Medical Affairs Congress

Virtual Event
December 1-3, 2020

GAIN CRITICAL LEADERSHIP INSIGHTS FROM INDUSTRY THOUGHT-LEADERS

Scott McConnell, Vice President, Medical Affairs, Chiasma
Raymond Mankoski, Vice President, Medical Affairs, Blueprint Medicines
Kathleen Long, Director, Medical Affairs Operations, Alkermes
Chirag Shah, PharmD, Head, Strategic Publications & Medical Education, Neurocrine Biosciences
Mary Hanson, Director, Scientific Affairs, Merck & Co.
Alex Halls, Director, U.S. Commercial & Global Medical Affairs Counsel – Complement, Alexion Pharmaceuticals, Inc.
Angela Sykes, Director, Team Leader, Publications Management Team, Pfizer
Kathleen Long, Director, Medical Affairs Operations, Alkermes
Chirag Shah, PharmD, Head, Strategic Publications & Medical Education, Neurocrine Biosciences
Mary Hanson, Director, Scientific Affairs, Merck & Co.
Alex Halls, Director, U.S. Commercial & Global Medical Affairs Counsel – Complement, Alexion Pharmaceuticals, Inc.

CMPP Credits Available! Pending Approval
The Medical Affairs Congress provides a 360-degree view of the medical affairs landscape that brings together Investigator Initiated Sponsored Research (IISR), Expanded Access Programs (EAP) and Publication Planning & Communications. The Congress examines leading strategies to advance medical science communication, engage with KOLs compliantly, conduct effective investigator studies and so much more. This is an excellent opportunity to gain the strategies you need to ensure excellence throughout your medical affairs team.

**UNIQUE BENEFITS OF THIS VIRTUAL EVENT:**

- Convenient session scheduling for increased productivity
- On-demand access to content assets and topic resources
- Efficient and ROI-driven networking
- Interactive presentations/panels for reinforced learning
- Pointed problem-solving and solution sourcing
- Broader industry benchmarking
- Elevated and direct access to thought-leaders and experts

**DIGITAL CAPABILITIES AND FEATURES:**

- Access to virtual environment
- Audience Q&A
- Live polling
- Expert-led problem-solving
- Virtual networking and partnering

**PARTNERING AND NETWORKING:**

**Who's Who?**

- Attendee and company profiles provide insight into the delegation and sponsoring organizations
- Advanced search capabilities to identify opportunities and potential partners

**When and How to Connect?**

- Sophisticated and seamless scheduling tools to establish meeting times ahead of the event
- Ease-of-use technology to set small group meetings, via live chats or video conferencing

**ACCLAIM FOR THE MEDICAL AND CLINICAL CONFERENCE PORTFOLIO**

“As someone who is new to the IISR space, I thought that this conference provided a comprehensive learning opportunity. Looking forward to the next one!”  
– Clinical Research Manager, Takeda

“There are very few opportunities for making global connections in the IISR space. This CBI conference is invaluable.”  
– SWOG

“There are so many exciting and innovative ideas to take away from the meeting along with outstanding networking opportunities.”  
– Medical Science Liaison, Oncology, Ipsen

“This was a very relevant conference and the content was delivered well. Executed wonderfully.”  
– Medical Affairs Manager, Oxford Immunotec, Inc.
**DAY ONE: TUESDAY, DECEMBER 1, 2020**

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>10:30 – 10:45am</td>
<td>Informa Connect and Chairman’s Welcoming Remarks</td>
<td>Katie Laquidara, Conference Producer, Informa Connect</td>
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<tr>
<td></td>
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<td>Scott McConnell, Vice President, Medical Affairs, Chiasma</td>
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| 10:45 – 11:30am | **LIVE** KEYNOTE PANEL  
Does Your Medical Plan Align with Your Goals? — The Role of Planning Ahead in a Changing Healthcare Landscape | Scott McConnell, Vice President, Medical Affairs, Chiasma                    |
|          |                                                                                             | Raymond Mankoski, Vice President, Medical Affairs, Blueprint Medicines       |
| 11:30am – 12:00pm | **LIVE** Coloring Within the Lines — Compliance and Regulation Pitfalls and Opportunities   | Alex Halls, Associate Director, US Commercial & Global Medical Affairs Counsel – Metabolics, Alexion Pharmaceuticals, Inc. |

