



Agenda

All times listed are Central time.

Sunday, March 26, 2022 – Field Medical Program

Sunday	Session Title
07:30-18:30	Registration (Location: 2 nd Level)
08:00-08:45	Breakfast A hot breakfast will be available each morning and is included in attendees' registration fees.
09:00-09:15	MAPS Field Medical Program Opening Remarks & Welcome
09:15-10:30	Current State of Field Medical and Session Overview
10:30-11:00	Morning Break
11:00-12:30	Workshops: Choose 1 of 5 to Attend (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • Optimize your field medical team for the omnichannel world* (DS/FM/MO/MS) • Cracking the Code on Medical Insights that will improve strategy and Demonstrate Field Medical Impact* (FM/I/MS) • Standing Up for Science (FM) • How to develop content to meet the needs of MSLs and HCPs: understanding the user experience (EE/FM)
12:30-13:45	Lunch
13:45-15:15	Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)

Networking / Exhibits / Meals	Workshops Topic Areas:				Plenaries / Keynotes
	C- Compliance	DS- Digital Strategy	EG- Evidence Generation	EE- External Education	
	FM- Field Medical	I- Insights	MC- Med Comm.	MI- Med Info	
	MO- Med Ops	MS- Med Strat & Launch Excellence	MT- Med Tech.	PC- Patient Centicity	
	RD- Rare Disease and Gene Therapy		B- Business Acumen		



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	<ul style="list-style-type: none"> • Optimize your field medical team for the omnichannel world* (DS/FM/MO/MS) • Cracking the Code on Medical Insights that will improve strategy and Demonstrate Field Medical Impact* (FM/I/MS) • Disruptive Approaches to Scientific Excellence for Medical Teams (FM/MO) • Innovative solutions for medical strategy implementation and alignment with engagement plans. (FM/I/MS) • The Art of the Pivot: How MSL Managers Can Adopt, Adapt and Apply (FM/MO/MS)
15:15-15:45	Afternoon Break
15:45-17:00	Review and Closing of the Day (FM) Adjournment

18:00 – 20:00	<p style="text-align: center;">MAPS 2023 Opening Night Networking Reception</p> <p style="text-align: center;"><i>Open to all conference badge holders at no additional charge. Live Music. (Exhibit Hall Level 2)</i></p> <p>Cocktails and heavy apps will be provided. Note: this is not a full dinner service. We recommend attendees make dinner reservations at one of the many wonderful Downtown Nashville restaurants. Please check with the Omni hotel concierge for assistance in securing a reservation.</p>
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Monday, March 27, 2023

Monday	Session Title
07:00-17:30	Registration (Location: Level 2)
07:15-08:15	Breakfast (Location: Exhibit Hall-Level 2) A hot breakfast will be available each morning in the exhibit hall and is included in attendees' registration fees.
08:30-09:00	MAPS Opening Remarks & Welcome (Broadway Ballroom- Level 2)
09:00-10:00	Opening Keynote Presentation (Broadway Ballroom- Level 2)
10:00-10:45	Morning Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)
10:45-12:15	Workshops: Choose 1 of 6 to Attend or the Medical Safety Plenary Session (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • Designing a Roadmap to Success: Fundamentals of Strategic Planning (MS) • Bringing Your SCP to Life (MC) • Digital Excellence in Product Launches (DS/MS) • Globalization of Medical Affairs: Navigating New Frontiers (MO/MT/DS) • Insights to action generating value with cross functional teams: From medical information to field medical and beyond (MI/I) • Uncovering the Unmet Need: 5 Critical Factors That Medical Affairs Must Address for a Successful Rare Disease Entry (RD/MS/PC)
10:45-12:15	Medical Safety Plenary

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Monday	Session Title
12:15-13:45	Lunch including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)
13:45-15:15	Workshops: Choose 1 of 7 to Attend (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • How to structure an impactful presentation* (EE/FM/MS) • Medical Transformation and the expanding potential for Clinical Impact: Facing Health Disparities & Delivering on the Ecosystem of Stakeholders Needs* (EG/I/MS) • A New Journey on the Horizon: Standing up a NEW Medical Affairs and Outcomes Research Organization (FM/MO/MS) • Establishing the Medical Affairs Function to Unlock Product Potential: A Small Biopharma Dilemma (C/MO/MS) • Moving from engagement to collaboration: Applying the Experience and Expertise of People Living with the Diseases we Treat in Medical Affairs Initiatives (EE/MC/PC) • Escaping the Problem, Collaboration to the Rescue (MT/MI) • The Role of Medical Affairs in Establishing True Patient Partnerships Across the Drug Development Lifecycle* (PC/MS)
15:15-16:00	Afternoon Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)
16:00-17:00	Plenary Session Broadway Ballroom Level 2
17:30-19:30	Offsite Networking Reception Join on a short walk down the heart of Nashville for an offsite networking reception! <i>RECOMMENDED DRESS ATTIRE: Evening Casual Cocktail Attire</i> No additional fee required to attend: all MAPS 2023 registrants are eligible to attend. Please wear your MAPS 2023 badge. Note: this is not a full dinner service.

