



3rd Annual

Medical Affairs & MSL Excellence Forum

Evolving MSL Roles • KOL Engagement
Compliant Medical Communications

January 30-31, 2018 | Philadelphia, PA

Join us for CBI's 3rd Annual Medical Affairs & MSL Excellence Forum 2018 to address the evolving and growing role of medical affairs within an ever-changing regulatory climate.

Key Attendee Benefits:

- Discuss the impact of medical affairs on the application of real world evidence
- Learn how to better manage relationships with KOLs
- Gain knowledge on overall strategies to fully utilize the MSL role
- Hear how to optimize your MSL utilization with tailored training and education
- Stay on the cutting edge of medical information dissemination with a discussion on the changing regulatory environment
- Review performance measurements metrics for your MSL team

Confirmed Speakers to Date include:

Robert Matheis, Executive Director, Head of Global Scientific Communications, **Celgene**

Scott McConnell, PharmD, Senior Director, Medical Affairs, **Alkermes**

Angelique Lee-Rowley, US General Counsel and Compliance Officer, **GW Pharmaceuticals**

Geep Shed, Field Medical Director, **Akcea Therapeutics**

Edmund Doherty Pharm.D., Vice President of Medical Affairs, **Reata Pharmaceuticals**

Kevin Ryan, Senior Director, Ethics & Compliance, **Novo Nordisk**

Who Should Attend

You will benefit from attending this event if you are a vice president, director or manager from the biopharmaceutical industry with responsibilities or involvement in the following areas:

- Medical Affairs
- Medical Science Liasons
- Compliance
- Medical Information
- Scientific Information
- Medical Education

This conference will also benefit consultants and medical education providers that provide services to medical device and pharmaceutical medical affairs teams.

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**This is preliminary conference information. Topics, agenda and speaker names are subject to change without notice.*