



Agenda

All times listed are Australian Daylight Time (AEDT)

Wednesday, 16 November 2022

Wednesday	Session Title
16:00 – 18:00	<p style="text-align: center;">Welcome Networking Reception <i>(Heritage Plaza)</i> <i>Open to all conference badge holders at no additional charge</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>

Networking / Exhibits / Meals	Workshops / Hot Topics	Plenaries and Keynotes
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Thursday, 17 November 2022

Thursday	Session Title
09:00-09:15	APPA and MAPS Opening Remarks & Welcome Grand Ballroom II
09:15-10:15	Keynote Presentation: Dr. Joshua Chou, University of Technology Sydney, School of Biomedical Engineering Grand Ballroom II
10:15-10:45	Morning Break including Networking and Solution Provider Exhibits <i>Grand Ballroom I (Exhibit Hall)</i>
10:45-12:15	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> <p>A Practical Guide to Elevating the Patient Voice* <i>Cambridge</i> Matt Britland, Medical Director Amgen; Jan Lewis, Associate Medical Director, AbbVie; Brittany Scoeinger, Principal, IQVIA; Giles Stratton, Associate Principal, IQVIA</p> <p>There is broad alignment across the healthcare sector around the importance of elevating the patient voice in decision-making, and the role of Medical Affairs in enabling this. However, currently little practical guidance exists around how Medical Affairs professionals can adopt more “person centric” approaches in practice. This session will explore perceived challenges preventing Medical Affairs from elevating their approach to patient engagement, and provide practical guidance on how to more effectively / systematically incorporate the patient voice in decision-making moving forward. First, we will define the problem statement, and explore Medical Affairs perspectives on key challenges preventing industry from engaging patients more effectively today. Next, we will conduct a "myth-busting" exercise and explore which of these challenges are perceived vs. actual, in line with the Medicines Australia Code of Conduct. Finally, we will discuss practical solutions – how can we engage patients more effectively moving forward, and give them the opportunity to “feed in” rather than "feedback"? As part of this, we will deep-dive on Real World Evidence as a key enabler that allows us to capture and amplify the patient voice, and showcase specific case studies / practical examples (e.g., evidence generations through access programmes, direct-to-patient studies, etc.) We will also optionally include PBAC perspectives on how to best capture the patient experience as an input to HTA decision-making.</p> <p>ANZ Industry standards for Medical Onboarding <i>Essex</i> Robin England, Head of Excellence, AstraZeneca</p> <p>A hands on workshop designed to outline and align on what a Medical Affairs employee should expect as standard for their on boarding and Field Medical Certification. Participants will share,</p>



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	<p>discuss and agree on the key elements that should be incorporated within the on boarding of a Medical Affairs employee. Outcome is to create an industry set of standards for on boarding of Medical Affairs employees.</p> <ul style="list-style-type: none"> What GMs Want <i>Heritage</i> David Henderson, General Manager, Biogen Australia; Greta James-Chatgilaou, Director, Field Medical Strategy and Execution, Biogen Australia; Jon Zdon, Associate Medical Director- Medical Excellence, Takeda <p>Medical affairs has, in its own view, asserted itself as a third pillar of the industry. We have embraced this notion based on our scientific expertise and patient centricity, forging deep relationships with patient organisations and key opinion leaders. At a regional and global level medical affairs has a highly strategic role involved with our pipeline assets and therefore the value of these teams is very tangible. However at a country level where resources are finite and teams can have a shorter strategic horizon the value of medical affairs can often be challenged. General Managers are still very important stakeholders who are in charge of project budget approval, personnel resourcing and overall performance evaluation. We have proclaimed ourselves as the key pillar but in country organisations, with many departments highlighting their achievements and fighting for finite resources, are we key? This workshop will explore the standing of medical affairs as a strategic pillar from a country General Managers perspective and also explore areas of improvement from a capability perspective. I hope to provide results from a qualitative survey (n=15), sampling general managers and business unit heads across multiple companies in Australia.</p>
12:15-13:30	<p style="text-align: center;">Lunch including Networking and Solution Provider Exhibits <i>Grand Ballroom I (Exhibit Hall)</i></p>
13:30-14:45	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> Professional development standards in Medical Affairs* <i>Cambridge</i> Matt Britland, Medical Director Amgen; Orin Chisholm, Program Director, Pharmaceutical and Medical Device Development Programs, The University of Sydney; Victoria Elegant, VP, Regional Medical JAPAC, Global lead, Access to Medicines; Andrew Weekes, Senior Director Medical Affairs, Gilead <p>With the rapid growth of Medical Affairs, it is important to ensure appropriately qualified and trained individuals are able to enter the profession and progress through their careers. Many professions use a competency framework to define the characteristics of performance required at different levels of a professional's career. Linking these competencies with education providers can ensure that people coming into the profession are able to progress through their careers by undertaking formal education to enhance the on-the-job training that they receive</p>



