SINDUSFARMA

Nov 12, 2026 8:00 AM - Nov 13, 2026 11:45 AM

Rua Alvorada, 1280 - Vila Olimpia, Sao Paulo - SP, 04550-044, Brazil

DIA/Sindusfarma LATAM Medical Affairs Workshop

Discover how Medical Affairs professionals across LATAM are shaping health communication and patient care. Join the conversation today!

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Print Agenda

Day 1 Nov 12, 2026

7:30 AM — 8:15 AM

Registration and Welcome Coffee

8:15 AM — 8:30 AM

Opening Remarks

Opening Remarks:

Session Chair(s)



Maria Bautista Acelas, MSc

Scientific Program Manager, Research Partnerships
DIA, United States

Maria Paula offers expert guidance in scientific content development and project management for DIA's global research partnerships, meetings, and programs. She is dedicated to advancing impactful, patient-centric scientific content that generates evidence to support 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.



Rosana M. Mastellaro, PharmD, RPh

Director, Technical Regulatory Affairs and Innovation
Sindusfarma, Brazil

Pharmacist, She is currently Director of Technical Regulatory Affairs and Inovation at Sindusfarma. Specialist in Project Management. She acts in defense of the pharmaceutical industrial sector and coordinates regulatory convergence issues including Pharmacovigilance. She is a member of the Brazilian Pharmacopoeia Management Committee and is responsible for the interface with Anvisa representing associated companies.

8:30 AM — 8:50 AM

Session 1: Opening Keynote: The Evolution of Medical Affairs: From Scientific Partner to Patient-Centered Leader

Session 1: Opening Keynote: The Evolution of Medical Affairs: From Scientific Partner to Patient-Centered Leader

Session Chair(s)



Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
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.



Barbara Nardi, PharmD

Director of Operations 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.



Viviane Minhoto Arid De Lima, PharmD, MBA

Senior Manager, LATAM Medical Information Lead
Gilead Sciences, Brazil

Viviane Arid de Lima is a pharmacist and Medical Information leader with nearly three decades of experience in the pharmaceutical industry. She currently serves as Senior Manager, Medical Information at Gilead Sciences, leading Medical Information across Latin America. Prior to joining Gilead, she held regional and global leadership roles at Pfizer across Latin America, Emerging Markets, and China. Throughout her career, she has contributed to digital innovation, patient-centricity, and the transformation of Medical Information. Based in São Paulo, Brazil, she is passionate about ensuring that scientific information supports better healthcare decision-making and patient care, while turning customer insights into meaningful action.

Speaker(s)

9:00 AM — 10:15 AM

Session 2: The Patient Journey in Latin America: Where Are We Missing the Patient Voice?

Despite growing efforts to become more patient-centered, many Medical Affairs decisions continue to be primarily informed by clinical, operational, and internal perspectives. Important aspects of the patient experience often remain invisible, even when organizations have access to large amounts of information. This session will explore three complementary sources of patient insight. Through structured patient listening initiatives, real-world interactions captured through Medical Information and customer support channels, and the lived experience of a patient advocate, speakers will highlight where the patient voice is often overlooked and what organizations may be missing. Using practical examples from patient journey studies, Medical Information operations, and patient communities, the session will demonstrate how patient experiences can reveal unmet needs, barriers to care, communication gaps, and opportunities for more effective Medical Affairs strategies. Attendees will leave with practical approaches to recognize, connect, and act upon patient insights already available within their organizations.
Learning Objective : At the conclusion of this session, participants should be able to:

- Identify sources of patient insights across structured research, Medical Information interactions, and patient communities.
- Analyze gaps between patient and healthcare professional perspectives and assess their implications for Medical Affairs strategies.
- Apply practical approaches to connect patient insights across organizational functions and support more patient-centered decision-making.

Session Chair(s)



Viviane Minhoto Arid De Lima, PharmD, MBA

Senior Manager, LATAM Medical Information Lead
Gilead Sciences, Brazil

Viviane Arid de Lima is a pharmacist and Medical Information leader with nearly three decades of experience in the pharmaceutical industry. She currently serves as Senior Manager, Medical Information at Gilead Sciences, leading Medical Information across Latin America. Prior to joining Gilead, she held regional and global leadership roles at Pfizer across Latin America, Emerging Markets, and China. Throughout her career, she has contributed to digital innovation, patient-centricity, and the transformation of Medical Information. Based in São Paulo, Brazil, she is passionate about ensuring that scientific information supports better healthcare decision-making and patient care, while turning customer insights into meaningful action.

