



MAPS **APAC**
2020
— VIRTUAL —

Nov 18, Nov 25, Dec 2, Dec 9
14:00-16:30 HKT

The Medical Affairs Professional Society is pleased to introduce the MAPS APAC Virtual Summit 2020, the first truly Pan-Asian event for Medical Affairs Professionals in the region. Through extensive research with MA professionals from throughout Asia-Pacific, we have identified four key areas of interest that will be covered in-depth:

- Integrated Evidence Generation
- External Stakeholder Engagement
- Digital
- Voice of the Patient

To allow for attendees to better absorb and process the networking and learning, the Virtual Summit will be spread out over the course of a month, with one topic session every Wednesday from November 18 to December 9. Each weekly session will kick-off with a solo keynote presentation highlighting global perspectives, followed by a panel discussion featuring regional MA leaders from different countries, and will close with smaller, country-specific session rooms held in local languages and designed to provide MA professionals with more granular discussions of their localities.

We look forward to welcoming you at



SPEAKERS



Qasim Ahmad
Novartis

Corporate Officer/VP,
Head of Japan Medical
Affairs, OBU



Rohit Arora
Eli Lilly & Company

Medical Director



Brian D. Bradbury
Amgen

Vice President, Center for
Observational Research,
Amgen



Matthew Britland
Amgen

Medical Director



Victoria Elegant
Amgen

Region Head Medical,
JAPAC



Zhihui (ZIG) Lang
Bayer

Senior Vice President and
Head of Medical Affairs and
Pharmacovigilance



Alan McDougall
Astellas

VP and Head of Medical
Affairs, International Markets
and Greater China



Takuya Oshisa
Astellas

SVP and Head of Medical
Affairs, Japan



Jan Van Overbeeke
MCKINSEY

Associate Partner Japan



Cezary Statuch
BIOGEN

VP, Medical, Biogen
Intercontinental Region



Paul Theron
Merck

Head of Medical
Excellence



Ajay Tikku
Novartis

Region Medical Head,
APAC, Middle East,
Africa



Karen Wooley
**Envision Pharma
Group**

Global Lead, Patient
Partnerships

Wednesday, November 18, 2:00pm – 4:30pm HKT

Integrated Evidence Generation

- Ensuring alignment across different functions in evidence generation
- Timing of planning for integrated evidence generation
- Novel uses for real-world evidence
- How advances in evidence generation will impact patients

Wednesday, November 25, 2:00pm – 4:30pm HKT

External Stakeholder Engagement

- Expanding the stakeholder universe of selection beyond KOLs
- Individualized engagements
- Broadening reach through digital
- Changing role of the MSL
- The Patient perspective

Wednesday, December 2, 2:00pm – 4:30pm HKT

Digital

- How has COVID changed perceptions and uptake of digital in companies?
- How to drive digital innovation
- Using digital to enhance educational initiatives
- How digital is improving patient engagement

Wednesday, December 9, 2:00pm – 4:30pm HKT

Voice of the Patient

- Incorporating the patient voice
- Amplifying the patient voice in Asia
- Benefits of patient input to clinical trials
- Enabling patient authorship