Sheraton Phoenix Downtown

May 03, 2027 11:00 AM - May 05, 2027 12:30 PM

340 N. 3rd Street, Phoenix, AZ 85004, USA

Medical Affairs and Scientific Communications Forum

The longest running neutral forum cultivating interdepartmental relationships in medical affairs

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Early Bird Rates End



Print Agenda

Day 1 May 03, 2027

11:00 AM — 5:30 PM

Forum Registration

12:00 PM — 1:00 PM

Opening Luncheon in the Exhibit Hall

1:00 PM — 1:30 PM

Welcoming Remarks, Excellence Service Award and Fellow Poster Program Highlight

1:30 PM — 2:15 PM

Session 1: Opening Keynote Address: Building Trust in Science: Empowering Medical Affairs and Scientific Communications to Demonstrate Their Value

Scientific progress depends not only on generating reliable evidence, but also on how that evidence is communicated, accessed, interpreted, and translated into decisions that affect patients and society. As technologies reshape scientific communication, self-service tools expand access to information, and stakeholder expectations evolve, Medical Affairs and Scientific Communications professionals face both new opportunities and new challenges in demonstrating their value

This opening plenary will explore how these functions can embrace innovation, communicate more creatively, and strengthen their role as trusted scientific subject matter experts. Through a forward-looking discussion of scientific integrity, technology-enabled engagement, and measurable impact, participants will consider practical ways to build trust, meet stakeholder needs, and ensure that credible science remains at the center of informed decision-making and better outcomes for patients and society.

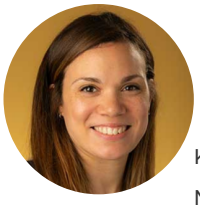
Learning Objective :

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

- Identify three emerging trends shaping Medical Affairs and Scientific Communications
- Describe two ways to use technology or self-service tools to improve scientific engagement
- Identify two approaches to demonstrate the value of scientific communication and Medical Affairs

Track: General Session

Session Chair(s)



Karla Haack, PhD

Senior Medical Writer
Merck, United States

Karla Haack PhD is a Senior Medical Writer in Clinical and Regulatory Strategic Communications at Merck, where she works collaboratively to author pre-approval regulatory documents. She uses her

more than 10 years of Physiology research and teaching experience to translate complex scientific data into clear, concise deliverables. She has worked at the intersection of inclusion and the biological sciences in industry, academia, and professional organizations, with specialized experience in strategic planning and community engagement. She is the current chair of the DIA Global MW community,

2:15 PM — 3:00 PM

Networking Break in the Exhibit Hall

3:00 PM — 4:00 PM

Session 2 Track 1: Harnessing Three Decades of Medical Information Innovation to Drive Future Success

Medical Information has continually evolved alongside advances in science and technology, moving from global standardization to digital engagement and now toward AI-enabled orchestration. As HCP information-seeking behaviors shift and generative AI creates new opportunities, Medical Information has an important role to play in ensuring scientific information remains accessible, accurate, and trusted. In this session, we will explore lessons learned across nearly 30 years of MI transformation, share 5 practices that enable successful adoption and scale, and discuss how Medical Information can serve as the trusted evidence and intelligence layer for AI-enabled Medical Affairs. Through practical examples and insights from a recent phactMI survey, we will explore how to embrace this next era while keeping scientific rigor and customer trust at the center.

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

- Recognize the key shifts in Medical Information as it evolves from globalization and digitization to AI-enabled orchestration.
- Understand the 5 enduring practices that drive adoption, scale, customer value, and trust.
- Explore the evolving role of Medical Information as the trusted evidence and intelligence layer for AI-enabled Medical Affairs

Track: Medical Communications

Session Chair(s)



Pratyusha Gaonkar, DMD, MS

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.

Speaker(s)



From Globalization to Generative AI: Three Decades of Reinventing Medical Information

Jennifer Riggins, PharmD

President
JSR Medical Affairs Consulting, LLC, United States

Dr. Jennifer Riggins has extensive experience in medical affairs, medical information, medical communications, and digital channels. She is the President of JSR Medical Affairs Consulting and also serves as the Partnership and Technology Strategist for phactMI, a non-profit organization that is both an industry Medical Information center of excellence and the single source of industry medical information. Dr. Riggins, a DIA Fellow, has served on the DIA Board of Directors and Advisory Council of North America among other activities. A dedicated PharmD student preceptor and former director of drug information residency and fellowship programs, Dr. Riggins earned her Doctor of Pharmacy degree from Butler University.



Speaker

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.



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.

3:00 PM — 4:00 PM

Session 2 Track 2: Growing Beyond the Page: Building Skills, Influence, and Leadership in Medical Writing

As AI takes on tasks that have traditionally helped early-career medical writers learn their craft, how do we ensure they still develop the judgment and skills needed to lead complex scientific content? This session introduces an apprenticeship-based training framework that combines observation, guided practice, discussion, feedback, and gradual independence. Attendees will explore practical ways to preserve critical developmental experiences while embracing AI-enabled workflows and preparing medical writers to critically evaluate content, exercise scientific judgment, and become confident strategic content and process owners.

Learning Objective :

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

- Identify the developmental experiences that may be lost when AI performs tasks traditionally assigned to early-career medical writers
- Apply an apprenticeship-based training model that uses observation, guided practice, discussion-based learning, and gradual independence to develop early-career medical writers as strategic content and process owners

Track: Medical Writing

Session Chair(s)



Michelle Linggi, PhD

Medical Writing Manager
Trilogy Medical Writing & Consulting, 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.

Speaker(s)



Apprenticeship in the Age of AI: Developing Medical Writers Who Can Review, Refine, and Lead

Meagan Eldridge, MS

President
Eldridge Writing, United States

Prior to starting Eldridge Writing and Consulting in 2023, Meagan served in medical writing positions of increasing responsibility across both the contract and sponsor sides of the industry. Meagan finds her greatest career joys in ongoing partnerships with collaborative teams to produce high-quality clinical and regulatory documents. In addition to writing for any phase of drug development, her growing company is focused on agile medical writing leadership

to optimize the document development process, help clients reach their submission goals, and ultimately bring life-changing therapies to patients.

