

8th European Medical Information and Communications Conference

Event #14103

23-24 September 2014

Millennium Gloucester Hotel London Kensington, UK



Programme Co-Chairs

Lillian Auberson

Senior Director, Global Medical Information,
Novartis Pharma AG, Switzerland

Janet Davies

Director, Medical Information & Medical Affairs
Project Management, EAME, Gilead Sciences, UK

Programme Committee

Sangeetha Anand

Global Medical Information Senior Manager,
Vifor Pharma Ltd, Switzerland

Aaron Cockell

Medical Information Regional Director, EMEA,
Pfizer Inc., UK

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Medical Communications, Shire AG, Switzerland

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Ainhoa del Romero González

Director Medical Information Europe, Emerging
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Affairs, Amgen (Europe) GmbH, Switzerland

Sharon Leighton

Consultant, Sharon Leighton Consultancy Ltd, UK

Isabelle Widmer

Consultant, Elytra GmbH, Switzerland

Until 2013, the DIA European Medical Information and Communication Conference took place as a part of the Annual Clinical Forum. After several years of growing attendance and excellent feedback, DIA is now organising this event as a stand-alone meeting in 2014.

What last year's attendees said:

"Great, extensive knowledge and brought across in an engaging and useful way."

"Good to share company experience."

"Very relevant topics!"

"Going home with some great ideas to share."

Overview

We are in the 8th year of the annual European Medical Information and Communication Conference. This is a unique meeting organised by medical information professionals for medical information professionals. Each year, speakers share hands-on experience of dealing with current challenges as well as successes in medical information departments. Participants are encouraged to take part in workshops and discussions within the sessions. This is also a great opportunity to network with your colleagues.

Due to high demand, we are organising this year's meeting as a stand-alone event in a central location.

Objectives

- To offer a neutral platform for professionals to share operational best practices and discuss how evolving business, regulatory and legal requirements impact the practice of medical information
- To provide opportunities for medical information departments to showcase success stories or stories to learn by, in the popular Putting Theory into Practice session
- To explore the impact of new technologies on information delivery and customer interactions

Who Will Attend

- Industry and Academia
- Regulatory Authorities/Government Agencies
- Professionals involved in:
 - Medical Information
 - Medical Communications
 - Medical Affairs

Exhibit at this Conference

For more information on opportunities to showcase your company to this focused audience, please contact Roxann Schumacher, DIA Exhibition Manager on +41 61 225 51 38 or email: roxann.schumacher@diaeurope.org

TUESDAY, 23 SEPTEMBER 2014

08:00 REGISTRATION AND WELCOME COFFEE

09:00 WELCOME TO THE 2014 CONFERENCE

Programme Co-Chair:

Lillian Auberson, Senior Director, Global Medical Information, Novartis Pharma AG, Switzerland

09:15 Session 1

INSIGHTS

Session Chair:

Isabelle Widmer, elytra GmbH, Switzerland

Insights from data analysis lie at the heart of business strategy. Historically, data was paper-based, filed by department and hard to assess. Despite an evolution to electronic data storage, departments still focus on customized department-centric analyses. This narrow focus represents a loss of value for companies, as holistic insight is not gained across a drug or family of compounds.

Too often, medical information has been used only to identify FAQs or need for standard response documents. This session will focus on the wealth of medical information data and the value of that information beyond the medical information department. We will explore how sharing medical information insights with other departments can improve information provided to physicians, benefiting patients and influencing how our companies are perceived. We will demonstrate how an intelligent approach to using medical information insights can improve the value of all educational materials. We will discuss how to drive the perception of medical information, how to initiate conversations with peers in other departments, and how to show medical information as a critical business partner. Finally we will speak about how big data may influence medical information departments and the business in the future. Our goal is to demonstrate how to use insights gained in medical information departments across the business to best address customer needs.

Insight from Unmet Needs: the role of medical information

Lucia Fantini, Global Medical Information Tech Lead, ACE Region, Eli Lilly and Company, Italy

Data Visualisation and Dashboards in Medical Information

Georgios Koumakis, Medical Information Manager, Roche, Greece

How Big Data is Transforming Medical Information Insights

Daniel Ghinn, CEO, Creation Healthcare, UK

10:30 COFFEE BREAK

11:00 Session 2

USE OF GLOBAL CONTENT: US, EUROPEAN AND COUNTRY PERSPECTIVES

Session Chair:

Ainhoa del Romero González, Director Medical Information Europe, Emerging Europe, Middle East and Africa, European Scientific Affairs, Amgen (Europe) GmbH, Switzerland

Can one size fit all when it comes to medical information content worldwide? What is the level of usability of global standard responses and how much customization or localization is really required? This session will kick off by sharing the results of a survey across Europe, Middle East and North Africa to understand how external regulations and code of practices play a role in the information that can be included in Medical Information responses. The speakers will then share hands-on experiences from the US and country level perspectives with regards to the implementation of global standard responses, its benefits and practical implications as well as the forthcoming and lessons learned.

Unless otherwise disclosed, DIA Europe 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 Europe. Speakers and agenda are subject to change without notice. Recording during DIA Europe sessions is strictly prohibited without prior written consent from DIA Europe.

