for patient-friendly summaries of clinical trial results. Since then, Sudipta has worked with over 20 sponsors in developing a pipeline of plain language deliverables. She has also built teams that effectively use health literacy and patient-focused strategies in their communications. Currently, Sudipta is a Senior Manager of Clinical Trial Transparency at Biogen, where she oversees transparency commitments and leads initiatives to help Biogen become more patient-centered in their communications.

Speaker(s)

Speaker

Sylvia Baedorf Kassis, MPH

Program Director
MRCT Center of Brigham and Women's Hospital and Harvard, United States

Sylvia Baedorf Kassis, MPH has over 25 years of clinical research experience. She currently serves as Program Director at the Multi-Regional Clinical Trials Center of Brigham and Women's Hospital and Harvard. Her main foci over the past seven years has been on health literacy, return of results, and patient engagement. Her clinical research interests include integrating study participant experiences into research, supporting research coordinators through networks and training, and ensuring researchers have access to vital information that supports the ethical and compliant research conduct. Sylvia earned her MPH in Global Health at Boston University School of Public Health (2008) and a BSc at the University of Toronto (2001).

Speaker

Lisa Chamberlain-James, PHD

Senior Partner
Trilogy Writing & Consulting, United States

Lisa Chamberlain James is a Senior Partner and Chief Executive Officer of Trilogy Writing & Consulting. Aside from management activities, she also leads client projects, with extensive experience in a variety of documents and a special interest in drug safety and patient information. After receiving her Ph.D. in Pathology, Lisa began her medical writing career in Cambridge in 2000. Since then, she has been heavily involved in the EMWA on the Education Committee and as a workshop leader, is a visiting lecturer for King's College London, initiated and chaired the EMWA PV and Communicating with the Public SIGs, is chair of the Geoff Hall Scholarship Committee, section editor for Medical Writing, and a Fellow of the Royal Society of Medicine.

Speaker

Maureen Kashuba, BSN

Director, Health Literacy Projects
Merck & Co., Inc., United States

Maureen Kashuba has over 20 years of Pharma experience. She leads the Plain Language Summary (PLS) program at Merck Sharp & Dohme LLC, United States. She led the development of the company's > 1250 term Health Literate Glossary which has been reviewed, tested for cultural competency and approved for use internally. She's led Patient Panel and Cultural Competency reviews to engage diverse insights on terms and concepts. Maureen co-chairs the DIA PLS Working Group is a member of the MRCT Center Glossary Development Review Team and the EFPIA CREG joint subteam on patient friendly language. She is passionate about clear communication of research information to empower patients to make informed health choices for themselves and their families.

1:45 PM — 3:00 PM

Commonwealth Ballroom B

Session 7 Track 3: Regulatory Watch: Navigating Emerging FDA Policies for the Field Medical Affairs Team

Recent FDA guidance and enforcement trends are reshaping the Field Medical (MSL) role, particularly regarding scientific exchange, off-label discussions, and digital communications. The 2025 FDA guidance on firm-initiated communications of scientific information on unapproved uses (SIUU) clarifies expectations for accuracy, balance, and documentation, while agency attention on digital promotion and field compliance raises practical challenges for everyday HCP interactions.

This session provides actionable insights into regulatory priorities and compliance strategies. A panel will discuss practical implications for documentation, HCP engagement, and cross-functional collaboration. Participants will receive insight into real-world scenarios, including unsolicited off-label questions and digital interactions. Attendees will leave with tools and best practices to safely navigate regulatory expectations while maintaining effective scientific exchange.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Summarize key elements of FDA's 2025 SIUU guidance and define acceptable scientific exchange
- Identify practical implications for proactive vs. reactive HCP engagement, digital interactions, and interaction documentation
- Identify and prepare for future regulatory priorities impacting field medical roles

Track: Field Medical

Session Chair(s)

J. Lynn Bass, PHARMD, RPH

Medical Affairs Lead
Mesoblast, United States

In her 25+ years of industry experience, Lynn has served in both individual and leadership positions within Medical Affairs at both large and start-up companies. She is currently Sr. Director, Medical Science Liaisons at BridgeBio, where she is building and leading a field medical team in the rare cardiovascular therapeutic area. Lynn is a transformative leader with proven excellence in building & developing high performing teams. Along with her leadership positions, Lynn is very active in growing/expanding the MSL profession across the industry and is a frequent invited speaker. She has also authored/ co-authored several MSL surveys highlighting and assessing the MSL role.