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	<p>through their employers. This session will explore the development of professional competency frameworks in medical affairs and how such a framework can contribute to the growth and influence of the profession within the arena of medicines, medical technology and advanced therapy development. It will examine how a professional competency framework is developed, what competencies are required by medical affairs professionals, and how medical affairs can leverage other competency frameworks to build a comprehensive framework for their professional identity.</p> <ul style="list-style-type: none"> Shaping the Future of Medical Affairs by Rebooting Communication and Engagement <i>Essex</i> Tamara Etto, Head of Medical Affairs APAC, Antengene; Annree Wogan Co-Founder and Principal Consultant, Garrolagh Consulting and Pharmaceutical Development <p>Medical Affairs (MA) Teams spend a significant amount of time transmitting scientific information into our ecosystem. This doesn't mean that we are truly communicating! The art of profound and deep communication should be our goal in MA. Active Listening is one of the most important communication skills we can ever learn. Being able to listen to your colleagues and stakeholders well, will not only help us avoid unnecessary errors and misunderstandings, but also draw out the best in every engagement. We cannot build the best MA teams if we do not know how to teach others to listen well. In this workshop we will help you decode communication by walking you through the 5 C's of Communication (Clarify, Collaborate, Critique, Care & Celebrate). Providing a communication code upfront to your team and stakeholders will set the expectation for the engagement. The communication code will help them hear, interpret, and understand what you are trying to say and how you want them to respond back to you. Most of our stakeholders want us to Clarify. Clarify is taking the time to be truly present, willing to actively listen in an intentional way, to understand before being understood. When you are not present, you will find it challenging to communicate. The 5 C's of communication will help us create agile and highly collaborative MA teams that are excellent in deep communication and building trusting relationships with our stakeholders. Communication is key to MA influence and MA leadership is influence.</p> <ul style="list-style-type: none"> Bench to Bedside: Evolving Role of Medical Affairs in Early Drug Development* <i>Heritage</i> Cate Coleman, Medical Science Liaison, AbbVie; Rosanda Kovacevic, Clinical Operations Manager, AbbVie; Arvinjit Singh, Senior Medical Manager- Oncology, AbbVie <p>Within the last decade, the role of Medical Affairs evolved tremendously. Moving from being seen as a 'support' function to key partner, Medical Affairs continue to have a more significant impact to both in market and pipeline assets. Typically focused on specific therapeutic areas, MSLs are pillars of the field medical team, and looked at as valuable partners to healthcare professionals, for scientific information and updates. In keeping with the rapid progress of science and holding on to the WHO vision of a world in which all peoples attain the highest possible level of health, as companies enrich their pipeline assets, medical affairs continue to</p>



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	<p>play a more critical role in supporting early asset development both within the organization, working closely with Development Operations and early asset teams and externally. In field members of the medical team drive collaboration with investigators, sites, and support educational activities with healthcare professionals. Close collaboration enables delivery of rapid insights to business, driving future strategy, identifying new opportunities and promote agility for quicker and greater patient care. The interactive workshop would act as a platform to share best practice in role of medical affairs in early drug development. It also welcomes discussion on cross functional collaboration, with Development Operations and other functions involved in early asset strategy, and a Q&A session with the audience.</p>
14:45-15:15	<p>Afternoon Break including Networking and Solution Provider Exhibits <i>Grand Ballroom I (Exhibit Hall)</i></p>
15:15-16:00	<p>MAPS 2030 White Paper Breakdown Join us as we take an in-depth look from several different perspectives of MAPS 2030 White Paper</p>
16:00-16:15	<p>Transition to Plenary Session</p>
16:15-17:30	<p>Plenary Session: Grand Ballroom II Sarah Clark, Global Head of Medical Affairs and Operations for Biogen Digital Health Alex Condoleon, Medical Digital Health for Sanofi</p>
17:30-19:30	<p>Networking Reception <i>Grand Ballroom I (Exhibit Hall)</i></p> <p><i>Open to all conference badge holders at no additional charge</i></p> <p>Join your fellow conference attendees at 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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Friday, 18 November 2022

