

DIA/Sindusfarma LATAM Medical Affairs Workshop

Dialogue. Insights. Action. Building a Patient-Centered Medical Ecosystem in Latin America

November 12–13, 2026 | São Paulo, Brazil

CALL FOR ABSTRACTS

ABSTRACT SUBMISSION DETAILS AND GUIDELINES

SUBMISSION DEADLINE: **JULY 31**

How are you turning the voice of patients and healthcare professionals into better decisions, better communication, and measurable impact?

DIA and Sindusfarma invite you to submit abstracts for **DIA/Sindusfarma LATAM Medical Affairs Workshop**, convening stakeholders across Latin America to share practical approaches that strengthen patient-centered Medical Affairs.

As Medical Affairs continues to evolve beyond scientific exchange, we have an opportunity, and responsibility, to move from listening to action through stronger insight ecosystems, inclusive and credible scientific communications, and cross-functional collaboration that improves outcomes.

What we're looking for:

The Program Committee welcomes practical case studies, proven frameworks, implementation lessons, and “what we’d do differently” experiences that show how teams are:

- listening and prioritizing insights
- communicating in ways that improve understanding and experience
- acting in partnership to deliver measurable outcomes

Preference will be given to submissions that include:

- multiple stakeholder perspectives (e.g., patients/caregivers, HCPs, patient organizations, regulators, healthcare systems, industry partners)
- real implementation evidence (measures of impact, adoption, quality, experience, or outcomes)
- clear governance, ethics, and privacy considerations, where relevant

Pillars and Interest Areas (use these to position your abstract)

Listening & Insights: Understanding Patient and HCP Needs

- **Listening at scale: bringing together the patient and HCP voice**
Examples of how teams capture and connect insights across multiple sources (e.g., Medical Information, Field Medical/scientific exchange, service channels, PSP interactions, digital channels, and patient organizations).
- **Understanding journeys, unmet needs, and equity barriers**
Practical approaches to map patient journeys, identify what matters most, and uncover barriers to care and understanding across diverse LATAM contexts.
- **Evidence that reflects real life**
How organizations use real-world evidence and patient-generated data (e.g., PROs/PROMs) to move from insights to better decisions and clear actions.

Communication & Experience: Enabling Better Engagement Through Information

- **Modern Medical Information & scientific communications that people can use**
Innovations that improve the quality, consistency, and timeliness of scientific responses and content—and how MI/Scientific Communications are evolving to support patient-centered Medical Affairs.
- **Better experiences through omnichannel engagement, education, and knowledge sharing**
Real examples of integrated engagement across digital and human channels, medical education innovation, and practical knowledge management that improves learning and scientific exchange.

- **Clear, inclusive communication—supported by responsible AI**
Health literacy, plain language, and culturally relevant content, alongside real-world AI use cases that improve access to information and experience (with appropriate quality controls and governance).

Action & Impact: Turning Insights into Better Outcomes

- **Collaborating to turn insights into action**
Case studies of cross-functional partnership (e.g., with Regulatory, Safety, Access, Digital, PSP teams, healthcare systems, and patient organizations) that lead to meaningful change.
- **Patient-centered programs and innovation that improve outcomes**
PSP and patient support approaches—from co-creation to implementation—plus digital and remote support models that strengthen continuity of care.
- **Showing impact and building trust**
Practical ways to measure and communicate value (quality, usefulness, outcomes) while strengthening ethics, transparency, privacy, and governance.

We will be accepting the following formats:

- **Presentations:** 15-20-minute presentation to be bundled with other presentations to create a session (1 author/speaker)
- **Sessions:** 60-75-minute total session (1 author/speaker + 2 additional speakers)
- **Interactive Workshop:** 60-75-minute highly interactive; discussion, simulations, design thinking, case-based learning; 1 lead author/speaker + up to 2 additional speakers.