3:00 PM — 4:00 PM

Session 2 Track 3: From Insight to Impact: How Field Medical Must Evolve to Deliver Greater Value

Field Medical is operating in an increasingly complex healthcare environment. The pace of scientific innovation is accelerating, treatment decisions are becoming more specialized and data-driven, and healthcare professionals must navigate a rapidly expanding volume of evidence across therapies, diagnostics, real-world data, and evolving standards of care. Innovation is also shifting toward increasingly sophisticated modalities, including cell and gene therapies, antibody-drug conjugates, multispecific antibodies, and precision medicines. In oncology alone, more than 2,000 clinical trials started in 2023, highlighting the growing scientific complexity facing clinicians.

At the same time, AI is fundamentally changing how healthcare professionals access, synthesize, and interact with scientific information. According to the AMA 2026 Physician Survey on Augmented Intelligence, more than 80% of physicians surveyed now use AI professionally, more than double the proportion reported in 2023. Nearly 40% are already using AI to summarize medical research and standards of care. Scientific engagement is therefore moving beyond traditional channels toward an environment in which HCPs can increasingly obtain information on demand through AI-enabled tools and workflows.

These shifts create an important inflection point for Field Medical. If information itself becomes increasingly ubiquitous and AI-assisted, the value of the MSL must extend beyond delivering scientific information. MSLs will need to bring greater scientific depth, contextualize increasingly complex evidence, uncover and synthesize meaningful insights, navigate emerging AI-enabled channels, and become more valuable partners in scientific exchange. Field Medical organizations, in turn, will need to rethink the technologies, data foundations, operating models, talent strategies, and measures of impact that enable this evolution.

In this panel discussion, three Field Medical leaders will share their perspectives on how the function must evolve and how they are preparing their organizations for the future. The discussion will explore the external shifts having the greatest impact on Field Medical; the emerging competencies and capabilities MSLs will need; how AI and new technologies are changing scientific engagement; and the tools, operating models, and organizational changes required to build a future-ready Field Medical organization.

Learning Objective :

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

- Identify key healthcare, scientific, stakeholder, and AI shifts reshaping Field Medical and their implications for MSLs
- Differentiate the emerging competencies MSLs need in a complex, AI-enabled environment
- Assess how technology, data, operating models, and organizational changes can enable future-ready Field Medical

Track: Field Medical

Session Chair(s)

Jones Jaick, MBA

Associate Principal



ZS Associates, United States

Jones is an Associate Partner at ZS Associates, a Global Healthcare Management Consulting Firm and leads the Medical Omnichannel / Digital Transformation Domain. He has over a decade of experience and worked with 20+ pharma organizations across omnichannel / digital domains spanning strategy, technology and analytics. He has supported organizations in areas like digital and omnichannel strategy & roadmapping, technology ecosystems, digital blueprint and activation, engagement process redesign, omnichannel orchestration, digital analytics and reporting Jones holds an MBA from Washington University in St. Louis and a Bachelors Degree in Electronics and Communication Engineering from Cochin University, India

4:10 PM — 5:10 PM

Session 3 Track 1: Designing Smarter Medical Content: Improving Information Retrieval and Personalization at Scale

Information overload is something we face every day which can keep our learning limited to surface level. To enable a work smarter not harder frame of mine, we can identify opportunities to support true learning for both internal and external stakeholders. Learning is facilitated by making information easy to find and designed in a way that works for the end user. What better way to accomplish this than to effectively design and develop content that is not only easy to read and digest but also connects to the end customer through personalization. In this session, we will share practical examples of how to effectively approach medical content creation including incorporating feedback from medical information specialists and field medical team members on standard response documents design and creating a blueprint for reimaging the medical content model by creating core content and leveraging people and tools in the right way to successfully reach the intended audience with a level of personalization that will create a deeper and lasting impact.

Learning Objective :

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

- Identify informative methods for obtaining and incorporating medical team feedback to increase useability and navigation of medical response documents
- Describe the value of re-creating the content creation model to more effectively leverage people and tools and scale to business needs
- Applying practices to deliver personalized medical content across Medical Affairs for meaningful impact

Track: Medical Communications

Session Chair(s)



Dannis Chang, PharmD

Senior Director, Medical Communications and Operations
IDEAYA Biosciences, Inc., United States

Dannis Chang, PharmD., is currently the Hematology Medical Communications Team Lead at Genentech Inc, where he leads the strategic development, planning, and delivery of scientific content, as well as enabling timely, relevant, personalized, accurate, balanced, and impactful communication of clinical information or scientific evidence to customers to enhance their experiences, support

improved patient outcomes, and foster an ongoing connection aimed at maximizing medical progress. He received a doctorate of pharmacy degree from University of Southern California and a post-doctoral fellowship from Rutgers University.

Speaker(s)



Standard Response Document Design: Impact on Information Retrieval and User Experience

Representative Invited

Thermo Fisher Scientific, United States

Joanna Kerzner, PharmD, is a Medical Information Specialist at Thermo Fisher Scientific with extensive experience in clinical pharmacy, medical writing, and scientific communications. She completed two years of postgraduate pharmacy residency training in acute care and pediatrics and previously practiced as a Clinical Pharmacy Specialist. Her expertise spans evidence-based medicine, drug information, clinical research, and medical content development. She has authored peer-reviewed publications and presented research at national conferences. In her current role, she develops scientific response documents and contributes to initiatives advancing the quality and effectiveness of medical information communications.



Rebuilding the Medical Content Model for Personalization at Scale

Representative Invited

ZS, United States

4:10 PM — 5:10 PM

Session 3 Track 2: Unlocking the Value of ICH M11: Streamlining Authoring, Accelerating Review, and Enabling Content Reuse

ICH M11 is moving protocol development from document first workflows toward structured, reusable data flow. This session explores dynamic review, governance, and downstream reuse through sponsor, regulatory, and site and technology perspectives.