Speaker(s)



From Patient and Physician Voices to Actionable Medical Affairs: A Real-World Lupus Insight Framework

Elaine W Menezes, MBA

Medical Information Manager
Pfizer, Brazil

Elaine Wagner Menezes is the LATAM Customer Experience Lead at Pfizer. A pharmacist with an MBA in Service Marketing, she brings more than 20 years of experience across Medical Information, customer experience, digital engagement, and regional operations within the pharmaceutical industry. Elaine leads initiatives that expand access to reliable medical information through customer-centric and digital solutions, leverage insights to inform strategic decision-making, and amplify the voices of patients and healthcare professionals across the organization. She is passionate about innovation, service excellence, and transforming healthcare stakeholders' needs into meaningful and impactful experiences.



From Patient and Physician Voices to Actionable Medical Affairs: A Real-World Lupus Insight Framework

Kelly Rodrigues

Executive Director
Patient Centricity Consulting, Brazil

Kelly Cristina Rodrigues, Patient Experience Specialist, with courses in design in healthcare, patient and employee engagement, patient experience and leadership at the Cleveland Clinic, Institute for Healthcare Improvement, Beryl Institute, among other institutions. She is a member of the Association for Patient Experience. Graduated in Public Relations and MBA in Marketing Services by ESPM, with a module in International Business at Universidad de Nebrija in Spain. She is Professor of Health Marketing and Patient Experience at FGV and Israelita Albert Einstein Hospital for postgraduate studies and MBA in Health Management. She is Executive Director of Patient Centricity Consulting.



Speaker

Carlos Eduardo Danilevicius Tenório

General Coordinator and Co-founder
Brazilian Association for Lupus, Rheumatic and Rare Diseases, Brazil

Eduardo Tenório is a person with a disability living with autoimmune, rheumatic, bone, metabolic, chronic, and rare diseases. He is President of the Brazilian Association SUPERANDO Lupus, Rheumatic and Rare Diseases, with a mission to transform vulnerable lives through support, guidance, information, and education. An Accounting graduate with experience in environmental and nonprofit management, he serves as a SUS user and civil society representative on Health Councils at municipal, state, and federal levels, Management Councils, public hearings and consultations, the Humanization Committee of the Hospital das Clínicas Complex in São Paulo, and Research Ethics Committees, contributing to social participation and public policy.

10:15 AM — 10:45 AM

Refreshment Break

11:00 AM — 12:15 PM

Session 3: Voices that Matter: Listening to Different Stakeholders

What does meaningful patient engagement look like through the eyes of those who experience it firsthand? In this series of short, TED-style talks, diverse voices will share their perspectives on one powerful question: “What do you wish Pharma understood about engaging patients?” Through personal experiences and professional insights, the session will challenge assumptions, highlight different needs and expectations, and encourage participants to consider how Pharma can engage patients and their communities in ways that are more meaningful, inclusive, and impactful.
Learning Objective : At the conclusion of this session, participants should be able to:

- Understand diverse perspectives on patient engagement.
- Recognize how stakeholder needs shape meaningful engagement.
- Identify gaps and opportunities in Pharma’s patient collaboration.
- Identify practical ways to make patient engagement authentic, inclusive, and relevant.

Session Chair(s)



Barbara Nardi, PharmD

Director of Operations 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)



Speaker

Jeferson De Melo Carrilho

Medical Science Liaison (MSL), AMGEN Biotecnologia
AMGEN Biotecnologia, Brazil

Jeferson Carrilho, PhD, Medical Sciente Liaison (MSL), AMGEN Biotech. Biomedical scientist with a PhD in Medicine (Oncology and Hematology). Currently working as a Medical Science Liaison (MSL) in Onco-Hematology at Amgen Biotech. Also a founding member and leader of Black MSLs Brasil, an independent initiative dedicated to increasing the representation and strengthening the expertise of Black professionals in Medical Affairs, promoting racial equity, and supporting the development of future leaders in the pharmaceutical industry.



