

**OCT 28-29**  
**BOSTON**

Become an **Expert** and hone your skills for Pharma, Biotech, Medical & Diagnostic Device launches.

**PROGRAM OBJECTIVES**

AFTER PARTICIPATING IN THE LAUNCH EXCELLENCE MASTERCLASS PROGRAM, PARTICIPANTS SHOULD BE BETTER ABLE TO:

- Understand the expanding Medical Affairs leadership role in Launch Excellence and how Medical Affairs expertise should be leveraged throughout the process to maximize value
- Identify core components of a successful launch from a company and learn from external stakeholders' preferences
- Demonstrate cross-functional collaboration and alignment on shared goals and expectations when working across internal and external stakeholder networks
- Supporting the optimization of tools, systems and processes to elevate organizational launch capabilities and readiness with clear roles and responsibilities for strategic and implementation objectives
- Address current real-world launch challenges driven by an accelerated shift to digital and remote working through case studies and live discussion

- EXPLORE THE FUTURE OF LAUNCH EXCELLENCE -

**PROGRAM OVERVIEW**

**DAY 1**

**LAUNCH STRATEGY & EXECUTION**



Discuss the critical role of Medical Affairs in launch success

Optimize metrics to demonstrate value

Highlight digital transformation shaping Medical Affairs launch execution

**ORGANIZATIONAL READINESS**



Discuss evolving organizational models and how these impact launch planning and execution

Understand industry trends shaping the future of Medical Affairs organizations

**DAY 2**

**DATA DISSEMINATION & ENGAGEMENT**



Highlight importance of strategic storytelling and an omnichannel approach to enhance audience reach and engagement

Discuss the evolving Field Medical role in launch excellence

**EVIDENCE GENERATION PLANNING**



Define the role of Global, Regional and Local Medical Affairs in evidence generation planning

Highlight strategies to optimize cross-function collaboration

Assess evidence generation needs across launch phases

**REGISTER NOW!**

<https://medicalaffairs.org/le-boston24/>

# AGENDA

## DAY 1

LAUNCH STRATEGY & EXECUTION	
TIME	TOPIC
9:00	Breakfast & Networking Hour
10:00	Welcome & Introduction
10:15	The Critical Role of Medical Affairs in Launch Success
10:35	Digital Innovation Driving Medical Affairs Launch Excellence
10:55	Expert Panel Q&A
11:20	<b>REFRESHMENT BREAK</b>
11:40	Introducing the Launch Case Study
11:50	<b>WORKSHOP #1:</b> Defining & Measuring Launch Success
13:00	<b>LUNCH</b>
ORGANIZATIONAL READINESS	
14:00	Sponsor Introduction
14:05	Evolving Organizational Models
14:35	Industry Trends Shaping Our Organizations
15:00	Expert Panel Q&A
15:20	<b>REFRESHMENT BREAK</b>
15:50	<b>WORKSHOP #2:</b> Focus on Organizational Readiness
16:50	<b>DAY 1 SUMMARY &amp; CLOSE</b>
17:00-18:30	<b>NETWORKING RECEPTION</b>

DATA DISSEMINATION & ENGAGEMENT	
TIME	TOPIC
9:00	Breakfast & Networking Hour
10:00	Day 2 Welcome
10:05	Leveraging Strategic Storytelling to Optimize Data Dissemination*
10:45	The Evolving Role of Field Medical in Launch Excellence*
11:15	<b>REFRESHMENT BREAK</b>
11:35	<b>WORKSHOP #3:</b> Evolving Data Communication
12:30	<b>LUNCH</b>
EVIDENCE GENERATION PLANNING	
13:15	The Role of Global, Regional and Local Medical Affairs in Evidence Generation and T-24 Planning*
14:00	<b>WORKSHOP #4:</b> Principles of Evidence Generation Planning
14:45	<b>MEETING SUMMARY &amp; CLOSE</b>
15:00	<b>ADJOURN</b>

\* INCLUDES A 15-MINUTE Q&A

**THANK YOU** to the  
**PROGRAM FACULTY**



**JOHN SANDSTROM**  
 Co-Chair  
 Vice President,  
 Medical Affairs  
 Sumitomo Pharma America



**TAMARA PALAGASHVILI**  
 Co-Chair  
 Senior Medical Director,  
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 Leader

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