**TAKE TIME FOR NETWORKING VIRTUALLY AND VIEWING ON-DEMAND CONTENT**

**Expanded Access**

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| 1:45 – 2:30pm | **LIVE** Financial and Strategic Considerations for Expanded Access  
Program Development and Management                                                                                       | Michael Martineau, Associate Director, Global Medical Operations, Sanofi-Genzyme |
|          |                                                                                                                                 | Christopher Robertson, N. Neal Pike Scholar and Professor, School of Law, Boston University |
| 2:30 – 3:00pm | **LIVE** Patient Advocacy and Right to Try Ethics — The Role of the Patient                                                           | Peter Pitts, President, Center for Medicine in the Public Interest          |
| 3:00 – 3:30pm | **LIVE** Expanded Access — Best Practice Sharing Roundtable Discussion                                                                 |                                                                            |
### DAY TWO: WEDNESDAY, DECEMBER 2, 2020

**10:35 – 11:10am**

**LIVE** A Strategic Approach to Data and Technology to Fuel the Future of Medical Affairs

Natasha Eslami, Manager, Commercial Strategy, Health Sciences & Wellness Sector, Ernst & Young LLP

Susan Garfield, Commercial Lead, Health Sciences & Wellness Sector, Ernst & Young LLP

**11:10 – 11:55am**

**LIVE** The Goldilocks Approach — Building Successful Medical Affairs Teams

Dawn-Marie Sullivan, L.E., Clinical Development & Medical Affairs Consultant, Dawn Sullivan Consulting

Elizabeth Faust, Owner, Faust Consulting LLC

### TAKE TIME FOR NETWORKING VIRTUALLY AND VIEWING ON-DEMAND CONTENT

### Investigator Initiated Sponsored Research (IISR)

**2:00 – 2:45pm**

**LIVE** Strategize and Report the Value Proposition — Building a Successful IISR Initiative

Kathleen Long, Director, Grants, Medical Affairs, Alkermes, Inc.

Katie Wade, Associate Director Global Medical Research Operations, Biogen

**2:45 – 3:30pm**

**LIVE** Achieving Optimal Value — Norms and Outliers of FMV

Andrea Molliver, Senior Principal Clinical Contract Analyst, Medtronic

Cherie-Lynn Schwartz, Senior Clinical Contract Analyst, Medtronic

**3:30 – 4:00pm**

**LIVE** IISR — Best Practice Sharing Roundtable Discussion

### DAY THREE: THURSDAY, DECEMBER 3, 2020

**10:30 – 11:05am**

**LIVE** This is Not a Trend: Why Patient-Centered Clinical Research Will Continue to Change the Research Paradigms of the Past

Behtash Bahador, Associate Director, Relationship Management and Development, Center for Information & Study on Clinical Research Participation (CISCRP)

**11:05 – 12:00pm**

**LIVE** The World Stage — Collaborating Through Global Teamwork

Ivan Gonzalez Gomez, Independent; Former, Publications and MSL Manager, UCB

### TAKE TIME FOR NETWORKING VIRTUALLY AND VIEWING ON-DEMAND CONTENT
### Publication Planning & Communications

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| 1:00 - 1:45pm | **LIVE** The Increased Importance of a Data-Driven Approach to KOL Selection  
Ariel Katz, CEO and Co-founder, H1  
Stacey Rivkin, Vice President, Client Solutions/Strategy, H1 |                                                                                                                                          |
| 1:50 - 2:35pm | **LIVE** Writing to Audience — Diverse Perspectives on Planning for Unique Information Delivery  
PANELISTS:  
Mary Hanson, Director, Scientific Affairs, Infectious Diseases & Vaccines, Global Scientific & Medical Publications, Merck & Co.  
Angela Sykes, Director, Team Leader, Publications Management Team, Pfizer  
Isabelle Lousada, CEO & President, Amyloidosis Research Consortium |                                                                                                                                          |
| 2:40 - 3:10pm | **LIVE** Publication Planning & Communication — Best Practice Sharing Roundtable Discussion |                                                                                                                                          |
| 3:10pm        | Close of Conference                                                      |                                                                                                                                          |

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**Medical Affairs Excellence**

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<td>Naomi Lopez, Director of Healthcare Policy, Goldwater Institute</td>
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<td>Policy and Strategy — A Layered Discussion of Expanded Access</td>
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<td>Marlon Rajakaruna, Principal, Kingsgate Legal</td>
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<td>Chirag Shah, PharmD, Head, Strategic Publications &amp; Medical Education, Neurocrine Biosciences</td>
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<td>Shobhana Natarajan, Director, Medical Affairs, Reata Pharmaceuticals</td>
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<tr>
<td>The Publication Management Juggling Act</td>
<td>Pia Graham, Associate Director, Publication Management, Merck &amp; Co.</td>
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LEARN MORE ABOUT THE CONFERENCE CONTENT

