



DIA

Medical Information and Communication Conference

Engage and Exchange with the Biggest Medical Information Community in Europe

3-5 November 2020 | Virtual



PROGRAMME COMMITTEE

Hakan Aribas

Medical Information and Communication Manager, Novartis Saglik, Turkey

Michelle Lee Bridenbaker

Previously Global Director, Medical Information Neuroscience & Biosimilars, Biogen International, Switzerland

Peter Brodbin

Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

Sarah Dunnett

Medical Operations Partner, Sarah Dunnett Consulting Ltd, United Kingdom

Marie-Luise Helmich

Head of Europe Medical Information, Sanofi Germany

Sabine Lischka-Wittmann

Director Medical Information Europe, Lilly Deutschland GmbH, Germany

Isabelle C. Widmer

Medical Affairs Consultant, elytra GmbH, Switzerland

HASHTAGS

#MedInfo20

#MedInfoEurope

#MedicalInformation

Who Should Attend

- Leaders of Medical Information services
- Regional leads of medical information and communications functions
- Global leads of medical information and communications functions
- Managers of medical information and communications functions
- Medical Information specialists
- Medical Communications specialists
- Medical Affairs professionals

Overview

The DIA Medical Information and Communications Conference is designed by medical information professionals for medical information professionals, building on a series of highly successful past editions. In this conference, we will leverage learnings on how to improve the customer experience as they engage with pharma/biotech companies at various interfaces. We will also explore when and how to successfully partner with suppliers

Join medical information professionals and other experts in a range of sessions, featuring dynamic workshops and interactive debate where your contribution will add value to the discussions. Explore together how evolving business, regulatory and legal requirements are shaping your daily working practices and how novel technologies are changing how we share information and interact with customers. Discover how advances in automation, digitization and real world evidence can enhance communication with customers while respecting all relevant guidelines.

What you can expect from attending in 2020

- Share your experiences, discover best practice and learn from others
- Pragmatic and open discussions, lessons learned and relevant case studies
- Join practical workshops and address real-world business challenges
- Learn about innovations in digital communications and applications for emerging technologies
- Reconnect with colleagues, build new relationships and broaden your network
- Engage with leaders in Medical Information and Communications

Key Topics

The conference will target the following topics in medical information practice:

- Engaging effectively with patients
- The patient perspective
- Crisis Management in the COVID-19 Era:
 - o Experience sharing on how to manage the inquiries related to COVID-19
 - o Criteria for the inclusion of external data in MI response documents in the health crisis era e.g. role of real world evidence, sources of information, peer-review etc.
 - o Business continuity planning from stock out to pandemic
 - o Managing your team and content during remote working for the extended period of time
- Shaping the future of medical information
- Digital developments and associated tools
- Benefits of automation through technology

CRISIS MANAGEMENT IN THE COVID-19 ERA

12:50 LOG-IN & WELCOME

13:00 SESSION 1

PART 1

Agility in the face of a Global Pandemic – Creative Medical Information Solutions and Collaboration Across Teams to Provide Customers with Tailored Support

The pharmaceutical industry operates in a fast-paced environment. However, nothing could have prepared any of us for 2020. This is a year of firsts. Including this first virtual EU DIA Medical Information and Communications conference. The Romans said - times change, and we change with them. What fascinates me is how fast our world changed this year and how fast we adapted. At home. At work. Socially. We are now used to closed borders. Grounded flights. Working from home. Social distancing. News about toilet paper stockpiling. Curfews. Being locked down. Happy hour via Zoom. Dancing in our living rooms. And face masks. In the first session of the conference we will share how Medical Information teams adapted to this new reality. Paola Amore, Novartis Italy will share the many creative ways her team supported HCPs and patients, in a country where hospitals struggled to manage patients affected by COVID-19. Sebastián Rodríguez Sánchez, Gilead, Europe, will share how a company with a treatment for COVID-19 built the capabilities to manage customer needs. After the presentations we will discuss key success factors for adapting to an unprecedented situation, such as the pandemic, and have an extended Q and A session.

Learning Objective: 1) Understand key approaches to supporting customers during the pandemic 2) Identify what can be put in place as a foundation to manage the challenges depending on the current set-up of one's own organization 3) know potentially relevant platforms and tools, as well as how to collaborate across an organization to support efficient scaling up of efforts

Session Chair:

Isabelle Widmer, elytra GmbH, Switzerland

External and internal collaborations for best medical information service delivery

Paola Amore, Medical Education & Digital Manager, Novartis, Italy

Dealing with a pandemic when you have a potential treatment for COVID-19

Sebastian Rodriguez Sanchez, Medical Information Operations Lead, Gilead Sciences, United Kingdom

Panel Discussion with Q&A

14:15 VENDOR PRESENTATION:

Crisis Management in the COVID-19 Era – A Case Study

Kaloyan Bilyarski, Associate Director, Medical Communications, PPD, Bulgaria

14:30 BREAK

14:45 SESSION 2

PART 2

This session will focus on the use of technology and innovation in bringing medical information teams into the future. The case studies presented will be of innovative, real-life projects and partnerships with cutting edge technology solutions. Two case studies will discuss the use of Artificial Intelligence (AI) to (1) enable “conversational” online capabilities to more deeply engage external customers and (2) illustrate how multi-lingual capabilities can be significantly ramped up and improved with AI. The other two case studies will focus on (1) harnessing the power of data visualisation in translating medical information data points into actionable insights and (2) creating and building virtual online platforms for training and meetings for the future. All of these projects/case studies began before COVID-19 and reflect the future of medical information and medical affairs - especially during COVID-19 and beyond.