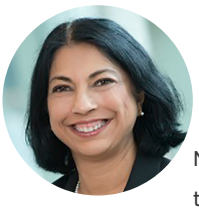
Learning Objective :

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

- Analyze how ICH M11 can streamline structured protocol authoring and review
- Assess how structured protocol content can improve governance and downstream reuse
- Evaluate how ICH M11 can expedite regulatory review

Track: Medical Writing

Session Chair(s)



Madhavi Gidh-Jain, PhD

Global Head of Medical Writing and Document Management
Sanofi US, United States

Madhavi Gidh-Jain is the Global Head of Medical Writing and Document Management for all therapeutic areas and regions at Sanofi. Madhavi has more than 20 years of experience in designing, writing, and reviewing medical and regulatory documents for pharmaceuticals, biologics, devices, and combination healthcare products. Her work at various pharmaceutical and biotech companies includes digital innovation, process management, and preparation of marketing applications for Health Authorities.

Speaker(s)



ICH M11: Connecting Structured Authoring, Dynamic Review, and Downstream Reuse

Ron Fitzmartin, MBA

Principal Consultant
Decision Analytics, United States

Ron Fitzmartin is a Principal Consultant at Decision Analytics. Previously, Ron was Senior Advisor in the Data Standards Branch, Office of Regulatory Operations, Center for Biologics Evaluation and Research, FDA. He provided policy and strategy consultation on electronic regulatory submissions and standardized data. Ron served as Rapporteur for the ICH M11 Expert Working Group and as Co-chair of the Global IDMP Working Group. Prior to FDA, Ron held several leadership positions in industry: VP, Biostatistics and Data Management and VP, Informatics at Daiichi Medical Research and Daiichi Sankyo, respectively. Ron received his PhD in Statistics from the University of Maryland, College Park.

4:10 PM — 5:10 PM

Session 3 Track 3: Turn Medical Strategy into Field Action: Use Agentic AI to Drive Consistent, Personalized MSL Execution

MSLs are managing bigger KOL networks, more complex science and higher expectations for personalization, with tools that are fragmented and rarely built for Medical Affairs. Agentic AI can take on the admin load across planning, pre-call, in-call and post-call work, but agents act on whatever direction they get. Without clear medical strategy, they just scale inconsistency. This interactive panel shows how to connect strategy to last-mile execution, with live polling, a hands-on pre-call planning demo and a debate on the people, process and platform needed to make it work.

Learning Objective :

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

- Evaluate where AI agents fit across the MSL workflow, from territory planning through post-call follow-up

- Analyze how agentic AI links medical strategy to consistent field execution while personalizing for each KOL
- Assess organizational readiness and design an MSL-led adoption approach built on trust

Track: Field Medical

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)



Agentic AI for the MSL: Linking Medical Strategy to Consistent and Efficient Field execution

Abhilash Dhara

Engagement Manager
ZS, United States

5:10 PM — 6:30 PM

Poster Reception in the Exhibit Hall – View Fellow Posters!

Day 2 May 04, 2027

8:00 AM — 8:30 AM

Networking Breakfast in the Exhibit Hall

8:00 AM — 5:20 PM

Registration

8:30 AM — 8:50 AM

Welcome and DIA Community Update

Welcome and DIA Community Update
Track: General Session

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.

8:50 AM — 9:50 AM

Session 4: Plenary Session: From AI Pilots to Real-World Impact: Scaling Responsible AI Across Medical Affairs

Session 4: Plenary Session: From AI Pilots to Real-World Impact: Scaling Responsible AI Across Medical Affairs
Learning Objective : Analyse practical and relevant AI use cases and evaluate factors influencing implementation decisions. Identify and compare stakeholder perspectives on AI governance, risk, and oversight requirements. Construct a governance approach that supports scalable and responsible AI deployment across Medical Affairs functions.
Track: General Session

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)



AI Governance in Action: Moving from Pilot to Product Across Medical Affairs

Victoria Evans

Senior Director, Client Services
Propharma, United Kingdom

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



Speaker

Representative Invited

Dompé US, United States

9:50 AM — 10:35 AM

Networking Break in the Exhibit Hall

10:35 AM — 11:50 AM

Session 5 Track 1: From Insights to Impact: Demonstrating Medical Information's Strategic Value Across Call Centers and Promotional Review

Medical Information (MI) connects healthcare professional, patient, and caregiver questions with opportunities to improve scientific communications and organizational decision-making. But there has always been a gap in how these insights can be translated into impact. This session explores how MI can demonstrate strategic value by transforming call center

interactions into actionable insights and applying those insights to inform promotional content and medical-legal-regulatory (MLR) review.

Participants will examine a structured approach to identifying, validating, prioritizing, and communicating recurring inquiry themes, including scientific knowledge gaps, product-use challenges, label confusion, and patient-support needs. Through aggregated and appropriately de-identified data, the session will explore how these insights can inform response materials, targeted education, patient-support resources, and the clarity, relevance, and scientific accuracy of promotional communications.

The session will also consider how MI's scientific expertise and early involvement in content development may help anticipate questions, reduce avoidable review revisions, and support timely communication as evidence and stakeholder needs evolve. Discussion will distinguish opportunities to improve review efficiency and content relevance from unproven assumptions about the relationship between review speed and commercial performance.

Attendees will leave with a practical framework for demonstrating MI's impact beyond inquiry volume and response time —connecting insights to documented actions, stronger scientific communications, more effective review processes, and responsiveness to healthcare professional and patient needs.

Learning Objective :

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

- Explain how Medical Information call center insights can inform promotional content and stakeholder education.
- Apply a structured process to identify, validate, prioritize, and communicate inquiry trends using a sample scenario.
- Identify metrics to assess Medical Information's impact on content relevance and promotional review efficiency

Track: Medical Communications

Session Chair(s)



Hiren Patel, PharmD

Executive Director, Global Medical Information and Governance
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.