Speaker

Ana Lucia Gonzaga da Cunha

Plastic Surgeon
Universidade Federal de São Paulo, Brazil

Ana Lucia Gonzaga da Cunha, MD is a Plastic Surgeon Medical residency of General Surgery and Plastic Surgery in Federal University of São Paulo (UNIFESP-EPM) Member of the Brazilian Society of Plastic Surgery (SBCP) and American Society of Plastic Surgeons (ASPS) Post-graduation coordinator in Laser, Aesthetic Medicine and Procedures for Albert Einstein Teaching and Research Center Senior Medical Expert Consultant and Speaker for Merz Aesthetics



Speaker

Roger Miyake

External Affairs Director
Bristol Myers Squibb, Brazil

Roger is a passionate, collaborative and innovative leader who builds high-performance teams to bring patients the best medical care. A physician since 1991 and specialist in Pediatric Intensive Care, he worked in a university hospital focused on patient care, training and preceptorship before joining the global pharmaceutical industry in 2000. With a 360° view of the industry, he has held accountability for medical, marketing, sales, strategy, operations, market access, patient advocacy and government affairs. Today, he leads External Affairs at Bristol Myers Squibb Brazil, combining clinical, academic and business expertise to help patients overcome obstacles through innovative medicines.

12:15 PM — 1:45 PM

Lunch on Your Own

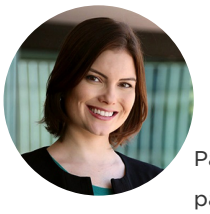
1:45 PM — 2:45 PM

Session 4: Patient Support Ecosystems: Insights, Innovation, and Impact

What if every interaction with Medical Information could contribute not only to answering a question, but also to understanding unmet needs, improving future experiences, and shaping better scientific engagement? As patient and healthcare professional support becomes increasingly connected and data-driven, Medical Information has a unique opportunity to transform the signals generated across interactions into meaningful action. This session brings together three real-world perspectives illustrating this evolution. Participants will explore how AI-enabled sentiment and empathy analytics can reveal emotional and informational signals within customer interactions; how robust data governance can turn operational Medical Information data into a trusted source for quality oversight and cross-functional insights; and how HCP preferences and engagement metrics can guide the development of an integrated omnichannel Medical Information journey. Across these examples, a common theme emerges data create value when they move beyond measurement and become insights that improve decisions, content, processes, and experiences. The session will connect analytics, governance, and engagement to demonstrate how Medical Information can contribute to a wider support ecosystem, creating a continuous learning cycle in which interactions generate insights, insights drive improvements, and those improvements enable more relevant and responsive engagement with patients and healthcare professionals.
Learning Objective : At the conclusion of this session, participants should be able to:

- Discover how Medical Information data can unlock actionable insights
- Explore how AI, analytics, and data governance can improve quality and decision-making
- Learn how engagement insights can create more connected patient and HCP experiences

Session Chair(s)



Patricia A. Vieira, PMP

MI Content & Cross-Therapy Area Lead, LATAM
Pfizer, Brazil

Patricia is a PharmD with 20 years' experience in R&D within pharmaceutical industry. She is passionate about innovation applied to healthcare, with solid experience in medical information, project management, medical affairs, and regulatory affairs. Over the past two years, she managed medical information content activities for all therapy areas within Emerging Markets and China Medical Information at Pfizer. She now oversees Medical Review Excellence in Brazil while continuing her leadership of MedInfo Content.

Speaker(s)



Sentiment and Empathy Analytics in Medical Information: Unlocking Actionable Contact Center Insights

Karlla Sanches

Operations Manager, PPD, clinical research business
Thermo Fisher Scientific, United States

Karlla holds a degree in Nursing and a postgraduate qualification in Operating Room and Surgical Nursing. With over 15 years of healthcare experience, her career spans Customer Support, Chronic Patient Management, Quality Assurance, Medical Device Vigilance, and Good Manufacturing Practices (GMP) audits in the medical devices sector. Since 2015, she has worked in the pharmaceutical industry across Medical Information, Customer Service, Quality, and Training. Over the past six years, she has led operations, supporting pharmaceutical companies in optimizing service delivery, enhancing operational performance, maintaining high standards of quality and continuous improvement.