Abstract Submission Deadline: July 31

Notification: Week of September 7

Final PowerPoint Presentations Due: October 22, 2026

Please submit all abstracts online at:

Questions: Contact Tatiana.Tolentino@DIAglobal.org

Submit Your Abstract at DIAglobal.org/Abstracts

CALL FOR PRESENTATION ABSTRACTS

SUBMISSION DEADLINE: JULY 31

GENERAL SUBMISSION REQUIREMENTS

- All submissions must be submitted online
- For complete submission requirements and to submit your abstract go to DIAglobal.org/Abstracts

SUBMISSION TIPS

- Ideal submissions will contain practical content and shared experiences
- Theoretical topics and content is acceptable, however, it should be supported with proof of concepts and use cases
- Diverse topics and sessions are welcomed and encouraged within the scope of the forum
- Please select the interest area that best fits with your proposal. If your topic is relevant to more than one interest area, please indicate that in your abstract summary.
- Abstracts should be written using clear language and descriptions to provide enough clarity for the selection committee to review and understand

REQUIRED DOCUMENTATION FOR ALL ABSTRACTS

- Participant Disclosure Information: All abstract authors must disclose any relevant financial relationships with any commercial interest associated with this activity that exist or have existed within the past 12 months, as well as any discussion of unlabeled or unapproved drugs or devices. If you are proposing an abstract on behalf of the author, as the submitter you will not be asked to disclose. However, should the abstract be accepted, the author will be informed that he or she must complete and submit a Participant Disclosure in order to participate in the program
- All submitters and authors must agree to the [DIA Speaker Authorization for Use of Presentation Materials](#) in order for the abstract to be a part of the Program. Accepted abstracts will be available on DIA's website for attendee download.

SUBMISSION GUIDELINES

Submitting a PRESENTATION ABSTRACT (All abstracts must be submitted online)

15-20-minute presentation, bundled with other presentations to create a session. Abstract author is considered the presenter (co-presenters are not permitted) and will be responsible for:

- Adhering to the program development guidelines and timelines
- Working with chair and other presenters in creating a balanced program offering
- Preparing and delivering a PowerPoint presentation

Submitting a SESSION ABSTRACT (All abstracts must be submitted online)

60-75-minute total session. Abstract author will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting speakers and ensuring good representation/diversity in their selection. Maximum of 3 speakers per session (including author) and 1 speaker per company
- Working with the Session Chair to communicate with speakers regarding their role in the session

Submitting a WORKSHOP ABSTRACT (All abstracts must be submitted online)

60-75-minute interactive workshop. Workshops should be designed to actively engage participants through hands-on activities, facilitated discussions, collaborative exercises, case studies, problem-solving, or other interactive learning techniques. Workshop proposals should minimize traditional lecture-style presentations and maximize attendee participation.

The abstract author will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting speakers and ensuring good representation/diversity in their selection. Maximum of 3 speakers per session (including author) and 1 speaker per company
- Working with the Session Chair to communicate with speakers regarding their role in the session
- Designing an interactive learning experience that encourages audience participation and provides practical, actionable takeaways for attendee

SUBMISSION GUIDELINES

The following information will be requested at the time of submission. DIAglobal.org/Abstracts

To streamline your submission process and avoid possible delays, DIA strongly encourages you to submit your abstract as early as possible. **Do not wait until the last day.**

Prepare your abstract in advance of accessing the DIA website. Abstract information should be copied and pasted from a prepared document as plain text. **All of the below fields are required.**

Author Information

Abstract Information

Interest Area: Choose from the drop down

Keywords: Provide one or more keywords to highlight your abstract.

Examples of keywords: Personalized Medicine, Health Technology Assessment, etc. (100 characters)

Level of Difficulty: Beginner, Intermediate, or Advanced

Learning Objectives: Provide 2-3 learning objectives that clearly explain what participants should be able to do after attending this event. For a list of suggested verbs to create these objectives, [click here](#). (400 Characters)

Overview: Please provide 2-3 sentences summarizing your abstract. This summary will be used as the overview description in the DIA program for marketing purposes (250 Characters including spaces)

Abstract Details: Please provide complete details about your abstract. Information such as scientific, technical, process issues, design/methods, results/outcomes, case studies, statistics, key findings, etc., that would support your proposal should be included here. This information will be used by the Program Committee to learn more about the purpose of your abstract. Is there an interactive component to your topic? If so, please indicate in the abstract details how you would be able to include an interactive learning experience for attendees. (2000 Characters including spaces)

Submit Your Abstract at DIAglobal.org/Abstracts