Does Your Medical Plan Align with Your Goals? — The Role of Planning Ahead in a Changing Healthcare Landscape
- Illustrate the evolving role of the medical affairs department from expanded access, IISR and publication planning perspectives
- Delineate best practices to report appropriate and relevant KPIs to stakeholders
- Examine the role of advisory boards and KOL management, and how to utilize them in the overall strategic plan
Scott McConnell, Vice President, Medical Affairs, Blueprint Medicines
Raymond Mankoski, Vice President, Medical Affairs, Chiasma

Examine the unique challenges for working in global teams,
Include the necessary discussions of operational logistics
Describe ideal KOL engagement to become
Evaluate the intersection of medical affairs and advisory boards and KOL management,
Delineate best practices to report appropriate and relevant

Examine the patient of the future and address expectations in results-sharing
Identify opportunities for improved trust and collaboration with patients and patient advocacy groups
Delve into the complexities of specialty therapies and the ethics surrounding expensive treatments
Peter Pitts, President, Center for Medicine in the Public Interest

A Strategic Approach to Data and Technology to Fuel the Future of Medical Affairs
- Assess how to transform into an innovative medical affairs function
- Consider the role of technology in knowledge management and customer engagement
- Examine a real-world case study of managing data and medical communications to support collaboration and deliver value
- Discuss how to leverage digital capabilities to deliver value to the organization and customers
- Review KPIs to track and benchmarking impact of assets and publications
- Track integration and aggregation of multiple sources of data and of data management into the overall medical plan
Natasha Eslami, Manager, Commercial Strategy, Health Sciences & Wellness Sector, Ernst & Young LLP
Susan Garfield, Commercial Lead, Health Sciences & Wellness Sector, Ernst & Young LLP

Align Mission and Vision in Expanded Access — Opportunities for Growth and Useable Data
- Assess the role of R&D in shaping the expanded access program
- Include the necessary discussions of operational logistics required for successful expanded access plans
- Examine the unique challenges for working in global teams, including integrating with publication planning

The Goldilocks Approach — Building Successful Medical Affairs Teams
- Outline ideal team sizes and structure based on company-specific needs
- Align company mission with medical plan execution with an eye to planned training and hiring
- Structure interactions with R&D and commercial partners to maximize communication flow
- Discuss the impact of mergers and acquisitions on teams along with other external alliances, such as co-promotion and partnership opportunities
Dawn-Marie Sullivan, L.E., Clinical Development & Medical Affairs Consultant, Dawn Sullivan Consulting

Strategize and Report the Value Proposition — Building a Successful IISR Initiative
- Discuss the importance of “scientific ROI” and anticipated deliverables
- Review opportunities in program-based evaluations
- Develop strategies to address gaps, failures, time spent per project, financial support and special support for international trials and teams
Kathleen Long, Director, Grants, Medical Affairs, Alkermes, Inc.
Katie Wade, Associate Director Global Medical Research Operations, Biogen

Achieving Optimal Value — Norms and Outliers of FMV
- Determine and review budget for fair market value
- Understand regional differences with regard to local regulations
- Assess publication, reporting requirements and more based on contracts
- Share lessons learned and practice tips
Andrea Molliver, Senior Principal Clinical Contract Analyst, Medtronic Core Clinical Solutions
Cherie-Lynn Schwartz, Senior Clinical Contract Analyst, Medtronic Core Clinical Solutions

This is Not a Trend: Why Patient-Centered Clinical Research will Continue to Change the Research Paradigms of the Past
- Examine the current patient-centricity landscape, including recent developments in regulatory and global guidance
- Review industry initiatives that engage patients, the public and physicians to improve awareness and understanding of clinical research and participation opportunities
- Assess the role of multi-stakeholder collaborations and opportunities for beneficial collaboration for all
Behtash Bahador, Associate Director, Relationship Management and Development, Center for Information & Study on Clinical Research Participation (CISCRP)

The World Stage — Collaborating Through Global Teamwork
- Assess the future landscape of medical affairs teams with an eye towards remote teams
- Discuss strategies for stronger compliance while balancing commercial and non-commercial interactions with internal stakeholders
- Review the role of technology in the teams of the future and opportunities for growth
Ivan Gonzalez Gomez, Independent, Former, Publications and MSL Manager, UCB
Medical Affairs Strategy Integration —  
Planning Around Uncertainty
• Design structured plans to incorporate IISR, expanded access and other data-gathering initiatives into the overall publication plan
• Organize systems for knowledge management
• Develop targeted initiatives based on audience needs
• Identify distinguished and trusted publication channels
• Calculate resource allocation in terms of financials, time, project management commitments and vendor management

Chirag Shah, Strategic Publications & Medical Education Lead, Neurocrine Biosciences

Writing to Audience — Diverse Perspectives on Planning for Unique Information Delivery
• Compare expectations for meaningful publications, including the highly-debated plain language summaries
• Discuss the role of advancing media technology in the form of enhanced content and how changing audience demographics inform delivery method interactions
• Examine the role of patient authors in scientific publications

