



MAPS TAIWAN MEDICAL AFFAIRS SUMMIT
AUGUST 30 *Taipei*
2024

2024 Theme:

“Digital Innovations in Medical Affairs: Transforming Patient Outcomes”

Welcome Letter

Dear Esteemed Colleagues & Guests,

On behalf of the organizing committee, it is with great pleasure that we welcome to attendees to the **1st MAPS Taiwan Medical Affairs Summit in Taipei**. This exciting event, co-organized with MAPS, will focus on the major impact digital is having across Medical Affairs disciplines with this year's theme, "**Digital Innovations in Medical Affairs: Transforming Patient Outcomes.**"

We have designed the program to be practical and immersive and include topics and best practices that can immediately be applied to your daily responsibilities.

We are confident that you will find this Summit to be an invaluable opportunity to learn about the latest digital trends and insights in Medical Affairs and help you to shape the future of healthcare in Taiwan.

We look forward to welcoming you in Taipei!

Best regards,



Kopei Chang
Medical Director
Amgen



Sam Ching
General Medicines
Medical Head, Taiwan
and Hong Kong
Sanofi



Victoria Elegant
President, APAC
MAPS

Co-Organized With



The Medical Affairs Professional Society (MAPS) is the premier non-profit global Medical Affairs organization FOR Medical Affairs professionals BY Medical Affairs professionals across all different levels of experience/specialty. Together with over 10,500 Medical Affairs members from 300+ companies globally, MAPS is transforming the Medical Affairs profession to increase its value to patients, HCPs, industry and society.

MAPS transforms Medical Affairs organizations and Medical Affairs professionals globally by: speaking as the single voice of the Medical Affairs profession; defining the current and future practice of Medical Affairs; being the global community for Medical Affairs professionals; and leveraging collective thought leadership to train the next generation of Medical Affairs leaders.

Agenda & Schedule of Events

Friday, August 30 - General Session

8:30 - 8:50 **Registration & Networking**

8:50 - 9:00 **Opening Remarks**

Kopei Chang
Medical Director
Amgen

Sam Ching
General Medicines Medical Head, Taiwan & Hong Kong
Sanofi

9:00 - 10:00 **Digital Transformation and the Role of Medical Affairs**

Keynote Panel

Moderator:
Bora Erdemli
Principal
ZS Associates

Panelists:
Barnard Yu
Country Medical Director
Takeda Pharma

Shawn Jeng
Medical Director
Ono Pharmaceutical

Pei-Chieh Fong
Vice President, International Medical
AstraZeneca

David Lee
Senior Country Medical Director
Pfizer

Agenda & Schedule of Events

Friday, August 30 - General Session

10:00 - 11:00 **The Challenges and Opportunities of Digital Transformation in Hospitals**

*Keynote
Presentation*

Liang-Kung Chen
Superintendent
Taipei Municipal Gan-Dau Hospital

11:00 - 11:10 **Networking Break**

11:10 - 11:30 **Case Study 1: Digital Innovation in Medical Affairs**

Zoe Lwo
Medical Communication & Capability Manager
Amgen

11:30 - 11:50 **Case Study 2: Digital Innovation in Medical Affairs**

Kevin Chueh
Specialty Care Medical Head, Taiwan & Hong Kong
Sanofi

Clark Peng
Diagnostic Medical Manager
Sanofi

11:50 - 13:15 **Lunch**

Agenda & Schedule of Events

Friday, August 30 - Workshops

13:15 - 14:15 **Workshop 1: Brainstorm for Innovative Digital Ideas in Medical Affairs**

Facilitator: **Kopei Chang**
Medical Director
Amgen

- Introduction: 10 Reasons Digital Strategies Fail and How to Succeed
- Group Discussion & Output

Key Topics

- What digital can do for Medical Affairs?
- What digital cannot do for Medical Affairs?
- What to add on digital projects for Medical Affairs?
- What to remove on digital projects for Medical Affairs?

- Sharing and Reporting Back

14:15 - 15:15 **Workshop 2: How To Plan an HCP Portal?**

Facilitator: **Rebecca Cheng**
Medical Director
MSD

- Introduction: Overview of 4 Pharmaceutical Global HCP Portals
- Group Discussion & Output

Key Topics

- What contents or resource should be available at HCP portal?
- What contents or resource can attract HCP most?
- How to prioritize the contents and resources for HCP portal?

- Sharing and Reporting Back

Agenda & Schedule of Events

Friday, August 30 - Workshops

15:15 - 15:30 **Networking Break**

15:30 - 16:30 **Workshop 3: Putting Digital Plan in Medical Affairs Strategy**

Facilitator: **Sam Ching**
General Medicines Medical Head, Taiwan & Hong Kong
Sanofi

- Introduction: Planning Flow of Integrating Digital in Medical Affairs Strategy & Scenario
- Group Discussion & Output

Key Topics

- Focused priorities
 - How to know customer needs
 - Gaps that digital can address
 - Digital tactics
 - Implementation plan
-
- Sharing and Reporting Back

16:30 - 16:45 **Close & Feedback**

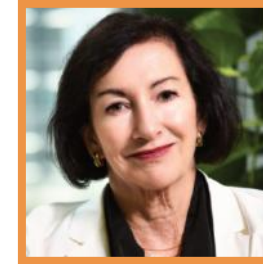
Speaking Faculty



Kopei Chang
Medical Director
Amgen



Sam Ching
General Medicines Medical Head,
Taiwan & Hong Kong
Sanofi



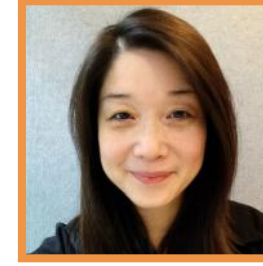
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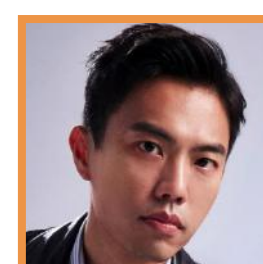
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Registration



General Session & Workshop	Early Bird <i>(Ends August 2, 2024)</i>	Regular <i>(Begins August 3, 2024)</i>
R&D Company Rate (1 Attendee)	4,000 NT	4,500 NT
R&D Group Rate A (2 to 4 Attendees)	3,500 NT	4,000 NT
R&D Group Rate B (5+ Attendees)	3,000 NT	3,500 NT
Academic / Hospital Rate	3,000 NT	3,500 NT
Solution Provider Rate	5,000 NT	6,000 NT

[Register at medicalaffairs.org/maps-taiwan24](https://medicalaffairs.org/maps-taiwan24)

Meeting Venue



Chang Yung-Fa Foundation - International Conference Center

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No. 11, Zhongshan S Rd, Zhongzheng District,
Taipei City, 10048, Taiwan (R.O.C.)
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