



Agenda

All times listed are Central European Time (CET)

Sunday, 15 May 20, 2022 – Field Medical Program

Sunday	Session Title
08:00-09:00	<p>Breakfast</p> <p>A hot breakfast will be available each morning in the exhibit hall and is included in attendees' registration fees.</p>
09:00-09:15	MAPS Field Medical Program Opening Remarks & Welcome
09:15-10:15	Plenary
10:15-10:45	Morning Networking Break
10:45-12:00	Workshop: Reimagining the impact of Digital and AI in Field Medical Affairs
12:00-13:00	Lunch
13:00-14:15	Workshops: Medical Strategy and Insights: A Symbiotic Relationship Born from Delivering True Insights
14:15-14:45	Afternoon Networking Break
14:45-16:00	Workshop: Developing MSL Capabilities to Successfully Meet the New Ways of Working
16:00-17:00	<p>Closing Keynote</p> <p>Adjournment</p>
19:00 – 21:00	<p>Opening Night Networking Reception</p> <p><i>Open to all conference badge holders at no additional charge. Live Music.</i></p> <p>Kick off the conference with this entertaining networking reception, providing an informal opportunity to meet and mingle with your Medical Affairs peers and industry leaders. Heavy hors d'oeuvres and beverages will be provided. Please note: full dinner service is not included. We recommend making dinner reservations at one of the many great restaurants nearby. Please feel free to reach out to the hotel concierge for recommendations.</p>



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Networking / Exhibits / Meals	Workshops / Hot Topics	Plenaries
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Monday, 16 May 2022

Monday	Session Title
07:00-08:00	<p style="text-align: center;">Breakfast</p> <p>A hot breakfast will be available each morning in the exhibit hall and is included in attendees' registration fees.</p>
08:00-08:30	MAPS Opening Remarks & Welcome
08:30-09:30	Keynote Presentation
09:30-10:00	<p style="text-align: center;">Morning Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall)</p>
10:00-11:30	<p>Workshops: Choose 1 of 3 to Attend</p> <ul style="list-style-type: none"> Articulating the Value of External Education: A Hands-on Workshop to Prompt Action & Leadership Medical Information Leading the Optimization of Patient Care through Cross Industry Collaboration Unleashing the Potential of Multi-channel Strategy in Medical The Emerging Role of AI in Extracting Insights From Scientific Literature
11:30-12:30	<p style="text-align: center;">Lunch including Networking and Solution Provider Exhibits (Location: Exhibit Hall)</p>
12:30-14:00	Plenary Session: Innovation and Medical of the Future
14:00-14:30	<p style="text-align: center;">Afternoon Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall)</p>
14:30-16:00	<p>Workshops: Choose 1 of 3 to Attend</p> <ul style="list-style-type: none"> Developing and Executing an Integrated Medical Communications Strategy and Plan Leveraging Medical Analytics to Accelerate Success Across Global Medical Affairs Scientific Storytelling Through Data Visualization Building a patient centric engagement plan based on patient needs
16:00-16:15	Transition to Hot Topics



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Monday	Session Title
16:15-17:00	<p>Hot Topics: Choose 1 Roundtable to Attend (Small group facilitator-led discussions)</p> <ul style="list-style-type: none"> • Hidden Gem: Medical Information as a Strategic Asset • Educating for that once in a career encounter • Challenges for field medical leadership in the post-pandemic world • Solving the “Insight Gap” – Medical Affairs’ Next Challenge • How to successfully identify and engage with external experts: best practice approaches from a rare disease setting • Data-driven personalised medical communication: Medical affairs 2.0 • Scientific Discussion Online: How KOLs and Medical Affairs are moving scientific discussion into the digital space • The perfectly correct but yet deceitful visualization • Back to the Future: Advisory Boards Revisited • Coaching in the Digital Age: Challenges and Solutions in Remote Interactions
18:30-20:30	<p style="text-align: center;">MAPS Offsite Networking Event</p> <p style="text-align: center;">Our famed offsite networking events are always a highlight of our Annual Meetings. Featuring great entertainment and music in a beautiful venue, you’ll enjoy heavy hors d’oeuvres and beverages, and of course, great conversation.</p> <p style="text-align: center;">Open to all EMEA 2022 conference badge holders at no additional cost. Please note: full dinner service is not included. We recommend making dinner reservations at one of the many great restaurants nearby. Please feel free to reach out to the hotel concierge for recommendations.</p>



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Tuesday, 17 May 2022

Tuesday	Session Title
07:00-08:00	<p align="center">Breakfast - Meet the Focus Area Working Group Leads (Location: Exhibit Hall)</p> <p>Part of a Focus Area Working Group (FAWG) or interested in joining one? Meet with FAWG leadership and members to discuss currently planned initiatives and ways you can participate. Active FAWGs include: Compliance, Digital Strategy, Evidence Generation, External Education, Field Medical, Insights, MA Strategy & Value, Medical Communications, Medical Information, Medical Operations, MedTech (Devices and Diagnostics), Patient Centricity, Rare Disease & Gene Therapy</p> <p>A hot breakfast will be available each morning in the exhibit hall and is included in attendees' registration fees.</p>
08:00-09:30	Plenary Session
09:30-10:00	<p align="center">Morning Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall)</p>
10:00-11:30	<p>Workshops: Choose 1 of 2 to Attend</p> <ul style="list-style-type: none"> • "HEOR 101: Fundamentals of Evidence Appraisal, Outcomes Research, and Value Communications" • Integrating the patient voice into medical affairs activities - insights and involvement
11:30-12:30	<p align="center">Lunch (Location: Exhibit Hall)</p>
12:30-13:45	Closing Keynote
13:45-14:00	Transition to Workshop
14:00-15:30	<p>Workshops: Choose 1 of 2 to Attend</p> <ul style="list-style-type: none"> • The Emerging Role of AI in Extracting Insights From Scientific Literature • Building a patient centric engagement plan based on patient needs