

Strengthening Medical Affairs Impact for Improved Patient Outcomes:
Building Our Future Together

**MAPS 2018**
Annual Meeting

February 25–27, 2018

Miami, Florida

Agenda

Please visit the Annual Meeting Website and follow us on LinkedIn & Twitter for up-to-date faculty confirmations and learning objectives for all sessions.

Sunday, February 25 – MAPS 2018 Opening Night

Time	Event
16:00-18:00	Onsite Registration Open
19:00-20:00	Pre-Gala Meet & Greet Networking Reception Kick off the evening with this opportunity to meet and mingle with fellow Medical Affairs leaders prior to the start of the conference. Light refreshments and a cocktail hour provide the perfect lead-in to the evening's main event.
20:00-22:00	Medical Affairs Professional Development Program Fundraising Gala Don't forget to pack your dress-to-impress attire as we officially kick off the conference with this exciting event featuring dinner, a motivational keynote address, and live entertainment. All proceeds from the Gala benefit the development of the Medical Affairs Professional Development Program. Visit the website for details.

Networking/Exhibits

Learning & Development

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Monday, February 26

Time	Session Title	Faculty*/Topics *Confirmed to date. MAPS 2018 will feature over 30 expert faculty.
07:00	Registration Desk Opens	
07:00-08:00	Breakfast and Solution Provider Exhibits Attendee case-study and research posters, will be available for viewing beginning Monday morning. Posters will remain available for viewing throughout the meeting, and attendees will have an opportunity to vote for their favorite poster!	
08:00-08:50	Setting the Stage for Success! Opening remarks from the MAPS President – key updates on our roadmap for Strengthening Medical Affairs Impact for Improved Patient Outcomes An overview from the Annual Meeting Chair on the goals and expectations for the conference, and how this meeting and the society will help us build a bright future for Medical Affairs, together.	Kirk Shepard, MD Sr VP, Head of Global Medical Affairs Oncology Eisai MAPS President (2016-2017) Robert J. Matheis, PhD, MA Executive Director, Head of Global Scientific Communications Celgene Corporation
08:50-09:20	Keynote Address: Medical Affairs 2025: A Brave New World The velocity and scope of technological change, coupled with increased customer expectations, is disrupting health care. Historically, medicine has been a clinical	Pamela Spence Partner, Global Life Sciences Industry Leader

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	<p>science supported by data; as the lines between the digital and biological spheres continue to blur, medicine is rapidly becoming a data science supported by clinicians. What does this mean? Future success requires creating business models that promote the frictionless transfer of information between health care stakeholders in real time. This keynote will outline how platform business models that seamlessly and precisely combine products and services to deliver better health outcomes are central to creating and capturing value in today's dynamic landscape. Spence will explain how the emergence of holistic platforms of care create opportunities to promote greater customer-centricity, improved access to care, and a far clearer picture of health and disease than ever before. To remain relevant in this new era of decision medicine, traditional life sciences companies must rebalance their commercial organizations and rethink the role Medical Affairs has traditionally played, shifting from product-centric messaging to predictive and personalized support, especially for older and sicker individuals.</p>	<p>EY</p>
<p>09:20-10:00</p>	<p>Expert Panel Session: Exploring the Dimensions of the Current Healthcare Environment and the Changing Role of Medical Affairs</p> <p>Medical Affairs is rapidly evolving to meet the challenges of the new healthcare landscape. This session will explore and address the hottest issues--from the IHI Triple Aim to the explosion of Real World Data and everything in between, and help inform our strategic approaches to the challenges and opportunities that fill our new reality.</p>	<p>Pamela Spence Partner, Global Life Sciences Industry Leader EY</p> <p>Stanislav Glezer, MD Chief Medical Officer Adocia</p>

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		Anthony Page, MBA Chief Executive Officer Voxx Analytics
10:00-10:30	Morning Break and Solution Provider Exhibits	
10:30-12:00	Challenges & Solutions Workshop – Rotation #1 This workshop series consists of small working groups that will provide you with an opportunity to challenge the status quo and leave with a new vision of how to approach the key issues that you, as Medical Affairs professionals, face each day. Each workshop will be led by a pair of key opinion leaders in the field. The format will be the presentation of one or more case-based scenarios where you, as workshop participants, will be asked to present the solutions. Be prepared for a lively Q&A as you embrace and/or critique your colleagues’ ideas! <i>*Note: Pre-registration is required. Workshop registration will open on January 6, 2018. Pre-registrants will be given priority registration for workshops.</i> See full workshop descriptions, learning objectives and faculty facilitator listings by clicking on their titles on the Website version of the agenda. Click here to access.	Workshop Topics (Choose 1 to Attend) <ul style="list-style-type: none"> ● Let’s Get Digital. A Step-by-Step Guide to Building Your Next Tech Program: Best Practices and Unmet Needs in Medical Affairs ● Building a Medical Affairs Acumen Tool to Articulate Functional Value to Business Partners ● Measuring the Impact of Medical Information: New Metrics for the Medical Affairs 2.0 Paradigm ● OK, So What’s Next?: How MSLS Can Take Charge of Their Career Development ● Payer Perspective in use of Real World Evidence (RWE) ● Thinking Smarter: Multichannel Communications and Behavioral Science, The Perfect Partners for Smarter Communications