Speaker(s)



Beyond Inquiry Resolution: Turning Medical Information Contact Center Data into Medical Affairs Insights

Representative Invited

COD Research USA Inc., United States



The Hidden Critical Path: MLR Review Cycle Time as a Determinant of Pharmaceutical Commercial Performance

Sam Kay

VP of Pharmaceutical Strategy
Basil Systems, United States

Sam Kay is Vice President of Pharma at Basil Systems, where he leads AI-powered regulatory intelligence solutions for global pharmaceutical companies. A recognized authority in the field, Sam co-authored Chapter 6 of Regulatory Intelligence Reimagined (RAPS) and teaches Regulatory Intelligence & Strategy at Mount Marty University. His career spans leadership roles at Clarivate, Gilead Sciences, and PwC, with deep expertise in US drug labeling, FDA compliance, and AI applications in pharma. A frequent speaker and published contributor at major industry conferences, Sam's insights on FDA policy have also been featured by the Associated Press.



Medical Information Analytics to Enhance Medical Affairs Value in Promotional Review

Representative Invited

Opus Regulatory, United States

10:35 AM — 11:50 AM

Session 5 Track 2: AI in Medical Writing Practice: Navigating Compliance, Evidence, and Accountability

The title says it all: this session explores the hot topic of AI in medical writing. Speakers will examine practical controls for AI-assisted writing, whether AI can close or reinforce global evidence gaps, and the challenges of aligning publisher AI guidelines with authors' infrastructure. Together, the presentations will offer a grounded look at using AI responsibly and compliantly across the medical communications lifecycle.
Learning Objective :
At the conclusion of this session, participants should be able to:

- Identify safeguards that support accountability when using AI-assisted medical writing
- Describe ways AI may either help close or reinforce gaps in global medical evidence
- Identify considerations for aligning publisher AI guidelines with authors' workflows and infrastructure

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)



From First Draft to Final Accountability: Three Controls for AI-Assisted Medical Writing

William Chen

Head of Solutions
AlphaLife Sciences, United States

Will Chen is Head of Solutions at AlphaLife Sciences, where he leads the design and deployment of AI-driven solutions to transform clinical development and life sciences workflows. He specializes in translating complex scientific and regulatory challenges into scalable, commercially viable digital platforms. With more than 15 years of experience at the intersection of healthcare, data, and strategy, Will has held leadership roles at McKinsey & Company, Elsevier, and Syapse, driving growth and operational transformation across the pharmaceutical sector. He holds a Ph.D. in Genetics from Stanford University School of Medicine and a B.S. in Biology from MIT.



The Compliant Creator: Navigating the Gap Between Publisher AI Guidelines and Author Infrastructure

Representative Invited

Sorcero, United States

10:35 AM — 11:50 AM

Session 5 Track 3: From Field Insights to Strategic Impact: Connecting Metrics, Evidence, and Medical Planning

Session 5 Track 3: From Field Insights to Strategic Impact: Connecting Metrics, Evidence, and Medical Planning
Learning Objective : Distinguish activity, quality, transfer, contribution, and impact evidence in Field Medical. Map scientific engagement and insights to the decisions or actions they informed. Build a credible value narrative without relying on vanity metrics or overstating attribution.
Track: Field Medical

Session Chair(s)



Paul Minne, PharmD, RPh

Managing Director
Triple Helix Strategy, United States

Paul Minne has over 20 years of experience in medical affairs within the biopharmaceutical industry. During his career, he has had substantial experience with all phases of drug development and support, multiple new product launches, and management of MSL Teams. He has earned a BS

from Drake University and a Doctor of Pharmacy from the University of Colorado Health Sciences Center, is a licensed pharmacist and preceptor with the State of Colorado, and is an adjunct professor at the University of Colorado Skaggs School of Pharmacy. Paul resides in Parker, Colorado.

Speaker(s)



The Missing Middle: Building a Credible Evidence Trail from Field Medical Activity to Impact

Representative Invited

MSL EXPERT & MENTORING, Spain

11:50 AM — 12:50 PM

Networking Luncheon in the Exhibit Hall

11:50 AM — 12:50 PM

Resident and Fellow Professional Development Luncheon

12:50 PM — 2:05 PM

Session 6 Track 1: Preserving Patient Trust in Rare Disease: Advancing Patient-Centric Engagement When Development Ends

Exploring what sponsors owe rare disease patients when development stops, and the dissonance felt when patient-focused intent meets difficult development decisions, and how courageous communication can preserve trust and respect patient contributions.

Learning Objective : 1) Describe what meaningful patient engagement requires when rare disease development is discontinued, including how disappointment, limited treatment options and prior patient contributions shape community expectations 2) Identify communication principles that help sponsors preserve trust with patients and caregivers after difficult development decisions

Track: Medical Communications

Session Chair(s)



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.

Speaker(s)



When Development Stops, What do Sponsors Owe Patients? Preserving Trust in Rare Disease Patient Engagement

Representative Invited

Sprout Health Solutions Ltd, United Kingdom

12:50 PM — 2:05 PM

Session 6 Track 2 Transform Shared Priorities into Aligned Execution: Effective Cross-Functional Collaboration in Medical Writing

Medical writers work at the intersection of clinical, regulatory, biostatistics, and other stakeholders, where misaligned priorities, unclear ownership, and fragmented communication can lead to rework, delays, and inconsistent submission quality. This session explores practical strategies for turning shared goals into coordinated execution across functional and organizational boundaries. Presentations will include: approaches for aligning Sponsors and CRO medical writing teams on expectations, timelines, and review processes for regulatory submissions; how intentional governance structures built on collaboration, transparency, and trust enable medical writing partnerships to scale effectively; and more. Attendees will leave with real-world examples, best practices, and tools to strengthen cross-functional collaboration and deliver high-quality documents on time.