Speaker(s)

Speaker

Julie Taitsman, JD, MD

Managing Director
BDO USA, United States

Julie Taitsman MD JD, Managing Director BDO Healthcare Forensics, brings 20 years' experience combating fraud and promoting program integrity in health care. Dr. Taitsman served as Chief Medical Officer for the Office of Inspector General for the U.S. Department of Health and Human Services. Dr. Taitsman lent medical expertise to audits, evaluations, inspections, and enforcement actions and led physician education initiatives. She previously served as Special Counsel for Health and Science at the Senate Finance Committee and authored the Staff Report on Industry Funding of Medical Education. She earned a BA from Brown University, MD from Brown University School of Medicine, and JD from Harvard Law School.

Speaker

Kari Loeser, JD

Vice President, Chief Compliance Officer
Cytokinetics, United States

Kari is Vice President and Chief Compliance Officer for Cytokinetics, Inc., where she provides executive management, direction, and oversight for all aspects of the compliance program, policies, monitoring, training, privacy, and brand-legal advisory. Previously, Kari was the US Healthcare Compliance and Privacy Officer and Senior Corporate Counsel at Vifor Pharma, Inc., and a Senior Director/Senior Compliance Counsel at Jazz Pharmaceuticals. She has extensive experience in providing legal and compliance advice on sales, marketing, promotional and medical materials review, Medical Affairs, managed care, commercial compliance, as well as U.S. Sunshine / aggregate spend and compliance operations.

Speaker

Darshan Kulkarni, JD, PHARMD, MS

Principal Attorney
Kulkarni Law Firm, PC, United States

Dr. Kulkarni is Principal Attorney for the Kulkarni Law Firm which focuses on providing legal and regulatory solutions to pharmaceutical companies and their providers. He is a pharmacist & lawyer and advises clients on bringing their product to market, focusing on post IND thru commercialization and genericization.

3:00 PM — 3:45 PM Grand Ballroom AB

Networking Break in the Exhibit Hall – View Professional Posters

3:10 PM — 3:40 PM

Hosted Session/Non-CE: Case Study hosted by Digital Science

3:45 PM — 5:00 PM Grand Ballroom CDE

Session 8 Plenary: Patient Centric Communication: Co-Create. Communicate. Transform.

In today's evolving healthcare ecosystem, patient-centricity is no longer a philosophy - it is a strategic imperative that transforms how Medical Affairs communicates science, builds trust, and delivers value.

This session brings together leaders from Medical Affairs, Field Medical, and Medical Communications who have moved beyond episodic storytelling toward co-created, sustained engagement with patients, caregivers, and advocacy partners.

Participants will explore how co-creation reshapes the communication of evidence - ensuring that patient perspectives are not an afterthought, but a consistent, integrated element of scientific exchange. The session will showcase practical frameworks and real-world examples of how Medical Affairs teams have built enduring partnerships that elevate communication from data dissemination to shared understanding and impact.

Through an interactive discussion, expert panelists will illustrate how they have operationalized patient-engaged communication across the continuum - from early insight generation to publication planning, field exchange, and post-launch education. Perspectives from industry, clinical practice, and patient advocacy will demonstrate how collaboration and co-ownership of the scientific narrative drive both credibility and outcomes.

Attendees will leave with actionable tools and inspiration to strengthen their own communication practices - moving from talking about patients to communicating with them as co-creators in the shared mission to advance meaningful, measurable outcomes.

Learning Objective : At the conclusion of this session, participants should be able to:
Discuss real world examples of how to shift from just talking about Patient Centricity to taking action – how to implement it within their organizations, how to get the conversations started in the right way, and how to elevate the action of being patient centric by H2'26

Track: Med Com/Field Medical

Session Chair(s)

Meera Patel, PHARMD

Head of Global Medical Information, Content
Bayer, United States

Meera serves as the Head of Global Medical Information, Content at Bayer in Whippany, NJ, where she leads a large, global team responsible for medical information, content strategy and communication, of Bayer's complete pharmaceutical portfolio. Her leadership has driven innovation, including the creation of a dedicated group within Bayer Oncology focused on cutting-edge content and medical insights. Building on over 20 years of pharmaceutical experience, including roles at Johnson & Johnson and Schering-Plough, Meera has participated as a speaker at industry conferences such as DIA Annual and MASC.