Friday	Session Title
09:00-10:15	<p>Plenary Session: <i>Grand Ballroom II</i></p> <p>Krystal Barter, Founder and Owner of Humanise Health</p>
10:15-10:45	<p>Morning Break including Networking and Solution Provider Exhibits <i>Grand Ballroom I</i></p>
10:45-12:15	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> <p>Professional development standards in Medical Affairs*<i>Cambridge</i> Matt Britland, Medical Director Amgen; Orin Chisholm, Program Director, Pharmaceutical and Medical Device Development Programs, The University of Sydney; Victoria Elegant, VP, Regional Medical JAPAC, Global lead, Access to Medicines; Andrew Weekes, Senior Director Medical Affairs, Gilead</p> <p>With the rapid growth of Medical Affairs, it is important to ensure appropriately qualified and trained individuals are able to enter the profession and progress through their careers. Many professions use a competency framework to define the characteristics of performance required at different levels of a professional's career. Linking these competencies with education providers can ensure that people coming into the profession are able to progress through their careers by undertaking formal education to enhance the on-the-job training that they receive through their employers. This session will explore the development of professional competency frameworks in medical affairs and how such a framework can contribute to the growth and influence of the profession within the arena of medicines, medical technology and advanced therapy development. It will examine how a professional competency framework is developed, what competencies are required by medical affairs professionals, and how medical affairs can leverage other competency frameworks to build a comprehensive framework for their professional identity.</p> <p>The Digital Journey for Medical Affairs – Disruption and Transformation in the Era of Omnichannel Communications <i>Essex</i> Feisia Dam, Medical Digital Manager, AstraZeneca; Felicity Kao, Medical Excellence Manager, AbbVie; Amit Lalwani, Medical Science Liaison, Sanofi</p> <p>The last two years have proven an accelerator of digital capabilities in support of medical affairs activities. With a primary aim of supporting and enhancing the experience of healthcare professionals and other stakeholders, technological platforms deliver opportunities that add value to all customers, internal and external, through the activities they enable. The terms 'disruption' and 'transformation' have been applied to changes encountered by organizations and society that have challenged the status quo of accepted ways of working. This panel</p>



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	<p>forum will explore the evolving role of technology as an enabler for delivering a medical affairs strategy and pose the question whether this is truly ‘revolution’ or ‘evolution’. What are key elements defining the successful deployment of a ‘multi- and omnichannel’ approach to HCP engagement? What are the potential gaps in planning, preparing and execution that medical affairs colleagues can avoid? How should we measure the impact of our digital activities and who should we turn to for guidance and examples of best practice? With increasing acknowledgement and representation of the medical affairs function within the pharmaceutical industry comes the focus on ‘excellence’ in the delivery of externally orientated activities. This workshop will be helpful to those interested in learning from shared experiences of those implementing and working on the delivery of digital activities through discussion, sharing of case studies and audience participation.</p> <ul style="list-style-type: none"> Scientific exchange: Planning and Executing with Impact <i>Heritage</i> Kevin Knowler, Patient Journey Partner - Scientific Exchange, Roche Pharmaceuticals; Bernd Merkel, Medical Advisor, Teva Pharmaceuticals; Alvaro Sanchez-Herrero, MSL/MM Oncology, Menarini Australia; Rachel Thomas, Roche Pharmaceuticals <p>It is key for Medical Affairs, including MSLS and employees working in the field, to bring value to external stakeholders including HCPs. Therefore, it is essential that interactions, in the most ethical way, offer the highest level of education and deliver information that goes well beyond the features and benefits of our medicines. This session will cover three important parts of interactions with HCPs to gain trust and be seen as a scientific peer: Planning and executing meetings, either virtual or face-to-face on a high level, identifying data gaps and exploring pathways of data generation, and adaptation to the new digital world (“Digital Opinion Leaders”) due to COVID-19 circumstances and the consequences of the pandemic. Moreover, the session will also focus on discussing different strategies to manage HCP’s expectations and learning how to deal with difficult conversations to ensure a long-term and fruitful relationship. The session does not only aim at field medical staff, but also medical managers, medical advisors, MSL managers and other medical affairs positions that are involved in planning and executing medical strategy and KOL engagement.</p>
<p>12:15-13:15</p>	<p style="text-align: center;">Lunch <i>Trocadero (Exhibit Hall)</i></p>
<p>13:15-14:45</p>	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> A Practical Guide to Elevating the Patient Voice* <i>Cambridge</i> Matt Britland, Medical Director Amgen; Jan Lewis, Associate Medical Director, AbbVie; Brittany Scoeinger, Principal, IQVIA; Giles Stratton, Associate Principal, IQVIA



