

INSIDER UPDATE

Medical and Scientific Communications 2014 Annual Forum

Core Curriculum: March 9 | Tutorials (AM): March 10 | Forum: March 10-12
Hyatt Regency Grand Cypress | Orlando, FL





Insider Scoop on Medical and Scientific Communications

Arm yourself with the knowledge and skills to navigate in the ever-evolving health care arena with insights from Medical Affairs thought leaders.

Discover how the role of the Medical Science Liaison is evolving internationally, how organizations are measuring success through the *Voice of the Customer*, the global developments in clinical trial transparency that are impacting clinical trial disclosure and publication writing, plus more.

Get the Inside Scoop Today!





#1

Ian Bancroft

Owner
Tardis Medical Consultancy

Q: How do you see the role of the MSL evolving in the international marketplace?

A: “As the world’s population continues to expand and we are all living longer lives, the demand for health care is growing faster than academia can train physicians. Those in a position of influence, the opinion leaders of clinical care or service provision, have to carefully manage a commodity that is becoming increasingly precious – time.

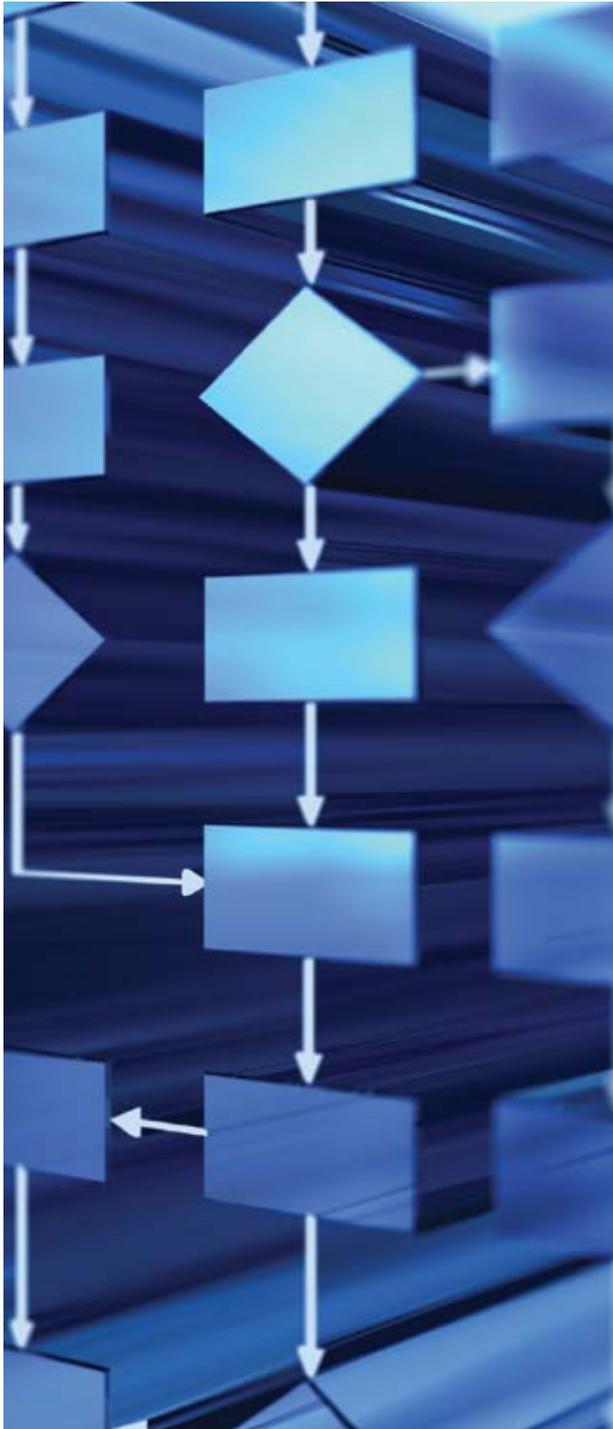
To maximize the hours they can devote to continuing their education these senior physicians prefer to have their questions answered during “peer-to-peer” exchanges – the forte of the Medical Science Liaison (MSL). In the post blockbuster era, industries’ resources are similarly scarce and many companies are using this as an indicator to cut sales functions and invest in medical as the customer face of their businesses. At the same time, we see an ever increasing number of key decision makers entering the top of the pyramid of medical practice influence and patient care. They solicit peer-reviewed data and questions whose answers are best delivered in person in order that a fair, balanced and meaningful discussion of product- and disease-area medical information can take place.