PANELISTS:
Mary Hanson, Director, Scientific Affairs, Infectious Diseases & Vaccines, Global Scientific & Medical Publications, Merck & Co.
Angela Sykes, Director, Team Leader, Publications Management Team, Pfizer
Isabelle Lousada, CEO & President, Amyloidosis Research Consortium

Financial and Strategic Considerations for Expanded Access Program Development and Management
• Review regulatory considerations and implications
• Identify potential pitfalls and opportunities with key stakeholders, including product planning and financial considerations
• Consider strategies with external partnerships to facilitate contract negotiations

Michael Martineau, Associate Director, Global Medical Operations, Sanofi-Genzyme
Christopher Robertson, N. Neal Pike Scholar and Professor, School of Law, Boston University

Policy and Strategy — A Layered Discussion of Expanded Access
• Sketch potential pitfalls and opportunities relating to transparency and patient access
• Examine the outlier possibilities for product production, including reimbursement and access for gene therapies and specialty therapies
• Review off-label state legislation and challenging access opportunities on the administrative and legislative landscape

Naomi Lopez, Director of Healthcare Policy, Goldwater Institute

Managing Interactions with Investigators —  
Compliant Collaboration
• Develop a logistics and operational plan for improved compliance in an IISR plan
• Discuss the sponsor’s role and anticipated needs that offer additional support
• Examine benchmarking initiatives and strategic adjustments for more accurate expectations of scientific ROI

Liability, IP and Data Issues — A True IISR Case Study
• Review contract challenges and examples of unfavorable outcomes
• Discuss possible resolutions of issues and opportunities for improvement
• Share lessons learned/practice tips

Marlon Rajakaruna, Principal Kingsgate Legal

Leveraging Online Discussion Platforms to Accelerate KOL Insights
• Examine the evolution from traditional methods to asynchronous communication platforms
• Discuss how medical affairs teams are leveraging online platforms to address strategic objectives
• Review benefits and outcomes of using online discussion platforms

Pia Graham, Associate Director, Publication Management, Merck & Co.

The Publication Management Juggling Act
• Apply the best of project management to publication planning, including strategy, tactical, budget and risk management
• Organize an internal and external publication calendar
• Discuss site of publication assistance and opportunities for better management of teams
• Assess opportunities with international teams in emerging markets to incorporate country publications into a global plan
• Explore the opportunities of digital publications and necessary steps for a smooth transition from more traditional publishing

Best Practices for Cooperative Groups vs. Investigator Initiated Sponsored Studies in the Age of Large Platform Trials
• Discuss the intersection between IISR programs and cooperative groups
• Review strategies for collaborative work in clinical trials and studies relating to science and technology capability advancements
• Describe best practices for ongoing relationships with cooperative groups
• Consider the role of large platform trials and the evolving role of clinical trials

Dana Sparks, Director of Operations and Protocols, SWOG

The Impact of Regulations on Medical Affairs —  
A Response to Historical Litigation
• Review lessons learned to drive more compliant interactions with regulators
• Discuss the intersection of sometimes isolated silos and improved communication of necessary collaboration
• Integrate clearer guidelines to match scheduled deliverables for more timely decisions

Howard Dorfman, Founder, H.L Dorfman Pharmaceutical Consulting, LLC
### EXPERIENCE ENHANCEMENT
Continue to Customize Your Virtual Conference Experience by Taking Advantage of the Below Activity:

#### MEET AND GREET:
Network with colleagues at the Virtual Welcome Reception on Day One.

#### MINDFUL MEDITATION AND MOTIVATION:
Discover and tap into the top podcasts, books, recipes, workouts and more based on recommendations from your industry counterparts.

### PRICING:

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<tr>
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<td>$1,299</td>
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<td>Academics/Non-Profits</td>
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<tr>
<td>Solution Providers/Consultants</td>
<td>$1,899</td>
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### 4 WAYS TO REGISTER NOW!

- **WEB**

- **EMAIL**
  - cbireg@informa.com

- **PHONE**
  - 800-817-8601
  - 339-298-2100 outside the U.S.

- **LIVE CHAT**

### CONNECT WITH THE MEDICAL AFFAIRS TEAM FOR MORE INFORMATION!

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<tr>
<td>Katie Laquidara</td>
<td>Karen Hanover</td>
<td>John Kuchinski</td>
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<tr>
<td><a href="mailto:katie.laquidara@informa.com">katie.laquidara@informa.com</a></td>
<td><a href="mailto:karen.hanover@informa.com">karen.hanover@informa.com</a></td>
<td>john.kuchinski @informa.com</td>
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<tr>
<td>339-298-2219</td>
<td>617-290-6113</td>
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