

In - Person

20th Medical Information & Communications Conference

DIA | London | 20 - 21 Jan 2027

WELCOME

We warmly welcome you to the 20th edition of the DIA Medical Information and Communications Conference, a significant milestone for our community.

As Medical Information continues to evolve, this year's programme will explore the technologies, trends, and human perspectives shaping the future of the function, from AI and digital innovation to patient engagement, communication, and organisational transformation.

At a time when artificial intelligence and digital technologies are transforming healthcare, this summit will focus on how regulation, data, and system collaboration can accelerate safe, effective patient access to innovation.

KEY TOPICS

- Navigating today's Medical Information landscape, including evolving stakeholder expectations, increasing complexity, and growing demand for timely, evidence-based support.
- Enhancing communication and engagement strategies to better support healthcare professionals, patients, and other stakeholders across multiple channels.
- Building trust and ensuring the delivery of high-quality, scientifically accurate information in an increasingly digital and AI-enabled environment.
- Moving beyond patient-centricity to engage directly with patients and patient representatives, ensuring their perspectives help shape the future of Medical Information.
- Understanding how artificial intelligence is transforming Medical Information, from content development and inquiry management to new approaches to information delivery.
- Developing the skills, capabilities, and expertise needed to meet the future demands of Medical Information.
- Exploring how Medical Information organisations are adapting their structures, operating models, and ways of working to deliver greater value in a rapidly changing healthcare landscape.

DATE & LOCATION

20 Jan - 21 Jan 2027
08:15 AM - 04:00 PM
Novotel London West
One Shortlands, London, W6 8DR, United Kingdom

PROGRAMME COMMITTEE

Peter Brodbin
Director of Medical Information Effectiveness, Pfizer

Michelle Bridenbaker
Global Head of Medical Excellence & Communications, Recordati

Marie-Luise Helmich
Head of Global Medical Information Key Markets, Sanofi

Jürgen Bentz
Global Head of Medical Information, UCB

Kimberley Brand
Director, Global Medical Information Global Medical and Scientific Affairs, Neuroscience, Jazz Pharmaceuticals

Jenn Matthissen
Head of Gastrointestinal System, Nutrition, Endocrine and Fertility, MHRA

Alessandra Grossi
Medical Operations (MICC) Director, TransPerfect

Emily Smith
Senior Manager, Client Account Management, Inizio Engage

Sridevi Nagarajan
Global Digital Transformation Lead, CMC, argenx

Nalin Taneja
Associate Director, Patient Safety Medical Writing, Parexel

Sabine Lischka-Wittmann
Senior Director, Medical Information, Europe, Eli Lilly and Company

Diogo Silva
Director, Medical Affairs, Eversana

DIA

Agenda

DAY 1 - Wednesday, 20 January

AI in Medical Information today - What is happening with MI currently with AI? How AI is reshaping Medical Information today, what it means for trust and quality, and how teams can prepare for evolving customer expectations?

08:15 - 08:45 **Registration and welcome coffee**

09:00 - 10:00 **Welcome & Opening**
Conference objectives and recognition of last year's Poster Competition winner.

09:00 - 10:00 **Keynote and panel — AI Across the Pharma Value Chain**
Explore AI's impact from discovery and clinical development through regulatory registration and commercialisation, and the implications for Medical Information. A patient, an HCP and a Medical Information professional will then discuss changing information needs, trust and practical implications.

10:00 - 11:30 **Session 1: AI in Practice: What Medical Information Teams Are Learning**
***Chairs**: Sridevi Nagarajan and Jürgen Bentz*
Learn how AI is being applied across Medical Information today, from content discoverability and generation to real-world implementation. Through case studies and practical examples, speakers will share lessons learned and and insights from putting AI into practice.

11:30 - 12:00 **COFFEE BREAK**
Exhibition and poster viewing

12:00 - 13:30 **Session 2 — Trust, Quality and Human Oversight**
***Chairs:** Alessandra Grossi and Nalin Taneja*
As AI becomes embedded in information delivery, how can Medical Information ensure accuracy, transparency, compliance, and trust? Through real-world examples and audience discussion, this session explores practical approaches to AI governance, oversight, and responsible implementation.