As companies charter new courses in the emerging markets to uncover growth opportunities, the International, multilingual MSL is in even greater demand. These MSLs require new skills to navigate this changing landscape in order to demonstrate the value of their companies’ medicines, devices and diagnostic tests.

The most recent development of the role is focused earlier in the life cycle of a new product and this involves the International MSL overseeing Phase 2 and 3 clinical studies. This element of the MSL role serves to educate the investigators and their teams beyond the level of the CRA who does not have the time to devote to the science behind their various study compounds. With the growing number of disease targets and new technologies and approaches to patient care health care companies who employ International MSLs can both raise their profile and establish their credibility in these new areas long before commercialization.

Finally, the emerging markets are now demanding the same quality of International MSLs that the rest of the world has enjoyed for some time and, as such, the demand for capability training and personal development is indeed worldwide.”





#2

Nicole Corder, RPH, MBA

Director, The Lilly Answers Center
Lilly USA, LLC

Q: What are some ways that organizations are measuring success through the *Voice of the Customer*?

A: “Organizations with customer contact centers and in medical information are measuring Voice of the Customer (VOC) feedback in a variety of ways. For the customer contact centers, one such opportunity is to implement an Interactive Voice Response (IVR) survey that customers can access and complete immediately after the interaction. Not only does this offer immediate feedback collection and typically higher percentage of utilization by the customer, but the interaction is current in the mind of the customer when completing satisfaction feedback. Other ways to gain VOC feedback may be through other channels such as email, regular mail with a response card or simply asking the customer for direct feedback on the interaction.

Medical Information teams are seeking VOC feedback through a variety of channels as well. The use of a Business Reply Card that is provided with medical information requests is one mechanism to gain valuable feedback. This can be accomplished through direct mail when fulfilling the request or provided electronically through email fulfillment. They may also utilize the customer contact center mechanisms to gather feedback on medical content and responses. These teams also need to consider who to gather feedback from as they may support both external and internal customers.

Regardless of the channel utilized to gain feedback, how you evaluate success and take action will be key to improving processes, interactions and content.”





#3

Kim Pepitone

Scientific Director
Cactus Communications

Q: What are some of the operating principles around Sunshine, CIAs, and social media with respect to medical publications?

A: “This is a complex and evolving area, and the answer to this question depends, in part, on who you ask. From my perspective, as a seasoned medical publication professional, it’s a moving goal post. The first of the three areas that we will be addressing are Corporate Integrity Agreements (CIAs), which makes sense as they came first. What we’ve seen over time is that the earlier CIAs did not address publications, and now they do. For the most part, those that address publications provide a clear path to follow: plan, perform needs assessments, identify authors, and other details that must be followed and documented to ensure compliance.

The Sunshine Act has been with us since the passage of The Patient Protection and Affordable Care Act (PPACA) in 2010, but the implementation rules have not. They were finalized just about a year ago, and first reports are due to The Centers for Medicare & Medicaid Services (CMS) at the end of March 2014. The rules for implementation lack clarity with respect to medical publications. There are varying interpretations regarding the need to report support for publications; a big unknown is how CMS will respond to the information they receive.

Finally, on the social media front, we still await formal guidance from FDA. A new draft guidance was released in January 2014; if, when, and what is published in a final guidance remains to be seen. What ties all of this together for medical publications—and the medical writers who help support their development—is the need to be aware of the legal interpretations and positions of the study sponsor, follow the path provided, document activities, and do your best to mitigate risk associated with failure to comply.





#4

Eileen Girten

Senior Medical Writer
inVentiv Health Clinical

Q: What are some of the global developments in clinical trial transparency that are impacting clinical trial disclosure and publication writing?

