

Welcome!

Delivering an Effective Data Dissemination Strategy in a Transforming Industry

Our webinar...

Welcome & Introductions

Panel Discussion

Audience & Panel Q&A



Welcome & Introductions

Welcome & Introductions



Luca Dezzani

VP, US Oncology Medical Affairs
Janssen



Andra Stevenson

Senior Director, Global Medical Affairs
Merck



Jeremy Williams (moderator)

Global Director
Healthcare Consultancy Group



Greg Imber

Chief Engagement Officer
Healthcare Consultancy Group



Genevieve Brown

SVP, Medical Services
Health Science Communications

Welcome & Introductions

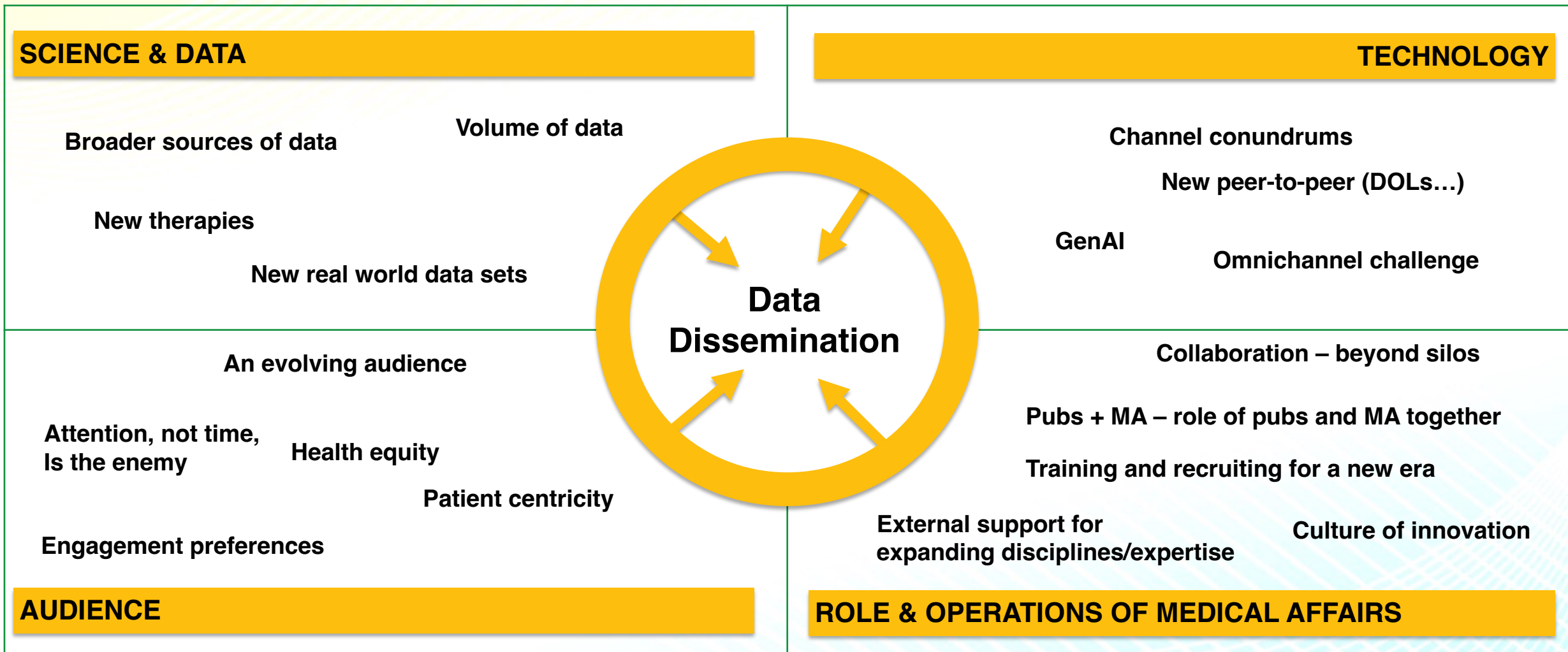


Share something you did in data dissemination in the last year which you would not have anticipated 5 years ago...