13:30 - 15:00 **LUNCH BREAK**

Networking lunch, exhibition and sponsored session
13:30–14:00 lunch; 14:00–14:30 sponsored session; 14:30–15:00 networking and poster viewing. Sponsor, topic and speaker TBC; placement within lunch is proposed.

15:00 - 16:30 **Session 3 — From Reactive to Anticipatory Medical Information**
***Chairs:** Peter Brodbin and Kimberley Brand*
Explore how Medical Information can better anticipate future information needs by understanding emerging enquiry drivers, evolving customer behaviours, and changing expectations. Through real-world insights and practical examples, this session examines how organizations can move from reactive support to more proactive information delivery.

16:30 - 17:30 **Open Mic — Ask the Audience or Share Your Story**
Bring a question, seek peer advice or share a practical success or challenge; no slides are required. This interactive exchange will capture unresolved questions to carry into Day 2.

17:30 - 17:45 **Wrap-up and highlights from Day 1**

18:00 - 19:00 **Networking reception at the hotel**

19:00 - 20:30 **Celebrating 20 Years — Anniversary Cocktail and Dinner**
Join us at the hotel to celebrate the conference's 20th anniversary with a cocktail reception followed by a special dinner—an opportunity to reconnect with colleagues, share memories and enjoy an evening together. More information will follow.

DAY 2 - Thursday, 21 January

Shaping the Future of Information and Medical Information. How patient expectations, new information formats, and evolving operating models are redefining the future of Medical Information.

08:30 - 08:40 **Welcome and opening of Day 2**
Revisit Day 1 questions and introduce the priorities for the patient-focused discussions.

08:40 - 09:00 **Patient keynote — Using AI to Find Treatment Information**
A patient perspective on turning to AI for information about treatments, benefits and risks. Explore what makes answers useful and trustworthy, where uncertainty remains, and how Medical Information teams can better support informed conversations with healthcare professionals.
Patient or patient organisation representative — speaker TBC.

09:00 - 10:30 **Session 4 — Designed With Patients, Not For Patients**
Chairs: *Marie-Luise Helmich and Jenn Matthissen*
Discover how patient and regulatory perspectives can help shape more relevant, accessible, and impactful Medical Information resources and services. Through direct engagement with patient representatives and interactive discussion, explore how patient insights can inform content, communication, and service design.

10:30 - 11:00 **COFFEE BREAK**
Exhibition and poster viewing

11:00 - 12:30 **Session 5 — Reimagining Patient Information**
Chairs: *Sabine Lischka-Wittmann and Emily Smith*
Examine how patient information can evolve to meet changing expectations through digital innovation, new formats, and more accessible approaches to communication. Explore how emerging technologies and evolving delivery models can help make information more engaging, accessible, and relevant for diverse patient needs.

12:30 - 14:00 **Networking lunch, exhibition and sponsored session**
12:30–13:00 lunch; 13:00–13:30 sponsored session; 13:30–14:00 networking and poster viewing. Sponsor, topic and speaker TBC; placement within lunch is proposed.

14:00 - 15:30 **Session 6 — The Next Chapter for Medical Information**
Chairs*: Michelle Bridenbaker and Diogo Silva*
Explore how Medical Information organisations are adapting their structures, capabilities, and operating models to deliver greater value in a rapidly changing healthcare environment. Learn how teams are responding to evolving customer expectations, new technologies, and increasing demands for efficiency, resilience, and strategic impact.

15:30 - 16:20 **Drop Mic — Did We Deliver?**
Participants will revisit the questions raised during Day 1's Open Mic and assess what the conference has answered. Share practical takeaways, identify remaining gaps and agree priorities for follow-up across the Medical Information community.

16:20 - 16:30 **WRAP UP**

Conference closing, outcomes and poster winner
Summarise key outcomes, recognise the Poster Competition winner and close the conference at 16:30.



Posters
Posters are available in the exhibition area during breaks and lunches. Both days include a 30-minute sponsored session within the scheduled 90-minute lunch break.