Data Governance in Medical Information: Enhancing Quality and Cross-Functional Insights with Integrated Operational Data

Victor Penteado

Medical Information Analyst
MSD, Brazil

Victor Penteado brings over five years of experience in Medical Affairs working with Rare Diseases, Oncology, Vaccines, and Immunology. Currently a LATAM Medical Information Analyst at MSD, he excels in translating complex clinical data into strategic medical insights. Victor holds a bachelor's degree in Pharmacy and Biochemistry and a postgraduate degree in Bioinformatics. He is based in São Paulo, Brazil.



Building an Omnichannel Medical Information Journey Based on HCP Preferences and Engagement Insights

Soraia Borba, MBA

Medical Information and Customer Service Manager
AstraZeneca, Brazil

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

2:45 PM — 3:45 PM

Session 5: Navigate Uncertainty with Confidence: Strengthening Decision-Making Across the Patient Journey

Medical Affairs professionals routinely make high-stakes decisions with incomplete information, competing stakeholder perspectives, and significant time pressure. Through an interactive racing simulation and patient journey debrief, participants will explore how bias, risk perception, and data interpretation influence decision quality and apply practical frameworks for patient-centered decision-making under uncertainty.
Learning Objective : At the conclusion of this session, participants should be able to:

- Analyze how bias, stakeholder influence, and time pressure affect decisions under uncertainty.

- Apply structured approaches to assess incomplete or conflicting information.
- Evaluate risks and opportunities to support evidence-based decisions.
- Connect decision-making principles to challenges in Medical Affairs practice.

Session Chair(s)



Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
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)



The Interlagos Decision: Senna's Championship Gamble - Decision Making Under Uncertainty

Kamila Bora Rocha, PharmD, RPh

Senior Medical Information Manager
Propharma Group, United States

Kamila Rocha, PharmD, BCMAS, is a Senior Medical Information Manager with experience leading operations across North America and Latin America. Licensed by the California State Board of Pharmacy, she has worked in compounding, forensic, retail, long-term care, and biopharmaceutical settings. Since entering Medical Information in 2017, she has advanced from a multilingual specialist supporting LATAM to leading multinational teams in Brazil, Mexico, the United States, and Canada. Kamila is passionate about scientific communication, developing high-performing teams, and delivering high-quality medical information that supports healthcare professionals and informed patient care.

3:45 PM — 4:45 PM

Session 6: Enable Patient Engagement Within Compliance: Turn Diverse Perspectives into Practical Action

Patient-centered engagement requires Medical Affairs teams to translate patient needs into meaningful action while meeting ethical, regulatory, and compliance expectations. In the session, we will have representatives from patient navigation and care delivery, Medical Affairs leaders and Brazil's health regulatory authority. Together they will examine where engagement initiatives commonly face practical or governance barriers and discuss how organizations can clarify roles, establish appropriate safeguards, and maintain productive dialogue across stakeholders without losing the patient

perspective. Participants will leave with practical questions and decision principles they can apply when planning compliant patient-engagement activities in Latin America.
Learning Objective : By the end of this session, participants can:

- Identify three pre-engagement considerations.
- Compare stakeholder roles in compliant engagement.
- Apply decision questions to an engagement scenario.

Session Chair(s)



Lara Lopes Facó, DVM, PhD, MSc

Medical Information Coordinator
Libbs Farmacêutica, Brazil

I hold a Bachelor's, Master's, and Doctoral degree in Veterinary Medicine, all conferred by the University of São Paulo, Brazil. My academic and research trajectory has been deeply rooted in advancing veterinary clinical practice, with a particular focus on mechanical ventilation, critical care medicine, and pain management. Since 2019, I have served as Medical Information Coordinator at Libbs Farmacêutica, where me and my team are responsible for delivering up-to-date scientific and regulatory information regarding the company's portfolio. In this capacity, I liaise with healthcare professionals, clients, and regulatory bodies, ensuring that all communications reflect the highest standards of medical integrity and compliance.