Sarah Jarvis, MBA

Global Medical & Evidence Lead
ZS Associates, United States

Sarah Jarvis leads our Global Medical & Evidence consulting space at ZS. Based now in San Francisco, California, Sarah has worked in the lifesciences industry for over 25 years and has focused exclusively on working with medical affairs clients for the past 15 years at ZS. ZS has worked with more than 100 companies' Medical Affairs organizations. Sarah also previously worked at Genentech in a variety of different roles on products that spanned therapy areas and phases of the lifecycle. With COVID acting as an accelerator on the medical function, ZS is partnering with clients to support the growth and change needed to meet global demands - in the field and in headquarters - through strategy, advanced analytics, and operations projects.

Sudipta Chakraborty, PHD

Clinical Trial Transparency Strategy Lead
Biogen, United States

While working on her PhD, Sudipta discovered her passion for helping the public better understand science. In her first position as a medical writer, Sudipta learned of the new requirements for patient-friendly summaries of clinical trial results. Since then, Sudipta has worked with over 20 sponsors in developing a pipeline of plain language deliverables. She has also built teams that effectively use health literacy and patient-focused strategies in their communications. Currently, Sudipta is a Senior Manager of Clinical Trial Transparency at Biogen, where she oversees transparency commitments and leads initiatives to help Biogen become more patient-centered in their communications.

Speaker(s)

Speaker

Jeremy Griffin

Executive Director
New York City Hemophilia Chapter, United States

Speaker

Behtash Bahador, MS

Senior Director, Community Engagement & Partnerships
Center for Information and Study on Clinical Research Participation (CISCRP), United States

Behtash Bahador is the Senior Director of Community Engagement & Partnerships at the non-profit organization CISCRP, and holds a Master of Science in Health Communication from the Tufts University School of Medicine. Since 2014, he has collaborated with a range of stakeholder groups to establish and implement patient- and public-centric initiatives across the life-cycle of drug and treatment development. This has included supporting the development of regulatory and cross-disciplinary best practice guidelines, operationalizing key elements of evidence-based public health programing into research engagement activities, and always keeping the needs of patients, participants and the public at the forefront of his work.

Speaker

Representative Invited

Bayer, Germany

Writing for Equity: How Medical Writers Advance Diversity in Clinical Trials

Shalini Dwivedi, MPHARM

VP
Krystelis Ltd, India

Shalini is a Clinical Research Scientist who has expertise in regulatory and publication writing, and training clinical research professionals in various aspects of Clinical Research including Drug Development, Project Management, Publication Ethics, and Regulatory and Commercialization writing. Shalini completed Masters in Pharmacy from Jamia Hamdard, a prestigious university in Delhi, India. She has almost 18 years of academic and clinical research experience. Currently Shalini is working in Trial Transparency domain and she oversees medical writing projects,

including redaction and anonymization projects for EMA Policy 0070 and Health Canada PRCI. Shalini is an avid reader and Indian classical music enthusiast.

Day 3 Mar 04, 2026

8:00 AM — 8:30 AM | Grand Ballroom AB

Networking Breakfast in the Exhibit Hall

8:00 AM — 12:30 PM | Grand Ballroom Foyer

Registration

8:30 AM — 9:45 AM | Grand Ballroom CDE

Session 9 Track 1: Navigating Medical Communication: Best Practices for Pharma MI

In this session, we will delve into the complexities of medical communication regulatory compliance within the pharmaceutical industry. Participants will gain a comprehensive understanding of different regulatory frameworks and its implications for medical information (MI) practices. We will discuss common challenges faced by pharma companies and present best practices for ensuring compliance while maintaining effective and transparent communication.
Learning Objective :

- Describe the various regulatory frameworks governing medical communication and their implications for MI practices
- Discuss the common challenges faced by pharma companies in adhering to regulatory requirements and explore strategies to overcome
- Explain how to implement best practices for ensuring regulatory compliance while maintaining effective and transparent communication

Track: Medical Communications

Session Chair(s)

Barbara Nardi, PHARMD
Global Director - Medical Communications
Thermo Fisher Scientific, Brazil

Bárbara is a PharmD and holds a B.S. in Marketing and Business Management, with 20+ years professional experience in the Pharma and Bio Pharma environment, working across several areas (Medical Affairs, Pharmacovigilance, Quality, Compliance, Customer Service and Marketing) in different Regional and Global industries. Bárbara joined PPD in 2017 and is currently an Operations Director at PPD, part of Thermo Fisher Scientific, with extensive experience in the pharmaceutical industry, supporting businesses and bringing her technical and medical expertise.