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Tuesday, March 28, 2023

Tuesday	Session Title
07:00-18:00	Registration (Location: Level 2)
07:15-08:15	Breakfast (Location: Exhibit Hall-Level 2) A hot breakfast will be available each morning in the exhibit hall and is included in attendees' registration fees.
08:30-09:30	Keynote Presentation (Broadway Ballroom- Level 2)
09:30-10:15	Morning Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)
10:15-11:45	Workshops: Choose 1 of 7 to Attend (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • Navigating the “Gray” of Medical and Commercial Interactions (C/MS) • Future Frontiers of External Education: Collaborative Implementation Science, Innovation, and Future-ready Medicine (EE) • Using Scientific Awareness to Measure Medical Impact (I) • Unlocking the potential of your team – staffing for the future (MI/FM/MO) • Using the Medical Affairs Leadership Competency Model for Employee Professional Development* (FM) • Turning Crisis Into Value: The Role of Medical Affairs in Supporting Product Recalls (MT/C/PC) • Commercialization Basics with a focus on Market Access for Medical Affairs Professionals – (B)
11:45-13:15	Lunch including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)

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13:15-14:45	Workshops: Choose 1 of 7 to Attend (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • Making Innovation a Priority to Inspire Performance and Engagement (EG/FM/MS) • Understanding Medical Communications Strategy and Omnichannel Orchestration (MC) • Maximizing the Strategic Role of Medical Information (I/MI/MS) • Beyond the Data: Developing Medical Affairs Patient Engagement Strategies and Patient-focused Communication Plans (I/MS/PC) • Medical Operations: Driving Medical Affairs Forward* (MO) • Building Medical Affairs Agility to Optimize Scientific Exchange (DS/FM/MT) • Scaling your KPI Program Across Organization Size and Type?(MT/FM/MO)
14:45-15:30	<p style="text-align: center;">Afternoon Break including Networking and Solution Provider Exhibits (Location: Exhibit Hall- Level 2)</p>
15:30-16:45	Plenary Session <ul style="list-style-type: none"> • Broadway Ballroom Level 2
17:00-18:30	<p style="text-align: center;">Get to Know MAPS</p> <ul style="list-style-type: none"> - MAPS Chapter Reception- Get to know about your local chapter and how to engage with Medical Affairs Professional in your area! - Opening Doors Meet and Greet- Are you new to Medical Affairs, this is the place for you, get to know other attendees who are new to Medical Affairs - Meet the Focus Area Working Groups- Learn more about the Working Groups of MAPS and how you can get involved! - Mentor Mentee Meet Up- Are you a Mentor or Mentee this is your chance to meet face to face. (Invite Only)

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Wednesday, March 29, 2023

Wednesday	Session Title
07:00-12:00	Registration (Location: Level 2)
07:15-08:15	Breakfast (Location: Level 2) A hot breakfast will be available each morning and is included in attendees' registration fees.
08:30-09:30	Plenary Session Broadway Ballroom Level 2
09:30-10:00	Morning Coffee Break (Location: Exhibit Hall- Level 2)
10:00-11:30	Workshops: Choose 1 of 7 to Attend (*Indicates workshop will be offered again at another time on the agenda) <ul style="list-style-type: none"> • Integrated Evidence Plans vs. Integrated Evidence Reality: Closing the Gap (EG/MO/MS) • Connecting Field Medical and Medical Information - Collaboration for the Win (MI/FM) • Driving Deeper Conversations Through New Perspectives in Disease Visualization (MT/FM) • Using the Medical Affairs Leadership Competency Model for Employee Professional Development* (FM) • The Role of Medical Affairs in Establishing True Patient Partnerships Across the Drug Development Lifecycle* (PT/MS) • How to structure an impactful presentation* (EE/FM/MS) • Medical Transformation and the Expanding Potential for Clinical Impact: Facing Health Disparities & Delivering on the Ecosystem of Stakeholders Needs* (EG/I/MS)
11:30-11:45	Transition to Closing Keynote
11:45-12:45	Closing Keynote <ul style="list-style-type: none"> • Broadway Ballroom Level 2

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Wednesday	Session Title
12:45-13:00	Thank you and Adjournment Grab and Go Lunch Available

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