A: “Examples of global developments include the World Health Organization’s (WHO) policy for clinical trial registration, the creation of the clinical trial registration and results database, clinicaltrials.gov, and the International Committee of Medical Journal Editors clinical trial registration policy, the recent updating of the European Clinical Trials Database (EudraCT), and the recent amendments to the Declaration of Helsinki.”





Are YOU Eager to Know More?

- What legal and regulatory issues are influencing medical communications groups and what are some best practices for implementing recent regulatory requirements into daily practice?
- What are the implications for Medical Communications professionals with the changing health care/political landscape?
- What new technologies, including methods of delivery and platforms, are being used within Medical Information that can aid in delivering timely and targeted responses to customers globally?
- How can Medical Science Liaisons (MSLs), as part of an interdisciplinary team, support company scientific programs through input gathering and communication of such feedback within their company?
- What apps, software and other resources are currently available to aid in providing medical information to customers?
- What are the strategic considerations associated with building an MSL organization, including the strategic scientific focus, and anticipated MSL customer base?
- What are some best practices for preparing responses to queries on global marketing applications?
- How are traditional publishers adapting and evolving and what new forms of access are emerging?
- What different strategies and new methods are being used for document review?

Where else can YOU get the answers to your pressing questions in person?



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25th Annual

Highlights

We are celebrating the 25th Anniversary of this Annual Forum, and the accomplishments of introducing new areas of content over the years to help pharmaceutical based Medical Scientific Communications Professionals arm themselves with the knowledge and skills to navigate in the ever-evolving health care arena. This Annual Forum brings together Medical Affairs professionals from the Medical Communications, Medical Writing, and Medical Science Liaison areas to network, collaborate, and expand their expertise. The forum will include **three central tracks** covering:

- [Medical Science Liaisons](#)
- [Medical Communications](#)
- [Medical Writing Regulatory and Publication](#)

Networking Opportunities:

- Networking Reception and 25th Anniversary Celebration
March 10 | 5:00-6:00PM
- Roundtable Lunch Discussions March 11 & March 12 | 12:00-1:30PM
- Resident and Fellow Poster Reception March 11 | 5:00-6:00PM
- The Dinner on the Town (Dine Around) March 11 | 6:30PM

Tutorials & Core Curriculum:

- [Core Curriculum](#)
- [Tutorial 1 – Medical Communications: Compliance in 2014](#)
- [Tutorial 2 – Interpreting and Reporting Descriptive Statistics, Confidence Intervals, and Hypothesis Tests](#)

Nowhere else can you network with all these Medical Affairs professionals in one location.

REGISTER ONLINE





You Might Also be Interested in:

DIA Educational Offerings

- [Online Training Course: Development of a Clinical Study Report](#)
March 11-13 | 12:00-2:00PM ET
- [Global Labeling 2014: Compliance in a Changing Regulatory Environment](#)
Tutorial: April 8 | Meeting: April 9-10 | Bethesda, MD
- [Online Training Course: How to Prepare for a Safety Inspection](#)
May 6-8 | 11:00AM-1:00PM ET
- [A Model of Patient, Payer, and Product Developer Collaboration to Support Innovating for Value](#)
April 22-23 | Washington, DC
Co-sponsored with the Engelberg Center for Health Care Reform at the Brookings Institution
- [DIA 2014 50th Annual Meeting](#)
June 15-19 | San Diego, CA
- [Online Training Course: Art of Writing a Clinical Overview](#)
September 9-11 | 11:30AM-1:30PM ET

Medical and Scientific Communications Annual Forum is developed by three DIA Communities. Join a Community today!

- [Medical Science Liaisons](#)
- [Medical Communications](#)
- [Medical Writing](#)

Medical Communications eLearning Certificate Program

DIA eLearning is Internet-based courseware that can be accessed 24 hours a day, 7 days a week. DIA offers a Medical Communications Certificate Program which consists of nine modules covering topics any Medical and Scientific Communications professional needs to know. Take advantage of our bundle deals to continue your education and **save up to \$490!**

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