Differences in the Provision of Medical Information across EMEA - Results of an international survey

Natalie Hanna, Senior Medical Information Scientist- EMEA, Eisai Europe Ltd, UK

US Perspectives on Authoring Global Standard Medical Response Documents - Lessons learned

Lesley S. Fierro, Associate Vice President, Medical Information Services, Sanofi, USA

Country Perspective - Customization of Global Standard Responses

Sabine Lischka-Wittman, Manager Medical Information & Medical Liaison, Lilly Deutschland GmbH, Germany

12:30 LUNCH

14:00 Session 3

COMMUNICATING YOUR VALUE WORKSHOP

Session Chair:

Sharon Leighton, Consultant, Sharon Leighton Consultancy Ltd, UK

Michelle Bridenbaker, Senior Manager Medical Information, Amgen, Switzerland

Finding ways to identify and communicate the value that medical information brings to our customers and stakeholders continues to be a hot topic. Building on from the successful 2013 session, where we approached the topic in a light-hearted fashion, this year we will specifically focus on medical information examples. Michelle Bridenbaker, Amgen, Switzerland, will be facilitating this participative workshop.

15:30 COFFEE BREAK

16:00 Session 4

TRANSPARENCY AND COMPLIANCE

Session Chair:

Janet Davies, Director, Medical Information & Medical Affairs Project Management, EAME, Gilead Sciences, UK

Transparency is a key issue for organisations in today's world. It is a particularly topical issue for the pharmaceutical industry and regulatory authorities, with increasing pressure to make more information available in the public domain. Transparency is an important part of the process of bringing new, innovative medicines to the marketplace and in ensuring collaboration between all stakeholders. It is also a critical factor in the perception of organisations by the public and the media. How transparent should we be, and how relevant is the information that will be shared? How does transparency fit with the need for compliance? In this session we will explore the theme of transparency and what it means in the context of data sharing. We will also explore issues around dissemination of information and compliance with regulations.

How Transparent are the Competent Authorities?

Diederick Slijkerman, Head of Policy, Governance and Regulatory Affairs, Medicines Evaluation Board, Netherlands

Affiliate Audit Findings and Learnings - the Medical Information Diaspora

Sangeetha Anand, Global Medical Information Senior Manager, Vifor Pharma Ltd, Switzerland

17:30 NETWORKING RECEPTION AND POSTER SESSION IN THE EXHIBITION AREA

18:30 END OF DAY ONE

WEDNESDAY, 24 SEPTEMBER 2014

09:00 Session 5

IN AND OUT-SOURCING MODELS

Session Chair:

Sangeetha Anand, Global Medical Information Senior Manager, Vifor Pharma Ltd, Switzerland

A much debated but insightful topic is about sourcing models in support of medical information. Given the current state of industry wide budget cuts, outsourcing medical information services has become the norm rather than the exception. This session would attempt to shed light on the quality aspect of one company model that has chosen to outsource its contact centre activities. Presentations will feature the pros and cons of outsourcing, with regard to the quality, time, cost savings as well as the cultural fit in an outsourced model. Juxtaposing the above will be a presentation that would aim to drive the value of retaining medical information deliverables in-house.

The session will end with a panel discussion wherein the state of medical information outsourcing and insourcing experiences will be shared. A panel of medical information industry experts will provide their perspective on why they have gone about shoring medical information services abroad as well as those that have decided to bring these outsourced services right back into the company.

Outsourcing Med-Info Contact Centre Activities

Ros O'Callaghan, Medical Information Director, Europe, Bristol-Myers Squibb Pharmaceuticals, UK

The Value of Keeping Medical Information In-House

Philip Ball, Market Access Brand Manager – Analgesics, Napp Pharmaceuticals Limited, Cambridge, UK

Panel discussion and Q&A with session speakers and Joanne Gibson, MCI Team Lead, Director, Pfizer EMEA Medical Information, UK

10:30 COFFEE BREAK

11:00 Session 6

INFORMATION TO PATIENTS IN THE EUROPEAN UNION

Session Chair:

Lillian Auberson, Senior Director, Global Medical Information, Novartis Pharma AG, Switzerland

This session will cover the latest developments on information to patients and healthcare professionals in the European Union. It will also include observations from research on effective information presentation in Risk Management Plan Summaries and conveying benefit information to patients about medicines.

Information to Patients and Healthcare Professionals: Update from the EMA

Juan Garcia, Head of Product-related Information to the Network, Stakeholder & Communication Division, European Medicines Agency, UK

Risk Management Plan Lay Summaries - How to Make them fit-for-purpose

D.K.Theo Raynor, Professor of Pharmacy Practice, University of Leeds, UK

Providing Benefit Information in Patient Leaflets - Can it be done and what do Patients think?