Speaker(s)



Speaker

Salma Bakhit

Associate Vice President, MSD
Bayer, Brazil

Salma Bakhit, MD, is Associate Vice President, Value & Implementation LATAM – Intercontinental Region at MSD. A physician with over 30 years of experience in the pharmaceutical industry, she has held leadership roles at Roche, Novartis, Bayer, and MSD. Her expertise spans Medical Affairs, oncology, scientific strategy, and translating innovation into meaningful patient outcomes. She is passionate about advancing scientific excellence, fostering cross-functional collaboration, and developing high-performing teams through strategic, empathetic, and human-centered leadership.



Speaker

Elaine Longo

Clinical Research Manager
ICESP (Instituto do Câncer do Estado de São Paulo), Brazil

Elaine Longo is a nurse specializing in Oncology, Health Management, and Health Informatics; currently serving as Clinical Research Manager at a public oncology institution, with 16 years of experience in clinical research centers.



Speaker

Camilla De Lima Patti Hissamura, PhD

Senior Medical Advisor
BioMarin, Brazil

A biomedical scientist by training, Camilla completed a PhD in Pharmacology and a postdoctoral fellowship in Psychobiology. With extensive experience in the pharmaceutical industry, she has held leadership roles in scientific communications and Medical Affairs, including leading scientific communications for Latin America, Turkey, the Middle East, and Africa. She currently serves as Senior Medical Advisor for Metabolic Conditions in Brazil, driving medical strategy, fostering scientific exchange, and bridging scientific evidence with clinical practice.



Speaker

Adriane Alves de Oliveira

Deputy Head, Clinical Trials Office
ANVISA, Brazil

Health Regulation Expert with over 12 years of experience in the regulatory evaluation and oversight of non-clinical and clinical development of drugs and biological products. She is currently the Deputy Head of the Clinical Trials Office at Anvisa and a Good Clinical Practice (GCP) inspector. She contributed as Anvisa's representative to the development of the ICH E17 guideline and currently represents the agency in the ICH working groups for E6 (R3) Annex 2 and ICH E22. She also represents Anvisa in the PAHO Clinical Trials Forum and serves as a full member of Brazil's National Clinical Research Ethics Commission (INAEP). She holds a degree in Biology and a Master's in Molecular Biology from the University of Brasília.

5:00 PM — 6:00 PM

Networking Reception and Exhibits

Day 2 Nov 13, 2026

7:30 AM — 8:30 AM

Welcome Coffee

8:30 AM — 8:45 AM

Opening Day 1 Recap: Connect Patient Voices to Action: Carry Day-One Insights into Day-Two Discussions

Begin day two by reconnecting with the perspectives and questions raised throughout the first day of the LATAM Medical Affairs Workshop. This brief, interactive recap will help participants identify insights they want to carry forward without

assuming the conclusions of sessions that have yet to take place. Attendees will enter the case studies, World Café discussions, and closing panel with a clearer question to explore and a stronger link between patient perspectives and their own Medical Affairs practice.
Learning Objective : At the conclusion of this session, participants should be able to:

- Identify one patient-centered insight from day one to carry into day two.
- Formulate one question to explore in the case studies or World Café discussions.
- Select one opportunity to apply a day-one insight in Medical Affairs practice.

Session Chair(s)



Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
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)



Speaker

Viviane Minhoto Arid De Lima, PharmD, MBA

Senior Manager, LATAM Medical Information Lead
Gilead Sciences, Brazil

Viviane Arid de Lima is a pharmacist and Medical Information leader with nearly three decades of experience in the pharmaceutical industry. She currently serves as Senior Manager, Medical Information at Gilead Sciences, leading Medical Information across Latin America. Prior to joining Gilead, she held regional and global leadership roles at Pfizer across Latin America, Emerging Markets, and China. Throughout her career, she has contributed to digital innovation, patient-centricity, and the transformation of Medical Information. Based in São Paulo, Brazil, she is passionate about ensuring that scientific information supports better healthcare decision-making and patient care, while turning customer insights into meaningful action.



Speaker

Barbara Nardi, PharmD

Director of Operations 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.