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12:00-13:00	Lunch and Solution Provider Exhibits	
13:00-14:00	<p>Hot Topics Chat Groups – Rotation #1</p> <p>Join your peers in small groups of 10 per table with a chance to focus on key issues that challenge Medical Affairs professionals. Each hour-long discussion will be led by a subject matter expert, and all participants will have a chance to discuss and debate critical topics, and share their pain points and solutions.</p> <p>Hot topics include...</p> <ol style="list-style-type: none"> 1. Strategies for conveying the Medical Affairs value proposition 2. How early is too late... Medical Affairs and prelaunch activities 3. Professional pathways for MSLs 4. Working with multiple departments to shared goals 5. Medical Affairs and commercial interactions: the dos and don'ts 6. Help! We don't have—but we need—a Medical Affairs department 7. HECI: Let's keep the discussion going 8. Practical tips for utilizing RWE 9. Compliant techniques to extend thought leader scientific exchange when there's no new data 10. Help me re-engage a disengaged thought leader! 11. Tips to help engage a "rising star" thought leader 12. Getting access to thought leaders in an increasingly restrictive environment 13. Effective management techniques for MSLs with large regions 14. Engaging payers: understanding their data needs 15. Patient centricity: what's it all about? 16. Medical Affairs in the medical device world: distinctive nuances between pharma and medical device companies 17. Medical Affairs and medical device companies: challenges in establishing value to internal stakeholders 	

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Time	Session Title	Faculty*/Topics <i>*Confirmed to date. MAPS 2018 will feature over 30 expert faculty.</i>
14:00-15:00	Hot Topics Chat Groups – Rotation #2 <i>See above list of hot topic groups</i>	
15:00-15:30	Afternoon Break and Solution Provider Exhibits View attendee posters	
15:30-16:15	Keynote Address: FDA Guidance on HCEI—Opportunities and Challenges for Implementation Direct from one of the key Academy of Managed Care Pharmacy (AMCP) directors with hands-on experience in shaping the interpretation of the FDA’s Healthcare Economic Information (HCEI) guidance for dissemination of information to Payors, Formulary Committees, and Similar Entities. Don't miss this compelling keynote address that will provide an update on the recent changes in the communication of HCEI for approved products and pre-approval information exchange that will help guide you in its implementation.	Soumi Saha, PharmD, JD Director of Pharmacy & Regulatory Affairs Academy of Managed Care Pharmacy
16:15-17:00	Expert Panel Session: Practical Approaches to Implementation of the FDA Guidance on HCEI OK... So we have this FDA guidance on dissemination of healthcare economic information (HCEI)... Which is still a draft guidance... Now what do I do? This interdisciplinary panel of Industry, Payer, and Formulary Decision Makers will discuss the opportunities and challenges with interpreting and implementing the FDA guidance on HCEI. Here are some key highlights that the panel will discuss: <ul style="list-style-type: none"> • The opportunities and challenges of HCEI being classified as “promotional” by the government • The impact of the “non-binding” nature of draft guidance 	Soumi Saha, PharmD, JD Director of Pharmacy & Regulatory Affairs Academy of Managed Care Pharmacy Raulo Frear, PharmD Director, Medical Affairs Pacific NW Merck <i>(continued on next page)</i>

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	<ul style="list-style-type: none"> Which function should present the data and the training that may be necessary Best practices in navigating manufacturer communication with Payers How to stay compliant while communicating critical information 	<p>Mary Holloway President & Co-Founder <i>DMH BioPharm Advisors</i></p> <p>Carrie Rabbitt, JD Legal Counsel <i>Novo Nordisk</i></p> <p>Hemal Shah, PharmD President <i>Value Matters, LLC</i></p>
17:00-17:05	Day 1 Adjournment & Summary Remarks	<p>Robert J. Matheis, PhD, MA Executive Director, Head of Global Scientific Communications <i>Celgene Corporation</i></p>
17:30-19:00	<p>MAPS Solutions Showcase Networking Reception Unwind and link up with fellow conference-goers after a full day of invigorating discussion at our Solutions Showcase Networking Reception. Exhibits will be open, with solution providers conducting various raffles with exciting prizes and demonstrations.</p>	