Speaker of MHR on behalf of Rebecca Dickinson, Lecturer, School of Healthcare, University of Leeds, UK

12:30 LUNCH

14:00 Session 7

THE FUTURE OF MEDICAL INFORMATION

Session Chair:

Aaron Cockell, Medical Information Regional Director, EMEA, Pfizer Inc., UK

The term “digital omnivore” has been used to define physicians and practitioners who use the combination of three “screens”: smart phone, tablet and desktop/laptop computers.* This means that, in creating content, medical information departments will need to consider this new way of consuming information provided. This session will explore opportunities in the digital age and operational considerations.

**Epocrates 2013 Mobile Trends Report*

One Standard Response Fits All?! Serving multiple channels in compliance – 1½ years of experience

Marie-Luise Helmich, Medical Director, Sanofi-Aventis, Germany

The Digital World and the Future of Medical Information

Myrto Lee, Senior Manager, Price Waterhouse Cooper, UK

A Single Gateway to Pharmaceutical Medical Information? – Update on an Initiative

Speaker invited

15:30 COFFEE BREAK

16:00 Session 8

PUTTING THEORY INTO PRACTICE

Session Chair:

Sarah Dunnett, Senior Medical Affairs Manager, Baxter Healthcare Ltd, UK

During this dynamic session, we will gain valuable insights to a diverse range of five initiatives from across our MI network. MI professionals will share their first-hand experiences in overcoming specific challenges, applying novel technology solutions and advancing their teams and processes to deliver even greater value for their companies and, of course, for patients. Our speakers will share the highs and lows of their project pathways and their learnings along the way.

UK Medical Information experiences of PV audits and inspections

Jayne Packham, Managing Director Jayne Packham Consultancy Ltd, UK

The above-country promotional materials review - leaner, better, faster, stronger?

Celia Wilson, Senior EMEA Medical Information Scientist, Eisai Europe Ltd, UK

Building Synergy between Global and the Affiliate Medical Information functions

Emilie Coutanson, Global Scientific Information Project Manager, Actelion Pharmaceuticals Ltd., Switzerland

Growth of Medical Information in Middle East, North Africa and French West Africa

Shaymaa Mady, Medical Information and Scientific Communication Manager, Novartis, Egypt

Medical Information-Ready for Launch

Christine Kleemann, Medical Information Country Lead Germany, Bristol-Myers Squibb Pharmaceuticals, Germany

17:30 END OF CONFERENCE

REGISTRATION FORM

8th European Medical Information and Communication Conference
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ID #14103

Early-bird rates available for members: Register by 12 August 2014

Join DIA now to qualify for the Early-bird member fee! The Early-bird registration form and accompanying payment must be received by the date above.
Early-bird fee applies to industry members only. (www.diahome.org/membership)

€ 1'220.00

FEES (after 12 August 2014)

	Member	Non-Member
Industry	€ 1'420.00 <input type="checkbox"/>	€ 1'550.00 <input type="checkbox"/>
Academia/Charitable/Government/Non-profit (Full-time)	€ 710.00 <input type="checkbox"/>	€ 840.00 <input type="checkbox"/>

Join DIA now to qualify for the member rate

€ 130.00

If DIA cannot verify your membership upon receipt of registration form, you will be charged the non-member fee.

Group discount/SME rates available. Special rates for students and patient representatives on offer, subject to availability – please contact DIA Europe for more information.

Registration fee includes: refreshments, lunches and meeting material.

Payment is due 30 days after registration and must be paid in full by commencement of the event.

ATTENDEE DETAILS

Please complete in block capital letters or attach the attendee's business card here.

Prof Dr Ms Mr

Last Name

First Name

Company

Job Title

Address

Postal Code City

Country

Telephone

Fax

Email*

*(Required for confirmation)

DIA reserves the right to include your name and affiliation on the attendee list.

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Credit cards: Payments by VISA, Mastercard or AMEX can be made by completing the details below. Please note that other types of credit card cannot be accepted.

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Bank transfers: When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the bank transfer. Payments in EURO should be addressed to "Account Holder: DIA." Please include your name, company, Event ID #14103 as well as the invoice number to ensure correct allocation of your payment.

Payments must be net of all charges and bank charges must be borne by the payer. **If you have not received your confirmation within five working days, please contact DIA Europe.**

By signing below, I confirm that I agree with DIA Europe's Terms and Conditions of booking. These are available from the office or on <http://www.diahome.org/EUTerms>

Date

Signature

Cancellation Policy

All cancellations must be made in writing and be received at the DIA Europe office five working days prior to the event start date. Cancellations are subject to an administrative fee:

- Industry (Member/Non-member) € 200.00
- Academia/Charitable/Government/Non-profit (Full-time) (Member/Non-member) € 100.00
- Tutorial cancellation € 50.00

If you do not cancel five working days prior to the event start date and do not attend, you will be responsible for the full registration fee. DIA Europe reserves the right to alter the venue and dates if necessary. If an event is cancelled or postponed, DIA Europe is not responsible for airfare, hotel or other costs incurred by registered attendees. Registered attendees are responsible for cancelling their own hotel and travel reservations.

Transfer Policy

You may transfer your registration to a colleague prior to the start of the event but membership is not transferable. Substitute attendees will be responsible for the non-member fee, if applicable. Please notify the DIA Europe office of any such substitutions as soon as possible.

Photography Policy

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