8:45 AM — 10:00 AM

Session 7: Co-Creation in Action - Based on Abstracts

Medical Information teams face growing pressure to respond efficiently while preserving scientific quality, relevance, and trust. In four concise presentations, speakers share approaches to responsible AI, customized information, and document retrieval in a contact center. The session also explores practical communication techniques and collaboration between Medical Information and MSL teams to support patient-centered care. Attendees will leave with criteria and ideas they can adapt to evaluate their own workflows and strengthen the quality of information they deliver.
Learning Objective : At the conclusion of this session, participants should be able to:

- Identify safeguards for assessing AI-assisted Medical Information for scientific quality and trust.
- Select criteria for assessing document retrieval in a Medical Information contact center.
- Compare ways AI can help tailor Medical Information to an inquiry.
- Outline practices for clear MI responses and effective MI–MSL collaboration.

Session Chair(s)



Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
Takeda, Brazil

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Speaker(s)



Speaker

Talita Miranda

Senior medical information analyst
Aché Pharmaceutical Laboratory S.A., Brazil

Talita Muniz Maloni Miranda is a pharmacist with a postgraduate specialization in Clinical Pharmacy and a Master's degree in Infectious Diseases. She currently serves as Innovation Manager at Aché Laboratórios Farmacêuticos S.A.



Enhancing Document Retrieval in a Medical Information Contact Center

Karlla Sanches

Operations Manager, PPD, clinical research business
Thermo Fisher Scientific, United States

Karlla holds a degree in Nursing and a postgraduate qualification in Operating Room and Surgical Nursing. With over 15 years of healthcare experience, her career spans Customer Support, Chronic Patient Management, Quality Assurance, Medical Device Vigilance, and Good Manufacturing Practices (GMP) audits in the medical devices sector. Since 2015, she has worked in the pharmaceutical industry across Medical Information, Customer Service, Quality, and Training. Over the past six years, she has led operations, supporting pharmaceutical companies in optimizing service delivery, enhancing operational performance, maintaining high standards of quality and continuous improvement.



Communicating with Excellence / From Silos to Synergy

Kamila Bora Rocha, PharmD, RPh

Senior Medical Information Manager
Propharma Group, United States

Kamila Rocha, PharmD, BCMAS, is a Senior Medical Information Manager with experience leading operations across North America and Latin America. Licensed by the California State Board of Pharmacy, she has worked in compounding, forensic, retail, long-term care, and biopharmaceutical settings. Since entering Medical Information in 2017, she has advanced from a multilingual specialist supporting LATAM to leading multinational teams in Brazil, Mexico, the United States, and Canada. Kamila is passionate about scientific communication, developing high-performing teams, and delivering high-quality medical information that supports healthcare professionals and informed patient care.



Artificial Intelligence Tool for Building Customized Medical Information

Gabrielli Gonçalves Bortolozi, MBA

Senior. Analyst
MSD, Brazil

Gabrielli Gonçalves Bortolozi, is Pharmacist and Senior Medical Information Analyst LATAM at MSD, where she has worked for 5 years. Holds an MBA in Project Management and has extensive experience in medical information, pharmacovigilance, and promotional material review, combining technical expertise and strategic vision.

10:00 AM — 10:15 AM

Refreshment Break

10:15 AM — 11:45 AM

Session 8: Shape the Future of Patient-Centered Medical Affairs: A LATAM World Café Discussion

The future of patient-centered Medical Affairs will not be shaped by a single organization or stakeholder group, but through collective dialogue and shared action. In this interactive World Café session, participants will build on the insights generated throughout the workshop to identify what Medical Affairs should start, stop, strengthen, and reimagine to better serve patients across Latin America. By bringing together diverse perspectives and experiences, the session will generate actionable ideas and priorities that can help guide the evolution of Medical Affairs in the years ahead.
Learning Objective : At the conclusion of this session, participants should be able to:

- Identify practices that Medical Affairs should start, stop, strengthen, or reimagine to better serve patients across Latin America.
- Prioritize the partnerships and capabilities with the greatest potential to advance patient-centered Medical Affairs.
- Formulate actionable recommendations that can guide future Medical Affairs initiatives within their organizations.

Session Chair(s)



Viviane Minhoto Arid De Lima, PharmD, MBA

Senior Manager, LATAM Medical Information Lead
Gilead Sciences, Brazil

Viviane Arid de Lima is a pharmacist and Medical Information leader with nearly three decades of experience in the pharmaceutical industry. She currently serves as Senior Manager, Medical Information at Gilead Sciences, leading Medical Information across Latin America. Prior to joining Gilead, she held regional and global leadership roles at Pfizer across Latin America, Emerging Markets, and China. Throughout her career, she has contributed to digital innovation, patient-centricity, and the transformation of Medical Information. Based in São Paulo, Brazil, she is passionate about ensuring that scientific information supports better healthcare decision-making and patient care, while turning customer insights into meaningful action.