Learning Objective :

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

- Practice setting shared goals early to define team roles and expectations, timelines, and outcomes
- Appraise team dynamics early on to identify potential problems that will need to be overcome
- Create structures of mutual trust and transparency with collaborators

Track: Medical Writing

Session Chair(s)



Karla Haack, PhD

Senior Medical Writer
Merck, United States

Karla Haack PhD is a Senior Medical Writer in Clinical and Regulatory Strategic Communications at Merck, where she works collaboratively to author pre-approval regulatory documents. She uses her more than 10 years of Physiology research and teaching experience to translate complex scientific data into clear, concise deliverables. She has worked at the intersection of inclusion and the biological sciences in industry, academia, and professional organizations, with specialized experience in strategic planning and community engagement. She is the current chair of the DIA Global MW community,

Speaker(s)



Getting in Sync: Practical Medical Writing Strategies for Sponsor–CRO Alignment in Regulatory Submissions

Representative Invited

Moderna, United States



Governance by Design: Scaling Medical Writing Partnerships Through collaboration, Transparency, and Trust

Representative Invited

Trilogy Writing & Consulting, an Indegene Company, United States

12:50 PM — 2:05 PM

Session 6, Track 3: Ready, Set, Launch: Driving Toward Success Through MSL Contributions

Launch success is shaped long before approval, and the way companies develop their Medical Science Liaisons (MSLs) plays a central role. In this session, attendees will hear three different approaches that companies have used to develop their MSLs for a potential future launch, including how each approaches building scientific expertise, generating actionable insights, and preparing teams to map key stakeholders. Panelists will share the challenges they encountered, the practical solutions they applied, and real-world examples. Participants will leave with best practices, common pitfalls to avoid, and a checklist they can use to shape their own MSL development efforts.

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

- Describe three different approaches companies have used to develop their MSLs ahead of a launch
- Compare the strengths and limitations of each approach to MSL development
- Select elements from these approaches to build an MSL development action plan for launch success

Track: Field Medical

Session Chair(s)



J. Lynn Bass

Director, Medical Science Liaisons
Bristol Myers Squibb, United States

In her 26+ 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 the Medical Affairs Lead at Mesoblast where she has built field medical capabilities in a rare hematological 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 roles and she is is the author of the DIAs elearning program for the MSL role.

Speaker(s)



Making Launch Readiness Actionable: A Structured Field Medical Model Supported by Generative AI

Eunhye Lee, MPharm

Manager, Global Medical Affairs
Amgen Korea, Korea, Republic of

Eunhye Lee is currently a Global Medical Affairs Manager at Amgen. She brings 10+ years of Medical Affairs experience, with a strong foundation in affiliate and field medical roles spanning launch readiness and execution, evidence generation, and AI-enabled innovation across cardiovascular, oncology, and dermatology.

2:15 PM — 3:30 PM

Session 7 Track 1: Podium Pearls

Medical communications professionals will share their successes, challenges, and “pearls of wisdom” on a variety of topics through podium presentations.

Learning Objective :

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

- Apply practical insights and strategies (“pearls of wisdom”) shared by peers to enhance professional practice

Track: Medical Communications

Session Chair(s)



Barbara Nardi, PharmD

Director of Operations Medical Communications
Thermo Fisher Scientific, Brazil

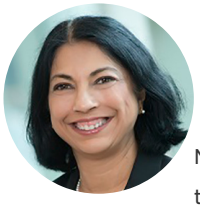
Bárbara is a PharmD and holds a B.S. in Marketing and Business Management, with 20+ years professional experience in the Pharma and Bio Pharma environment, working across several areas (Medical Affairs, Pharmacovigilance, Quality, Compliance, Customer Service and Marketing) in different Regional and 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.

2:15 PM — 3:30 PM

Session 7 Track 2: Transforming Clinical Trial Disclosure: Building Smarter, More Efficient AI-Driven Workflows

Explore how purpose-built, workflow-specific agentic AI—distinct from general-purpose chatbots—is architected for disclosure and medical writing in production settings, backed by implementation data with PLS, ICF, and CCI redactions. Learning Objective : Describe the differences between general-purpose conversational AI tools and purpose-built agentic systems designed for disclosure. Analyze how encoding standard operating procedures, QC checklists, and organizational glossaries into workflows improves reliability and compliance readiness. Evaluate the role of guardrails and structured evaluation processes in regulated disclosure environments.
Track: Medical Writing

Session Chair(s)



Madhavi Gidh-Jain, PhD

Global Head of Medical Writing and Document Management
Sanofi US, United States

Madhavi Gidh-Jain is the Global Head of Medical Writing and Document Management for all therapeutic areas and regions at Sanofi. Madhavi has more than 20 years of experience in designing, writing, and reviewing medical and regulatory documents for pharmaceuticals, biologics, devices, and combination healthcare products. Her work at various pharmaceutical and biotech companies includes digital innovation, process management, and preparation of marketing applications for Health Authorities.

Speaker(s)



Inside the Architecture: Engineering Agentic AI for Clinical Trial Disclosure

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.

2:15 PM — 3:30 PM

Session 7 Track 3: The Connectivity Challenge: The Next Generation of Field Medical Performance Systems

Field Medical is entering a new era of performance. Organizations are investing in AI and other tools to measure performance, develop capabilities, coach MSLs, and demonstrate medical impact. Yet many of these investments are being developed independently, creating disconnected tools, processes, and data sources.

The future of field medical requires integrated performance tools that connect measurement, coaching, capability building, technology, and medical impact into seamless experiences. Rather than adding another dashboard or development program, organizations need to solve the connectivity problem and enable more personalized development, more effective coaching, and a clearer path from field activity to medical impact.

In this interactive Shark Tank-inspired workshop, participants will design tools that connect multiple dimensions of field effectiveness into a single solution. Teams will compete to create compelling concepts that integrate measurement, coaching, capability building, technology, and medical impact into a unified experience.

Attendees will leave with fresh perspectives on the future of field effectiveness, practical ideas for reducing fragmentation across performance systems, and a framework for designing connected tools that improve engagement quality, accelerate development, and demonstrate measurable medical impact.