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	<p>There is broad alignment across the healthcare sector around the importance of elevating the patient voice in decision-making, and the role of Medical Affairs in enabling this. However, currently little practical guidance exists around how Medical Affairs professionals can adopt more “person centric” approaches in practice. This session will explore perceived challenges preventing Medical Affairs from elevating their approach to patient engagement, and provide practical guidance on how to more effectively / systematically incorporate the patient voice in decision-making moving forward. First, we will define the problem statement, and explore Medical Affairs perspectives on key challenges preventing industry from engaging patients more effectively today. Next, we will conduct a "myth-busting" exercise and explore which of these challenges are perceived vs. actual, in line with the Medicines Australia Code of Conduct. Finally, we will discuss practical solutions – how can we engage patients more effectively moving forward, and give them the opportunity to “feed in” rather than “feedback”? As part of this, we will deep-dive on Real World Evidence as a key enabler that allows us to capture and amplify the patient voice, and showcase specific case studies / practical examples (e.g., evidence generations through access programmes, direct-to-patient studies, etc.) We will also optionally include PBAC perspectives on how to best capture the patient experience as an input to HTA decision-making.</p> <ul style="list-style-type: none"> Bench to Bedside: Evolving Role of Medical Affairs in Early Drug Development* <i>Essex</i> Cate Coleman, Medical Science Liaison, AbbVie; Rosanda Kovacevic, Clinical Operations Manager, AbbVie; Arvinjit Singh, Senior Medical Manager- Oncology, AbbVie <p>Within the last decade, the role of Medical Affairs evolved tremendously. Moving from being seen as a ‘support’ function to key partner, Medical Affairs continue to have a more significant impact to both in market and pipeline assets. Typically focused on specific therapeutic areas, MSLs are pillars of the field medical team, and looked at as valuable partners to healthcare professionals, for scientific information and updates. In keeping with the rapid progress of science and holding on to the WHO vision of a world in which all peoples attain the highest possible level of health, as companies enrich their pipeline assets, medical affairs continue to play a more critical role in supporting early asset development both within the organization, working closely with Development Operations and early asset teams and externally. In field members of the medical team drive collaboration with investigators, sites, and support educational activities with healthcare professionals. Close collaboration enables delivery of rapid insights to business, driving future strategy, identifying new opportunities and promote agility for quicker and greater patient care. The interactive workshop would act as a platform to share best practice in role of medical affairs in early drug development. It also welcomes discussion on cross functional collaboration, with Development Operations and other functions involved in early asset strategy, and a Q&A session with the audience.</p> <ul style="list-style-type: none"> Evolving the medical communication strategy: A purist vs. pragmatic approach, or a bit of both? <i>Heritage</i>



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	<p>Amy Kavka, Omnichannel Medical Communications Senior Manager, Amgen; Beejal Vyas-Price, Global Scientific Communications Manager, Cochlear Ltd</p> <p>The proposition of medical communications becoming a ‘thought partner’ for medical strategy has invited much discussion and debate. With the ever-increasing digital innovation that is transforming evidence generation, communication and dissemination, the need for an integrated strategic approach has never been so important. Once limited to traditional print, medical communications can now take the form of emails, podcasts, webinars, blogs, and social media feeds. Amidst this ever-growing selection of channels, how do we ensure a consistent strategic scientific narrative that speaks to the needs of multiple external stakeholders, e.g. patients, healthcare professionals and payers? Moreover, from an internal stakeholder perspective, how do we align cross-functionally and cross-regionally to ensure that the development of a global medical communications strategy resonates locally? Is there value in engaging external consultants or agencies help develop and plan a unified and strategic scientific communications platform and, if so, what are the key considerations to ensure a successful partnership? To address these and other questions, this workshop will build on the themes presented in the MAPS whitepaper “Integrated Medical Communications Strategy and Plan” (https://medicalaffairs.org/integrated-medical-communications-strategy-and-plan/) that outlines a roadmap to building this integrated plan. The workshop will explore the practicalities of this roadmap in the pharmaceutical and medical devices sectors by considering existing organisational and stakeholder barriers and facilitators. Through interactive discussions, participants will work through case studies to formulate strategic communication plans that they’ll be able to apply to their own individual context and help build trust and facilitate deeper engagement with all their relevant stakeholders.</p>
14:45-15:00	Transition to Closing Keynote
15:00-16:00	Closing Keynote: Liz De Somer, CEO Medicines Australia
16:00	Adjournment