Speaker(s)

From Compliance to Confidence: Interupting EU Regulations to Strengthen MI Strategy

Natalia Sanchez Gandarillas, MPHARM

Associate Director Med Affairs and Med Info
EVERSANA, United Kingdom

Isabel Bretas, PHARMD

Medical Services Associate Director
PTC Therapeutics, Brazil

Pharmacist, MBA, over 15 years of expertise in the medical area of rare diseases pharmaceutical industry. Solid experience as Medical Information and Customer Services head, leading both internal and third-party teams. Background in Pharmacovigilance, Medical Projects and field medical activities as MSL. Currently as Medical Service Associate Director for Americas at PTC Therapeutics.

8:30 AM — 9:45 AM

Commonwealth Ballroom C

Session 9 Track 2: Clear, Compliant, Compelling: Elevating Medical Device Communication Across Scientific and Commercial Channels

As the healthcare ecosystem rapidly evolves, the medical device sector continues to push the boundaries of innovation, introducing technologies that transform patient care, diagnostics, and health outcomes. With this pace of advancement comes an increasing need for clear, accurate, and compliant communication across scientific, regulatory, and commercial channels.

This session will explore best practices and emerging trends in medical and scientific communications for medical devices, including how to effectively translate complex data into meaningful narratives for diverse stakeholders such as healthcare professionals, regulators, payers, and patients. Panelists will discuss the challenges of balancing innovation with compliance, the role of cross-functional collaboration, and the impact of digital transformation and AI on communication strategies.

Learning Objective : At the conclusion of this session, participants should be able to:

- Identify effective approaches for communicating the clinical and real-world value of medical devices with clarity and integrity
- Discuss strategies for ensuring scientific accuracy and regulatory alignment in device communications
- Describe the evolving expectations of stakeholders in an increasingly digital and data-driven healthcare landscape

Track: Medical Writing

Session Chair(s)

Jenny Boyar, PHD

Principal Medical Writer
AbbVie, United States

Jenny Boyar is a Principal Medical Writer at AbbVie, with nearly a decade of experience in medical and scientific writing. She has contributed to publications with professional organizations like the Regulatory Affairs Professionals Society, and her academic work has appeared in multiple scholarly journals. A Fulbright recipient, she holds a PhD in English from the University of Rochester. With extensive experience across a variety of clinical and regulatory documents, she is invested in working collaboratively and cross-functionally to produce impactful writing.

Speaker(s)

Borrowing from Devices: Leveraging Risk-Based Frameworks and AI to Accelerate Readiness for EU Pharma Regulatory Change

Anmol Limaye

Manager
Alcon, United States

Speaker

Xinxin (Katie) Zhu

Global Director, Real-World Evidence
Boston Scientific, United States

Katie is the Global Director of Real World Evidence at Boston Scientific, where she leads cross functional efforts leveraging real world data to support clinical, regulatory, and market access strategies. She also serves on the governance committee of the U.S. National Evaluation System for health Technology (NEST) and is an adjunct faculty member in Internal Medicine at Yale. Over the past two decades, Katie has held leadership roles across academia, government, pharma, MedTech and device industry. She is the recipient of multiple industry awards, co author of 13 patents, and co editor of the books Personal Health Informatics and Digital Health.

8:30 AM — 9:45 AM

Commonwealth Ballroom B

Session 9 Track 3: Beyond the MSL: Build Compliant and Collaborative Field Medical Support for Market Access

Market Access teams face increasing pressure to demonstrate value to payers. While therapeutic Medical Science Liaisons (MSLs) play a vital role in advancing scientific understanding with clinicians, payer engagement benefits from field medical partners whose remit is to translate evidence for access decision-makers. Payers seek scientific dialogue that bridges clinical, economic, and real-world evidence to access considerations, an area well served by specialized field medical experts such as Managed Care Liaisons (MCLs), Health Outcomes Liaisons (HOLs), and other similarly titled field medical personnel designated to support Market Access.

For Medical Affairs leaders, this is a pivotal and often under leveraged opportunity. By strategically aligning with Market Access colleagues, Medical Affairs can strengthen credibility, accelerate access, and fill genuine business needs, all while operating compliantly across the "firewall." This session explores how forward-thinking Medical Affairs organizations are redefining their field strategies to bridge science and access, elevate payer engagement, and become indispensable partners to their Market Access counterparts.