Session Chair:

Michelle Bridenbaker, Switzerland

Team-Based Learning for Collaborative Online Training and Virtual Onboarding

Celia Wilson, Global Medical Information Consultant, France

Automation and Democratization of Internal Medical Information Metrics

Mariska Ross, Associate Director Global Medical Information (Europe & Biosimilars), Biogen, Switzerland

Transforming Translational Capabilities in a Multi-lingual Medical Information World

Katie Lewis, TransPerfect

Why, how, what - an executive guide to the development and deployment of conversational AI in medical information, locally and globally

Lexi Kaplin, Co-Founder & Chief Product Officer, Conversation Health, Canada

Panel Discussion with Q&A

16:00 END OF DAY 1

| Disclosure Policy

Unless otherwise disclosed, DIA acknowledges that the statements made by speakers are their own opinion and not necessarily that of the organisation they represent, or that of the DIA. Speakers and agenda are subject to change without notice. Recording during DIA sessions is strictly prohibited without prior written consent from DIA.

DAY TWO | WEDNESDAY, 4 NOVEMBER 2020

DIGITAL DEVELOPMENTS AND ASSOCIATED TOOLS-BENEFITS OF AUTOMATION THROUGH TECHNOLOGY

12:50 LOG-IN & WELCOME

13:00 SESSION 3

PART 1

Session Chair:

Peter Brodwin, Director of Medical Information Effectiveness, Pfizer Limited, United Kingdom

Use of Natural Language Processing and Machine Learning to detect Adverse Events in Medical Information Enquiries

Jürgen W. G. Bentz, Global Head of Medical Information & Patient Support UCB Biopharma SRL, Belgium

Human Bias in Machine Learning: How Well Do You Really Know Your Model

Jim Box, Principal Data Scientist SAS Institute Inc, United States

Evolving Technologies: What to Expect for Artificial Intelligence in Healthcare and Curated Medical Literature

Petra Schultz, Associate Chief health Officer, IBM Watson Health, United States

Global Content Management Team - Successes and Challenges

Dolly Randhawa, Global Content Manager, Pfizer Limited, United Kingdom

Panel Discussion with Q&A

14:15 VENDOR PRESENTATION:

The Evolving role of Automation in Medical information

Sandeep Mahagaonkar, ArisGlobal, United Kingdom

14:30 BREAK

14:45 SESSION 4

PART 2

Session Chair:

Hakan Aribas, Senior Medical Information and Communication Manager, Novartis Pharma, Turkey

Natural language processing in medical information and communication

Vilius Fokas, Project Director, Biomapas, Lithuania

Innovative MI Solution to Engage with Customer During and Beyond the Pandemic

Jennifer Liang, Medical Information Technology & Analytics Lead, Global Medical Information, Bayer Inc, Canada

Transforming the Material Review Function Through Modern Technologies

Sudy Vengarai, Senior Director, Business Development, Indegene, India

Panel Discussion with Q&A

16:00 MINI-HACKATHON – THE HIDDEN VALUE OF MEDICAL INFORMATION (PRE-REGISTRATION REQUIRED)

Moderators:

Marie-Luise Helmich, Head of Europe Medical Information, Sanofi, Germany

Sabine Lischka-Wittmann, Director Medical Information Europe, Germany

16:30 END OF DAY 2

| About DIA

DIA is the global connector in the life sciences product development process. Our association of thousands of members builds productive relationships by bringing together regulators, innovators, and influencers to exchange knowledge and collaborate in an impartial setting. DIA's network creates unparalleled opportunities for exchange of knowledge and has the inter-disciplinary experience to prepare for future developments.

The dedicated efforts of DIA staff, members and speakers enable DIA to provide a comprehensive catalogue of conferences, workshops, training courses, scientific publications and educational materials. DIA is a global community representing thousands of stakeholders working together to bring safe and effective products to patients.

DIA is an independent, non-profit organisation has its Global Center in Washington, DC, USA with the European office in Basel, Switzerland, and additional regional offices in Horsham, Pennsylvania, USA; Tokyo, Japan; Mumbai, India; and Beijing, China. For more information, visit www.DIAglobal.org or call DIA: +41 61 225 51 51.

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VALUE OF MEDICAL INFORMATION

12:50 LOG-IN & WELCOME

13:00 SESSION 5

MINI-HACKATHON – THE HIDDEN VALUE OF MEDICAL INFORMATION (PRE-REGISTRATION REQUIRED)

Moderators:

Marie-Luise Helmich, Head of Europe Medical Information, Sanofi, Germany

Sabine Lischka-Wittmann, Director Medical Information Europe, Germany

Separate Virtual Room Access

15:00 BREAK

15:15 SESSION 6

PART 2

Sharing within the European Medical Information community has catalysed the advancement of many professional services over the years. For our final session, we will hear the collective and personal professional benefits that the Spanish Medical Information community have achieved – we will gain an insight to their media initiatives, pick up some great tips and also learn about their exciting upcoming developments for Medical Information.

As the conference draws to a close, our programme committee will come together to reflect on the conference learnings and how they will impact the future of Medical Information

Session Chair:

Sarah Dunnett, Medical Operations Partner, Sarah Dunnett Consulting Ltd, United Kingdom

Advancing the profile of Medical Information through a Professional Organization: Experience in Spain

Angeles Flores, Medical Information Manager LILLY S.A, Spain

Q&A

Committee Reflections and Vision

Hakan Aribas

Michelle Lee Bridenbaker

Peter Brodwin

Sarah Dunnett

Marie-Luise Helmich

Sabine Lischka-Wittmann

Isabelle C. Widmer

16:30 END OF CONFERENCE

VENDORS



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