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Tuesday, February 27

Time	Session Title	Faculty/Topics
07:00-08:00	<p>Meet MAPS Leadership Breakfast Take advantage of this unique opportunity for coffee and conversation with the thoughts leader members of the MAPS Executive Leadership Committee!</p>	<p>Learn about our Executive Leadership Committee here. http://www.medicalaffairs.org/maps-committees/executive-leadership-committee/</p>
08:00-08:45	<p>Building Opportunities and Achieving Success—What Have We Learned? We'll start day 2 with a quick recap of the key learnings from day 1, and see how far we've come in strengthening our impact by identifying new opportunities for growth.</p> <p>Building Our Future Together...Now! Dr Shepard will share MAPS vision on how to keep the progress we've made moving forward as we forge new ground, and open new opportunities, for the continued growth and success of the Medical Affairs profession.</p>	<p>Therese McCall, MD President & Founder <i>McCall Medical Strategies</i></p> <p>Kirk Shepard, MD Sr VP, Head of Global Medical Affairs Oncology <i>Eisai</i> <i>MAPS President (2016-2017)</i></p>

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Time	Session Title	Faculty/Topics
08:45-10:15	<p>Challenges & Solutions Workshop – Rotation #2</p> <p>The second set of timely and topical workshops are offered on day 2. The structure is similar to that of day 1, where thought leaders from industry and solution providers present their challenges, and hands-on solutions, to help Medical Affairs professionals be better prepared to address their day-to-day activities, and ensure success in our ever-more challenging environment.</p> <p><i>*Note: Pre-registration is required.. Workshop registration will open on January 6, 2018. Pre-registrants will be given priority registration for workshops.</i></p> <p><i>See full workshop descriptions, learning objectives and faculty facilitator listings by clicking on their titles on the Website version of the agenda. Click here to access.</i></p>	<p>Workshop Topics (Choose 1 to Attend)</p> <ul style="list-style-type: none"> • Measuring the Impact of Medical Information: New Metrics for the Medical Affairs 2.0 Paradigm • Data Visualization and Multichannel Delivery—Let the Numbers Speak for Themselves • Facilitating the Data Journey in Medical Affairs: Applying Analytics and Getting Answers • Global Alignment in an Era of Complex Therapeutic Portfolios: Is It Possible to Achieve a Borderless, Unified, Scientific Voice? • Maximizing MSL Value with Internal Customers – Executing Field Activities Aligned With Corporate Strategies • Your Scientific Communication Platform Has Been Built. So Now What?
10:15-10:45	<p>Morning Break and Solution Provider Exhibits. View attendee posters.</p>	
10:45-12:15	<p>Challenges & Solutions Workshop – Rotation #3</p> <p>Following the break, you will have the opportunity to attend your third workshop, which promises to be as interactive and interesting as the first two!</p> <p><i>*Note: Pre-registration is required. Workshop registration will open on January 6. Pre-registrants are given priority registration for workshops.</i></p>	<p>Workshop Topics (Choose 1 to Attend)</p> <ul style="list-style-type: none"> • Let’s Get Digital. A Step-by-Step Guide to Building Your Next Tech Program: Best Practices and Unmet Needs in Medical Affairs • Building a Medical Affairs Acumen Tool to Articulate Functional Value to Business Partners <p><i>(continued on next page)</i></p>

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	<i>See full workshop descriptions, learning objectives and faculty facilitator listings by clicking on their titles on the Website version of the agenda. Click here to access.</i>	<ul style="list-style-type: none"> Thinking Smarter: Multichannel Communications and Behavioral Science, The Perfect Partners for Smarter Communications Managing Up/Down Boomers, Gen Xers and Millennials in Medical Affairs Capabilities and Competencies in the New Medical Affairs: A Roadmap to Success
12:15-13:15	Lunch and Solution Provider Exhibits	
	MAPS Poster Walk – visit with poster authors and discuss presentations with these subject matter experts.	
13:15-14:30	Hot Topics Chat Groups – Rotation #3 Join your peers in small groups of 10 per table with a chance to focus on key issues that challenge Medical Affairs professionals. Each hour-long discussion will be led by a subject matter expert, and all participants will have a chance to discuss and debate critical topics, and share their pain points and solutions. <i>See list of Hot Topics under Monday afternoon</i>	
14:30-15:20	Language Lessons: How Medical Affairs Professionals Can Speak “Business” to Achieve Maximum Success “I’m a scientist; I talk data, not dollars. Right?” Wrong! Don’t miss this opportunity to hear this world-renowned speaker and author share his vision on how to change the way you think—and talk—about the financial side of the business while maintaining your scientific integrity and KOLs’ respect.	Ben Cook President Acumen Learning
15:20-15:30	Closing Remarks	Robert J. Matheis, PhD, MA Executive Director, Head of Global Scientific Communications Celgene Corporation