



Medical Affairs and Scientific Communications Forum

May 3-5, 2027 | Phoenix, AZ

CALL FOR ABSTRACTS

ABSTRACT SUBMISSION DETAILS AND GUIDELINES SUBMISSION DEADLINE: AUGUST 26

Are you a professional involved in medical affairs and scientific communication? If so, DIA wants to hear from YOU! The DIA *Medical Affairs and Scientific Communications (MASC) Forum* provides a comprehensive understanding of the regulatory and compliance environment directly affecting the daily activities of medical affairs and scientific communication professionals.

To ensure that we have the most comprehensive and cutting-edge program, we are seeking abstract submissions from professionals like yourself, who are pushing the boundaries in their respective fields. We encourage you to **submit abstracts** that reflect the latest trends, innovations, and best practices in medical affairs and scientific communication. 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)
- **Workshop:** 60-75-minute workshop delivered in an interactive/simulation or role-playing format (1 author/speaker + 2 additional speakers)
- **Short Courses:** three-hour interactive workshop delivered in a small group format. These will be delivered virtually and will require a separate fee from attendees. (3 speaker max, must all be from different companies)

The MASC Program Committee is seeking abstracts on the following topics (keep in mind, business use cases and lessons learned are encouraged in all topic areas). Please note that topics in addition to those listed below that you feel are relevant may be submitted for evaluation and possible selection.

Interest Areas:

- Artificial Intelligence (AI), Intelligent Automation and Emerging Technologies: Use Cases, Governance and Lessons Learned
- AI-Powered MSLs: How GenAI is transforming HCP Engagement
- Audit and Inspection Readiness: Best Practices and Insights
- Clinical Trial Transparency and Disclosure: Challenges and Opportunities
- Medical-Commercial Collaboration: Best Practices and Compliance Boundaries
- Communicating Science, Storytelling, and Dispelling Misinformation: Innovative Approaches
- Contact Center Insights
- Cross-Functional Collaboration, Strategic Partnerships, and Leading Teams: Success Factors and Lessons Learned
- Customer Engagement and Insights
- Customer and Patient Journey: Delivering Inclusive, Equitable Service Experiences Across Touchpoints
- Demonstrating Medical Affairs Value and Impact: Strategies, Evidence, and Scientific Communication
- Employee Recruitment and Retention Strategies: Insights and Best Practices for Team Engagement
- Field Medical Exchange Resources: Tools and Tactics to Drive Impact
- Global CTD Submissions: Lessons Learned and Best Practices
- Health Economics and Outcomes Research (HEOR): Insights for Medical Affairs
- Health Literacy and Plain Language Content: Strategies for Reaching Diverse Populations
- Impact Measurement for Field Medical: Beyond the Numbers
- Leadership Soft Skills (e.g., Deep Listening)
- Innovative Approaches to Study Designs (e.g., Master Protocols, Decentralized Trials, etc.)
- Market Access Insights
- Navigating Copyright and Content Reuse: Best Practices for Compliance
- Omnichannel Strategy (e.g., Chatbot, Website, Interactive Content, Podcast, social media, etc.): Use Cases and Lessons Learned
- Patient Centricity Across Areas: Best Practices and Lessons Learned
- Patient Engagement Strategies
- Payer Interactions
- Privacy Regulations (e.g., General Data Protection Regulation [GDPR]) and Informed Consent
- Professional Development, Leadership and Future Capabilities
- Promotional Review: Best Practices and Emerging Trends
- Publication Trends: Insights and Lessons Learned
- Real-World Data (RWD): Applications and Impact for Medical Affairs
- Regulatory Agency Perspectives: Trends and Insights
- Stakeholder Communication and Engagement Across the Product Lifecycle

Interest Areas (continued):

- Structured Content Management, Knowledge Management, Lean Authoring and Quality Management: Innovations and Best Practices
- The Evolution of the Workplace: Trends, Challenges, and Future Directions
- Territory Planning: Strategies and Lessons Learned
- Other: Submit Additional Topics of Interest

Tracks:

The MASC Forum is comprised of three tracks. When submitting your abstract, select the best fit for your submission.

Track 1: Medical Communication – Navigate the evolving technology landscape for medical communication professionals. Gain insights into practical innovations, evolving capabilities and real-world lessons learned that support trusted, compliant, and stakeholder-centered scientific engagement across an increasingly dynamic communications landscape.

Track 2: Medical Writing – Address challenges in medical writing, including meeting accelerated timelines, improving document review efficiency, and exploring the evolving role of the regulatory submission lead. Explore best practices and share experiences crucial for medical writers. Discuss the challenges and complexities of scaling the adoption of AI in medical writing and driving ROI. Address therapeutic area specific nuances in medical writing.

Track 3: Field Medical – Focused on current or prospective medical affairs professionals, including medical science liaisons (MSLs), MSL directors, HEOR liaisons, clinical liaisons, other field medical professionals, MSL Excellence, Medical Operations, Medical Affairs Training & Development, and anyone with interest in learning more about the issues impacting this critical field medical role.

Abstract Submission Deadline: August 26

Notification: Week of October 12, 2027

Final PowerPoint Presentations Due: April 12, 2027

Please submit all abstracts online at:

DIAGlobal.org/Abstracts

Questions: Contact Lynda Fisher, Senior Project Manager, Specialty Meetings at Lynda.Fisher@DIAGlobal.org

Submit Your Abstract at DIAGlobal.org/Abstracts

CALL FOR PRESENTATION ABSTRACTS

SUBMISSION DEADLINE: AUGUST 26

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

SUBMISSION GUIDELINES (continued)

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 total workshop. Abstract author will be responsible for:

- Adhering to the program development guidelines and timelines.
- Recruiting co-instructors and ensuring good representation/diversity in their selection. (3 speakers maximum, must all be from different companies).
- Ensuring the workshop provides onsite learning in the form of activities or demonstrations.
- Working with the Session Chair to communicate with speakers regarding their role in the session.

Submitting a SHORT COURSE ABSTRACT (All abstracts must be submitted online)

Three-hour, interactive presentation delivered in small group format. Abstract author is considered the Short Course Lead Instructor and will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting co-instructors and ensuring good representation/diversity in their selection. (3 speaker max, must all be from different companies)
- Communicating with co-instructors regarding their role in the short course and reviewing presentation materials (note: PowerPoint presentations are required from each instructor)
- Managing the short course, including the facilitation of audience questions and interactions

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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

Track: Select either Medical Communication, Medical Writing, Field Medical, or the Executive Forum

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