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

- Diagnose the connectivity challenges limiting field medical effectiveness
- Design integrated tools that connect coaching, capabilities, measurement, technology, and impact
- Apply a connected-performance framework to advance continuous learning and medical impact within field medical organizations

Track: Field Medical

Session Chair(s)



Donna A. Holder, PharmD

Principal
HDMA Advisory, 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)



The Connectivity Challenge: the Next Generation of Field Medical Performance Systems

Sanaa Nagji, MD

Associate Principal
ZS, United States

3:30 PM — 4:15 PM

Networking Break in the Exhibit Hall – View Professional Posters

4:05 PM — 5:20 PM

Session 8 Track 1: From Responsible AI to Scientific Visibility: Transforming Medical Information and Maximizing Content Impact

Session 8 Track 1: From Responsible AI to Scientific Visibility: Transforming Medical Information and Maximizing Content Impact
Learning Objective : Assess the risks associated with AI development and regulatory gaps Apply ethical principles when implementing an AI-driven process in Medical Information Validation of AI solutions to stay compliant
Track: Medical Communications

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)



Ethical and Responsible Use of AI in Medical Information

Rajul Jain, MBA

President, Medical Information
ProPharma, United States

Rajul Jain, President of Medical Information (MI) at ProPharma, has over 20 years of global experience in MI, Pharmacovigilance, Technology, and Program Management. With an MBA, engineering background, PMP, and certifications including AI in Healthcare (Harvard) and ACMA, Rajul brings a wealth of knowledge in her role, leading global contact centers, and is passionate about operational excellence, innovation, and delivering long-term client value in healthcare and pharma.



Building a Medical Information AI Assistant with Existing Tools: A Practical Alternative to Vendor Platforms

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 completed her fellowship at Baxter Healthcare and earned her PharmD from the University of California, San Diego.



Is AI Citing Your Science? Answer Engine Optimization for Medical Publications and Content

Manu Kadyan, MBA, MS

Manager
Pwc, United States

Manu Kadyan is a Manager in PwC US' Pharma & Life Sciences R&D Advisory practice, where he advises pharmaceutical and life sciences organizations on Medical Affairs strategy, operating model transformation, and the strategic application of AI. His work focuses on helping Medical Affairs leaders redefine how their organizations operate, translate scientific insights into strategic decisions, and embed AI into core workflows. He also brings experience across Clinical Development and R&D operations, with a focus on connecting strategy, technology, and execution. Manu holds an MBA in Health Sector Management and an MS in Digital Technology from Boston University.

4:05 PM — 5:20 PM

Session 8 Track 2: Making Clinical Research Understandable: Advancing Health Literacy and Age-Appropriate Clinical Trial Communications

Health literacy is a foundational medical writing competency that can improve clarity, usability, and stakeholder understanding across the clinical research lifecycle. This session will explore how health literacy training can support more effective clinical research communications. With a focus on pediatric clinical trials, attendees will examine how to develop communications that are understandable, engaging, and appropriate for children's developmental stages. Participants will gain a practical framework for applying health literacy principles and designing age-appropriate clinical trial communications.

Learning Objective :

- Apply health literacy principles to clinical research communications to improve clarity, usability, and stakeholder understanding.
- Integrate health literacy competencies to support study implementation, facilitate review, and strengthen medical writing capabilities.
- Analyze the communication needs of pediatric trial participants.
- Design and assess age-appropriate pediatric clinical trial communications to improve engagement

Track: Medical Writing

Session Chair(s)



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.

Speaker(s)



Health Literacy as a Core Medical Writing Competency: Developing Future-Ready Writers for Clinical Research Communication

Maureen Kashuba, BSN

Sr. Director, Head of Health Literacy Medical Writing
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.



Kids Are Not Small Adults: Creating Age-Appropriate Clinical Trial Communications Through Best Practices and Patient Voice

Karen Hinkle, PhD

Associate Director, Medical Writing
Boehringer Ingelheim , United States

Karen Hinkle, Ph.D., is Associate Director of Medical Writing at Boehringer Ingelheim where she specializes in developing patient-facing regulatory documents for clinical trials, including Informed Consent Forms. She has a PhD in Physiology from the University of Michigan with a research background in using proteomic approaches to understanding receptor tyrosine kinase signaling. For two decades prior to moving to industry, she was a biology professor and Associate Provost for Research where she developed a love for deconstructing complex medical concepts in plain language.

4:05 PM — 5:20 PM

Session 8 Track 3: From Field to Future: Charting Your MSL Career Path in a Changing Medical Affairs Landscape

Medical Science Liaisons build deep scientific expertise, yet many have few structured paths for planning what comes next in their careers. Like a compass, a clear career plan does not choose the destination for you but keeps you oriented as the terrain shifts, and this session explores how MSLs can find their own true north by identifying core competencies, seeking mentorship, and recognizing opportunities across Medical Affairs. Speakers will share real-world career journeys, common pitfalls, and practical strategies for building visibility and leadership skills. Participants will leave with best practices and a personal action plan to guide their next career move.

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

- Identify at least three core competencies that support MSL career growth in Medical Affairs
- Describe common career pathways available to MSLs within and beyond Medical Affairs, and the pitfalls that can derail progress
- Develop a personal career action plan with specific development goals for the next 24 months

Track: Field Medical

Session Chair(s)



J. Lynn Bass

Director, Medical Science Liaisons
Bristol Myers Squibb, United States

In her 26+ 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 the Medical Affairs Lead at Mesoblast where she has built field medical capabilities in a rare hematological 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 roles and she is is the author of the DIAs elearning program for the MSL role.

Speaker(s)



MSL Retainment and Growth: Special Projects as a Ticket to Ride

Melissa Olivadoti, PhD

President
Assisi Consulting LLC, United States

Melissa Olivadoti, PhD CMPP is a Scientific and Medical Affairs Independent Consultant working with companies in Pharmaceuticals, Biotechnology, and Nutraceuticals. With 17 years of industry experience from positions spanning from MSL to VP of Med Affairs, she specializes in the planning and execution of scientifically based education through an omnichannel approach, including creation, critical review, and presentation of scientific information.