Through case examples, panel dialogue, and decades of field experience, participants will learn how to evolve their Medical Affairs field model to deliver both scientific excellence and tangible access impact.

At the conclusion of this session, participants should be able to:

- Differentiate between therapeutic MSLs and payer-facing field medical roles in purpose, execution, and impact
- Recognize the strategic opportunity for Medical Affairs to partner with Market Access through compliant collaboration that advances payer engagement and evidence translation.
- Illustrate real-world examples of successful cross-functional partnership between Medical Affairs, Health Economics and Outcomes Research (HEOR), and Market Access that improved payer engagement.

Track: Field Medical

Session Chair(s)

Iris Tam, PHARMD

Founder & Principal Consultant
Iris Tam, LLC, United States

Iris Tam, PharmD, FAMCP, has 35 years of experience in health care, including hospital pharmacy, managed care pharmacy, biopharmaceutical industry, and consulting. She is currently an independent consultant. She was previously Senior Vice President, Medical Affairs & HEOR at COEUS Consulting and in prior industry roles at Genentech, Otonomy, and Achaogen, she led Medical Affairs strategies and tactics that support market access, product value, and patient access, including accountabilities for medical communications, HEOR, AMCP dossiers, compendia submissions, guideline bodies engagement, and payer communications.

Speaker(s)

Speaker

David L. Cram, PHARMD

Director, Regional Account Medical Lead
Takeda, United States

Dr Cram has over 20 years of experience in healthcare that includes clinical practice, academia and the pharmaceutical industry

Speaker

Stuart O'Brochta, PHARMD

Executive Medical Value and Evidence Liasion, US Medical Affairs
Gilead, United States

Speaker

Jordana Wollmann, PHARMD

National Clinical Account Director
AstraZeneca, United States

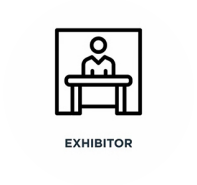
Dr. Jordana Wollmann earned both her Bachelor's degree in Business Administration and Doctor of Pharmacy from the University of Florida. She completed a postdoctoral fellowship in Managed Care Medical Communications at Genentech, where she went on to spend four years in medical communications and one year as a Managed Care Liaison. In 2020, she joined AstraZeneca, where she has spent the past five years in field medical roles supporting payer engagement—initially with regional accounts and now with national accounts—focused on advancing the clinical and economic value of medicines across the healthcare landscape.

9:45 AM — 10:15 AM

Hosted Session/Non-CE: Case Study hosted by SciMax Global Rapid deployment of a Medical Information system to meet client's product launch plans[

Track: Hosted Session

Session Chair(s)



Sponsored Sessions

United States

9:45 AM — 10:15 AM Grand Ballroom AB

Networking Break in the Exhibit Hall

10:15 AM — 11:30 AM | Commonwealth Ballroom CDE

Session 10 Track 1: Elevate Your Impact: Building Future-Ready Skills for Medical Information Professionals

As the medical information function rapidly evolves, professionals must expand their expertise beyond scientific knowledge to include strategic communication, digital and AI fluency, and cross-functional collaboration. This session explores practical strategies for identifying personal skill gaps, developing individualized growth plans, and leveraging company resources to enhance professional development. Attendees will gain tools to strengthen key competencies, build visibility, and adapt to the changing demands of the industry. Participants will leave with clear, actionable steps to elevate their impact and position themselves for future success in medical information.
Learning Objective :

- Identify the key competencies and emerging skills shaping the future of medical information
- Recognize personal strengths and development areas to create an individualized upskilling or career development plan
- Describe ways to apply practical strategies to enhance communication, collaboration, and adaptability within medical information roles

Track: Medical Communications

Session Chair(s)

Elizabeth Froom

Senior Director, Medical Writing and Healthcare Communications
PPD, United States

Elizabeth C. Froom, PharmD, is a Senior Director in the Medical Writing and Healthcare Communications team at PPD. She has over 20 years of medical information and writing experience. In her role she provides strategic direction and oversight to a global team of medical writers who deliver medical information services including standard response documents, custom responses, Academy of Managed Care Pharmacy (AMCP) dossiers, infographics, and promotional review. Her educational background includes a BS in pharmacy and a PharmD from the University of South Carolina College of Pharmacy.