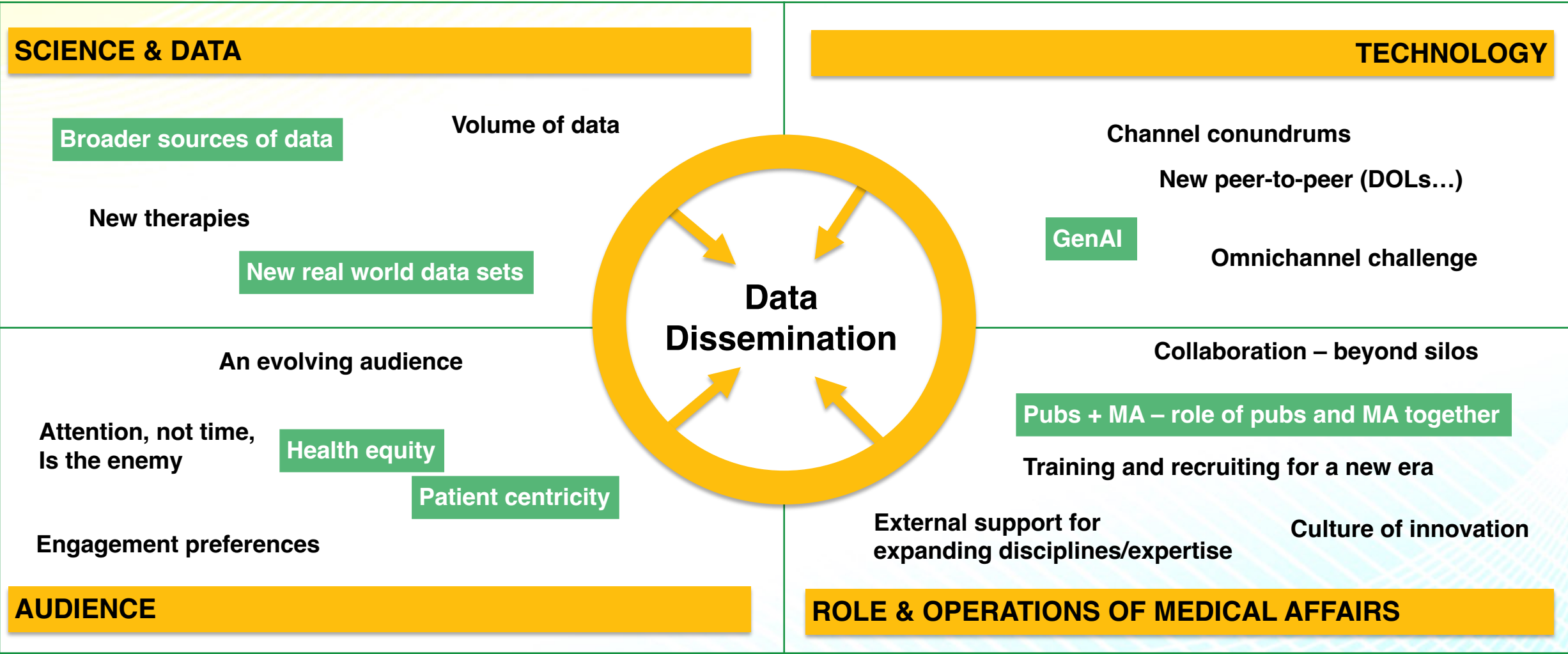


Panel Exchange

Panel Discussion



Panel Discussion



Panel Discussion



Science & Data

Broader sources of data
New real world data sets

Panel Discussion



Audience

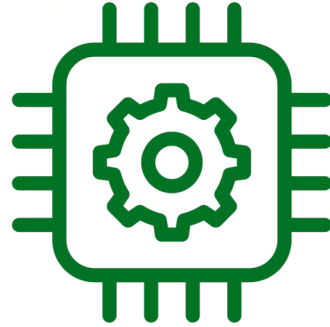
Understanding the evolving audience
HCPs and Patients



Role & Operations of Medical Affairs

The role and relationship
of Medical Affairs and Publications

Panel Discussion



Technology

GenAI



Audience & Panel Q&A



On reflection...



Thank You.

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