Day 3 May 05, 2027

8:00 AM — 8:30 AM

Networking Breakfast in the Exhibit Hall

8:00 AM — 12:30 PM

Registration

8:30 AM — 9:45 AM

Session 9 Track 2: Maximize AI's Value by Building Faster, Smarter Medical Writing Workflows

AI can speed up document drafting, but it cannot fix inefficient reviews, unclear ownership, or poor decision-making. Through lessons learned and interactive discussion, this session will explore practical ways to reduce timelines while maintaining quality. This presentation will examine the "last mile" of medical writing efficiency: the activities AI cannot fully streamline. Using real-world experiences and lessons learned, presenters will discuss common pitfalls such as the "someone else will catch it" mindset, review fatigue, inefficient comment resolution, and governance gaps that can offset AI-driven time savings. It will also discuss practical approaches for reducing timelines beyond AI implementation and will explore the balance between speed and quality, recognizing that while AI may generate a first draft, human expertise remains essential for scientific judgment, risk assessment, strategic messaging, and ensuring submission-ready quality. Participants will identify process bottlenecks, evaluate potential root causes, and share strategies for improving efficiency without compromising quality or regulatory rigor.

Learning Objective :

- Identify key human, organizational, and governance bottlenecks that limit AI-driven efficiency gains in medical writing
- Apply practical strategies to improve, strengthen, and accelerate document timelines while maintaining scientific and regulatory quality
- Develop actionable insights that can be applied to accelerate document development, improve review effectiveness, and ultimately support faster delivery of treatments to patients

Track: Medical Writing

Session Chair(s)



Michelle Linggi, PhD

Medical Writing Manager
Trilogy Medical Writing & Consulting, 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.

Speaker(s)



Beyond AI: The Human Factors That Make or Break Medical Writing Timelines and Quality

Brandi Schuster

Medical Writing Manager
Medical Writing Manager, Trilogy Writing & Consulting, an Indegene Company , United States

8:30 AM — 9:45 AM

Session 9 Tracks 1 and 3: Measuring What Matters: Demonstrating Medical Affairs' Impact

As Medical Affairs organizations face growing expectations to demonstrate their contribution to patient outcomes, healthcare decision-making, and organizational objectives, the need for robust and meaningful impact measurement has never been greater. Yet many teams continue to struggle with connecting scientific activities and stakeholder engagement efforts to measurable outcomes that resonate with internal and external stakeholders.

This session will explore practical and innovative approaches to defining, measuring, and communicating the value of Medical Affairs through a holistic approach that includes Field Medical and Medical Communications. Speakers will examine how organizations can maintain scientific independence while demonstrating strategic value, apply outcomes-focused frameworks and artificial intelligence to evaluate impact, and develop metrics that connect Medical Affairs activities to broader organizational priorities. Through real-world examples and interactive discussion, participants will gain insights into building credible measurement strategies, linking leading and lagging indicators, and translating data into actionable decision-making.

Field Medical and Medical Communications professionals will see how metrics for their functions fit into a holistic view of Medical Affairs impact. Attendees will leave with practical approaches to move beyond activity-based metrics and establish a clearer line of sight between Medical Affairs efforts, evidence generation, stakeholder outcomes, and strategic impact.

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

- Describe key approaches for demonstrating Medical Affairs value while maintaining compliance parameters
- Apply an outcomes-based framework to measure the impact of Medical Affairs activities and initiatives
- Identify metrics that link Medical Affairs actions to stakeholder outcomes and strategic business objectives

Track: Medical Communications

Session Chair(s)



Randy Levitt, PhD

PV & Medical Affairs Professional
Currently Searching For Opportunities, Canada

Randy is a Canadian pharmaceutical leader in Medical Information, Pharmacovigilance, Ad Promo Review, and Compliance, with 20 years of experience. He is currently a Board Member of the Canadian Pharmacovigilance and Medical Information Network (PVN-MI). Most recently, he served as the Canadian Director, Pharmacovigilance, Medical Information and Patient Support at Knight Therapeutics. Prior, he was the Director of Pharmacovigilance and Medical Affairs at Paladin for 10 years. He was also the local compliance champion and worked closely with the legal and compliance teams at Endo, the parent company of Paladin. Randy completed his undergraduate and graduate degrees at McGill University, graduating with a PhD in Experimental Medicine.

Speaker(s)



Scientific Exchange or Promotion? Demonstrating the Value of Medical Affairs While Maintaining the Boundary

Representative Invited

Opus Regulatory, United States

Joel Davis is a Medical and Regulatory Affairs leader with more than 20 years of industry experience and a clinical foundation in nursing. As Practice Leader for Medical Review and Medical Information at Opus Regulatory, he is driven by a passion for connecting science with better patient care. He helps life sciences organizations navigate regulatory requirements, strengthen scientific communications, and prepare for product launches. His work spans Medical Review, Medical Information, and optimization of medical, legal, and regulatory review processes. Joel brings energy, scientific judgment, and a collaborative approach to helping teams solve challenges and deliver credible information that healthcare professionals and patients can trust.



Giving Medical Affairs a Number of Its Own: A Hands-On Workshop on Measuring Impact in the AI Era

Greg Nowicki

Director, Pharma Life Sciences
Pwc, United States



One Impact Story: Integrating Medical Affairs Impact Metrics Across Global & Regions and Into Medical Planning

Anjali Mishra, PhD, MBA, MS

Medical Analytics and Intelligence
Daiichi Sankyo, United States

9:45 AM — 10:15 AM

Networking Break in the Exhibit Hall

10:15 AM — 11:15 AM

Session 10 Track 1: Accelerating Medical Content Creation: Demonstrating ROI Through Greater Efficiency,

Transparency, and Impact

Creation of medical content can often be time and review intensive, requiring multiple revisions and rounds of internal review, leading to delays in materials being available for use with customers. Rate-limiting factors can include a lack of scientific communication objectives or content alignment, lack of clarity on medical gap or need, and different workstream within Medical Affairs having to create various materials from scratch causing duplicative work and inefficiencies. This workshop will provide a hands-on opportunity to think outside the box to identify and build a content creation team that will collaborate, synergize, and standardize medical content creation to decrease review timelines and burden, reduce time from review to approval, and overall foster deeper impact through harmonization of content and the scientific narrative.