Speaker(s)

Speaker

Purvi Dunn, MED, MPA, PMP

Director, Capability Building Leadership Excellence
EMD Serono, United States

As the Director of Leadership Excellence, Purvi builds leadership capability within medical and commercial teams at EMD Serono, a critical investment in enhancing current and future leaders' skills, abilities and confidence. Purvi brings 20+ years' experience, most recently 7 years as a Senior Executive Consultant at the FDA, helping the agency develop their leadership development strategy and approach. As an ICF-certified coach, Purvi

has worked with leaders at all levels, helping them gain important insights and empowering them to operationalize who they want to be as leaders. Purvi holds a BS in Health Science from the Univ. of Texas HSC, a MEd in Public Health Ed from Univ. of Houston, and a MPA from George Mason Univ.

Speaker

Ainhoa Del Romero Gonzalez, MBA, MPHARM

Sr Director, Head Global Medical Information
Takeda, Switzerland

Ainhoa del Romero serves as the Head of Takeda's Global Medical Information Group, headquartered in Zurich, Switzerland. With more than two decades of experience in medical affairs, Ainhoa is a seasoned leader recognized for her ability to build dynamic, multicultural global teams, optimize operational processes, and establish scalable business frameworks. In her last role, she spearheaded the transformation of medical information into a centralized, strategic, technology-driven global function. A licensed pharmacist with an MBA specializing in the pharmaceutical sector, Ainhoa has collaborated with teams across Europe, the U.S., Asia, Japan and Latin America, navigating both large pharmaceutical enterprises and agile biotech firms.

10:15 AM — 11:30 AM

Commonwealth Ballroom C

Session 10 Track 2: Honing Your Tetris® Skills: Resource Management in Medical Writing to Optimize Time and Talent

This discussion will share approaches to balancing workload, timelines, and career development. Managing medical writing resources often feels like a high-stakes game of Tetris®, fitting the right people, skills, and timelines together under constant pressure. In this session, Kim Jochman and Julia Forjanic Klapproth will explore practical strategies for balancing capacity and demand, optimizing team structures, and leveraging opportunities for career development. The discussion will share real-world approaches to overcoming bottlenecks, building flexibility, and ensuring quality without burnout - helping medical writing groups align resources with organizational goals more effectively.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Understand common resourcing challenges faced in medical writing
- Identify strategies for overcoming these resourcing challenges to increase productivity and utilization and to better support medical writers in career progression

Track: Medical Writing

Session Chair(s)

Fabiana Ebihara, MSC

Director, Medical Writing Services
Parexel International, United States

Fabiana Ebihara has over 19 years of extensive experience in the field of medical writing, with a particular focus on leadership and regulatory medical writing. Throughout her career, Fabiana has held several key leadership positions at Parexel International, where she has played a pivotal role in managing medical writing partnerships with pharmaceutical companies. She provided financial and operational oversight and led projects covering a range of therapeutic areas. Fabiana has successfully collaborated with her clients, implemented process improvements, and mentored cross-regional teams.

Speaker(s)

Speaker

Kim Jochman, PHD, RAC

Senior Director, Medical Writing
Merck & Co., Inc., United States

Kim Jochman, PhD, RAC, is a regulatory medical writing leader, with a career spanning almost 2 decades and expertise across a wide array of document types, development phases, and therapeutic areas. Kim is deeply committed to talent development, spearheading medical writing development programs at Merck, including summer internships, an entry-level Associate Medical Writer program, and a cross-development program. She champions the advancement of new technology by driving change management initiatives that empower her team and enhance operational efficiency. Kim is also active with the American Medical Writers Association (AMWA) and is a 2024 AMWA Fellow, an AMWA educator, and a past 2-time Carolinas Chapter President.

Speaker

Julia Forjanic Klapproth, PHD

Senior Partner
Trilogy Writing & Consulting GmbH , Germany

Julia is a Senior Partner of Trilogy Writing & Consulting, a company specialized in providing regulatory medical writing. Trained as a regulatory medical writer, she has twice been President of the European Medical Writers Association (EMWA) and is a member of the Executives Council for the American Medical Writers Association (AMWA). Julia is an advocate for value of good medical writers during drug development. She regularly runs workshops on effective scientific communication for EMWA, AMWA, DIA, and pharmaceutical companies around the world. She is a Nick Thomson Fellow of EMWA and a recipient of the AMWA Harold Swanberg Distinguished Service Award for contributions to medical communication.