Speaker(s)



Facilitator

Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
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.



Facilitator

Barbara Nardi, PharmD

Director of Operations Medical Communications
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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.

11:45 AM — 12:30 PM

Session 9: The Next Five Years of Patient-Centered Medical Affairs: Beyond Scientific Excellence

This closing panel picks up directly from the World Café discussion that precedes it, turning the audience's own answers on what Medical Affairs should stop, start, and build toward by 2030 into a structured conversation among those living that transformation daily. Panelists bring complementary vantage points -- Medical Affairs leadership bridging medical and market access and a patient-journey specialist working at the intersection of patient insight and AI -- to test the World Café's ideas against real organizational practice. The discussion will address which partnerships and skills actually move the needle, and how Medical Affairs can build these broader strategic and interpersonal competencies without diluting its scientific credibility or leaving underserved populations behind. Rather than closing with a summary, the panel will ask each participant for one concrete commitment they will take back to their own organization, turning the workshop's collective input into individual, actionable next steps.
Learning Objective : At the conclusion of this session, participants should be able to:

- Translate World Café insights on skills, partnerships, and inclusion into concrete actions for Medical Affairs leaders.
- Compare industry perspectives on building strategic, cross-functional capabilities without compromising scientific rigor.
- Commit to one practical step to advance proactive, patient-centered Medical Affairs by 2030.

Session Chair(s)



Cristhiane Neves Gennaro, MBA

Consultant
C.Genn, Brazil

Cristhiane Gennaro is a senior life sciences executive and strategic advisor with 20+ years of leadership across Latin America, including Medical Affairs, Real World Solutions, clinical research and market access at IQVIA. She has led multidisciplinary teams, developed talent and organizational capabilities, and driven business transformation and strategic partnerships across the healthcare ecosystem. Combining scientific expertise with commercial and patient-centered perspectives, she champions the evolution of Medical Affairs beyond scientific excellence—toward stronger cross-functional influence, evidence-driven decisions and measurable impact for patients and health systems.

Speaker(s)



Speaker

Adriana Coercio

Sr. Manager Government Affairs & Patient Advocacy
Multicare Pharma, Brazil

Adriana Coercio is a pharmacist and a master's student in Health at the University of Marília (UNIMAR), with over 30 years of experience in the pharmaceutical sector. She holds a postgraduate degree in Advocacy and Public Policy from Fundação Getúlio Vargas, as well as training in Business Management and Marketing. Currently, she serves as Senior Manager of Government Affairs & Patient Advocacy for Brazil at Multicare Pharma, with a focus on rare diseases. Throughout her career—which includes tenures at PTC Therapeutics, Shire, and Janssen—she has developed expertise in both commercial and institutional areas, while strengthening dialogue with patient associations.



Speaker

Luciana Lauretti

Senior Executive Partner
DRD Saúde, Brazil

Luciana Lauretti is a nurse, healthcare executive and entrepreneur. She founded a company that became the leading provider of Patient Support Programs in Brazil, acquired in 2022 by a publicly traded company. She holds an MBA in Healthcare Management and a specialization in Health Promotion and Prevention, and is currently pursuing a Master's degree at FGV, focused on health literacy and shared decision-making. With consolidated expertise in chronic patient management and digital transformation, she now works as a consultant and board advisor on strategic projects across the healthcare sector.

12:30 PM — 12:45 PM

Closing Remarks

Speaker(s)



Speaker

Maria Bautista Acelas, MSc

Scientific Program Manager, Research Partnerships
DIA, United States

Maria Paula offers expert guidance in scientific content development and project management for DIA's global research partnerships, meetings, and programs. She is dedicated to advancing impactful, patient-centric scientific content that generates evidence to support 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

Marta Avellar, MBA

Head, Global Medical Information Operational Excellence, Compliance and GCM
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

Barbara Nardi, PharmD

Director of Operations 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.