Learning Objective :

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

- Identify and prioritize gaps in medical content creation
- Apply best practices to ensure medical content created is maximized for agility and cost-efficiency
- Build a successful content creation team capable of deepening skills to meet growing business needs and ensure continued content excellence

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 Global 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)



Building a First-in-class End-to-end Content Creation Team Increasing Cost-efficiency and Transparency in the Organization

Mark Mikhail, MBA, MS

Director, US Medical Content Strategy and Development, C3C lead
Bayer, United States

10:15 AM — 11:15 AM

Session 10 Track 2: Unlocking Regulatory Intelligence: How FDA's ELSA AI Tool Can Support Medical Writing and Regulatory Work

"Do you want to build a Regulatory Bot?" This session explores how FDA's ELSA AI tool may transform access to regulatory knowledge. Guided by an FDA representative, participants will learn about the tool's intended role in helping users find and navigate FDA information, along with considerations for using AI-generated responses thoughtfully. The discussion will highlight opportunities, limitations, and practical implications for regulatory work.

Learning Objective :

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

- Understand the regulatory-information tasks that FDA's ELSA AI tool is designed to support
- Understand the limitations of using ELSA
- Understand the implications of ELSA in Medical Writing and apply to Medical Writing tasks

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.

10:15 AM — 11:15 AM

Session 10 Track 3: Bridging Field Medical and Clinical Development: Advancing Trial Insights, Investigator Partnerships, and Collaboration

As clinical development becomes more complex, global, and increasingly dependent on specialized investigators and patient populations, the connection between clinical strategy and the realities of clinical practice has never been more important. Field Medical sits at a unique intersection of scientific expertise, deep therapeutic-area knowledge, and trusted relationships with investigators and healthcare professionals. Yet across the industry, the role Field Medical should play in clinical development continues to evolve.

Traditionally, MSL involvement in clinical trials has often centered on investigator and site identification, study awareness, scientific exchange, and support for trial-related engagement. Today, there is an opportunity to think more broadly about how Field Medical can contribute across the clinical development lifecycle. Insights from MSLs may help organizations better understand evolving standards of care, treatment pathways, investigator perspectives, patient identification challenges, evidence gaps, and practical barriers that can influence trial design, site selection, enrollment, and execution.

This creates an opportunity to move from episodic trial support toward a more strategic partnership between Field Medical and Clinical Development. Earlier integration of Field Medical insights can help bring the external scientific and clinical environment into development decisions. During trial execution, MSLs can strengthen investigator relationships, facilitate appropriate scientific exchange, identify emerging barriers and opportunities, and connect insights from the field back to clinical teams. As evidence emerges, Field Medical can also play an important role in translating trial learnings into the broader scientific ecosystem and preparing stakeholders for advances in clinical practice.

In this panel discussion, Field Medical leaders, alongside a Clinical Development perspective, will discuss how their organizations are engaging MSLs in clinical development today and where they see the greatest opportunities for future impact. The conversation will examine the appropriate role and boundaries of Field Medical across evidence generation, investigator and site partnerships, patient identification and enrollment strategies, insight generation, and cross-functional collaboration.

Panelists will also consider what is required to enable this expanded role, including new MSL competencies, data and technology capabilities, clearer Medical-Clinical ways of working, governance, and measures of impact. Ultimately, the session will explore a central question: How can Field Medical evolve from supporting individual trials to becoming a more strategic partner across clinical development, while preserving the scientific independence, credibility, and stakeholder trust that define the function?

Learning Objective :

- Define the strategic role Field Medical can play across the clinical development lifecycle, from trial strategy through evidence dissemination
- Assess opportunities for MSLs to impact investigator engagement, patient identification, enrollment, evidence generation, and trial execution
- Identify the capabilities, cross-functional ways of working, and organizational enablers needed for effective Field Medical and Clinical Development collaboration

Track: Field Medical

Session Chair(s)



Jones Jaick, MBA

Associate Principal
ZS Associates, United States

Jones is an Associate Partner at ZS Associates, a Global Healthcare Management Consulting Firm and leads the Medical Omnichannel / Digital Transformation Domain. He has over a decade of experience and worked with 20+ pharma organizations across omnichannel / digital domains spanning strategy, technology and analytics. He has supported organizations in areas like digital and omnichannel strategy & roadmapping, technology ecosystems, digital blueprint and activation, engagement process redesign, omnichannel orchestration, digital analytics and reporting Jones holds an MBA from Washington University in St. Louis and a Bachelors Degree in Electronics and Communication Engineering from Cochin University, India

11:20 AM — 12:20 PM

Session 11: Closing Plenary: The Future-Ready Medical Affairs Professional: Turning Lessons into Action

The evolving scientific landscape is reshaping the capabilities needed across Medical Affairs, Medical Communications, Medical Writing, and Field Medical. Emerging technologies, changing stakeholder expectations, and increasingly complex scientific information create new opportunities to strengthen scientific engagement, demonstrate value, and maintain trust.

This closing plenary will bring together key insights from across the meeting to explore the mindsets, capabilities, and collaborative approaches professionals need to remain effective and relevant. Attendees will reflect on how to translate these insights into practical next steps, prioritize opportunities for professional growth, and strengthen their contribution to meaningful scientific engagement and impact.

Learning Objective :

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

- Identify three capabilities needed to address emerging Medical Affairs and scientific communication challenges
- Apply one meeting insight to develop an actionable plan for improving professional practice
- Identify two strategies to strengthen cross-functional collaboration and demonstrate the value of Medical Affairs and scientific communications

Track: General Session

Session Chair(s)



Representative Invited

United States

12:20 PM — 12:30 PM

Closing Remarks

Closing Remarks

Track: General Session

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.

12:30 PM — 12:30 PM

Forum Adjourns