10:15 AM — 11:30 AM

Commonwealth Ballroom B

Session 10 Track 3: Decide with Confidence: Strengthening Risk Assessment and Bias Awareness Under Pressure

In this interactive workshop participants will participate in a an interactive, case-based simulation (Carter Racing Simulation) that places participants in a high-pressure “go/no-go” decision before the most important race of the season. This is one of Harvard's case studies most commonly used in business school programs.

In this simulation participants decide whether to race in a high-stakes event, balancing technical risks, financial pressures, and limited data, highlighting decision-making under uncertainty. The exercise addresses key issues in decision-making under uncertainty and bias without awareness under time and stakeholder pressure. Upon conclusion of the exercise, participants report increased awareness of decision drivers, stronger analytical skills, and strategies to mitigate bias.

Learning Objective :

At the conclusion of this session, participants should be able to:

- Communicate under time constraints decision making strategies
- Identify biases when making decisions under financial pressure
- Assess technical, financial, and reputational risks in complex business situations

Track: Field Medical

Level: Basic

Session Chair(s)

Donna A. Holder, PHARMD

Former Head, Global Medical Digital Strategy & Innovation
Daiichi Sankyo, Inc., United States

Donna Holder has over 30+ yrs experience in the pharma. She now serves as an advisor to Medical Affairs organizations within the pharmaceutical industry. She was recently the Executive Director & Head of Digital Strategy and Innovation in Global Oncology Medical Affairs at Daiichi Sankyo where she focuses on implementing digital technology, platform and processes. Previous to that she led Global MSL Excellence at Daiichi Sankyo, Merck & Co, and AstraZeneca. In these roles she drove consistency, standards and the development of tools & processes in Field Medical. Donna has spent the majority of her career in Medical Affairs leading teams across multiple functions. Donna is a PharmD graduate of the University of Michigan.

Speaker(s)

Speaker

Valerie Huh, PHARMD, MBA

Director, Global Innovation and Implementation
Propharma, United States

Valerie Huh has over 21 years of experience in the pharmaceutical, healthcare, and education sectors, with more than 11 years specializing in Contact Center and Medical Information Process Improvement. She holds a Pharm.D and an MBA and is passionate about leveraging advanced technology and innovative work methods to drive operational efficiency. In her current role at ProPharma, she focuses on enhancing customer experiences by optimizing processes within the Global Contact Center.

11:35 AM — 12:20 PM Commonwealth Ballroom CDE

Session 11: Closing Plenary: Bold Leadership: Inspire Smart, Purposeful Risk-Taking in Your Team

Speaker(s)

Session 11: Closing Plenary: Bold Leadership: Inspire Smart, Purposeful Risk-Taking in Your Team

Larissa Wilsie, MBA, MS, PMP

Sr. Director, PPM Business Development
GlaxoSmithKline, United States

A cell biologist by training, Larissa moved into project management in 2013 and has worked across therapeutic areas, supporting programs from early stage development through post-approval activities. She has been able to apply PM skills in a variety of settings beyond drug development, including business development, strategic initiatives, and organizational change. She has been a staff manager and mentor and has seen the value of dedicated and high-quality coaching and mentorship to grow talent. Larissa has a M.S in Biomedical Sciences and she is a Project Management Professional.

Learning Objective : At the conclusion of this session, participants should be able to:

- Explain the psychology and limitations that affect your team
- Discuss ways to guide your team through scenario exploration—from “Rainbows and Unicorns” to “Cadillac” options
- Demonstrate techniques to surface hidden blockers and turn them into strategic levers

12:20 PM — 12:30 PM Commonwealth Ballroom CDE

Closing Remarks

Track: General Sessions

Session Chair(s)

Maria Paula Bautista Acelas, MSC

Senior Scientific Project Manager
DIA, United States

Maria Paula offers expert scientific content guidance and project management support for DIA's global consortium initiatives and specialty meetings. She is dedicated to ensuring the development and delivery of impactful, patient-centric scientific content that generates evidence to facilitate the integration of innovation in medical product development. She brings experience in public health, patient engagement, and research management. She holds a Master of Science in Health Care Management from Marymount University and a Bachelor of Science in Microbiology and Bioanalysis from Universidad Industrial de Santander, Colombia.

12:30 PM — 12:30 PM

Forum Adjourns