

SEPT 9-10 | Elevate and expand your knowledge on
SAN DIEGO | Integrated Medical Communications Strategy and
 Plans with leading industry professionals and experts.

PROGRAM OBJECTIVES

AFTER PARTICIPATING IN THE INTEGRATED MEDICAL COMMUNICATIONS MASTERCLASS PROGRAM, PARTICIPANTS SHOULD BE BETTER ABLE TO:

- Explain and apply the foundations of developing an iMC S/P to ensure alignment with your Medical Affairs and Product Strategies
- Create a robust iMC S/P by using templates and examples of regional and global iMC S/Ps
- Identify key inputs and cross-functional insights to continuously evolve your iMC S/P
- Develop strategic approaches to be used in a range of therapeutic areas including rare disease, oncology, and medical devices

- EXPLORE THE FUTURE OF INTEGRATED MEDICAL COMMUNICATIONS -

PROGRAM OVERVIEW

DAY 1

iMC S/P FOUNDATIONS



Explain the foundations of developing an iMC S/P

Engage collaboration models to develop a robust iMC S/P for optimal communications into asset and portfolio strategic planning

CREATING AN iMC S/P



Customize a template for building an iMC S/P

Contrast the needs and viewpoints from global and regional perspectives when developing an iMC S/P

DAY 2

SPECIAL CONSIDERATIONS WHEN BUILDING AN iMC S/P



Understand considerations and differences when building an iMC S/P in special therapeutic areas (e.g., chronic diseases, rare disease, and oncology)

Develop strategic approaches for unique special cases in a plan

KEY INPUTS: METRICS AND INSIGHTS



Assess how insights and other inputs can contribute to updating an iMC S/P

Identify meaningful metrics that can inform and improve an iMC S/P

Determine best practices in the execution and evolution of an iMC S/P

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<https://medicalaffairs.org/imc-sandiego24/>

AGENDA

DAY 1

TIME	TOPIC
9:00	Breakfast & Networking Hour
10:00	Welcome & Introduction
10:10	Foundations of Building an iMC S/P
10:25	WORKING SESSION: What do you want from this MasterClass?
10:50	Building an iMC S/P: Step by Step
11:30	REFRESHMENT BREAK
11:50	Building an iMC S/P: An Interactive Case Study
12:30	PANEL DISCUSSION: Expert Perspectives on iMC S/Ps
13:00	LUNCH
14:00	Sponsor Introduction
14:05	WORKSHOP #1: Understanding the iMC S/P Components
15:25	REFRESHMENT BREAK
15:45	PANEL DISCUSSION: iMC S/Ps in Global and Regional Settings
16:15	Expert Q&A
16:45	DAY 1 SUMMARY & CLOSE
17:00-18:30	NETWORKING RECEPTION

TIME	TOPIC
7:30	Breakfast & Networking Hour
8:30	Welcome and Recap
8:45	Evolving an iMC S/P with Insights: Why and How?
9:15	Field Medical Insights
10:00	PANEL DISCUSSION: iMC S/Ps Across the Therapeutic Landscape
10:30	REFRESHMENT BREAK
10:50	Review Key Components and Objectives of the iMC S/P Workshop
11:00	WORKSHOP #2: Adapting an iMC S/P Based on Market Changes
12:30	LUNCH
13:30	INTERACTIVE PRESENTATION: Considerations for iMC S/P Metrics
14:15	Expert Q&A
14:45	MASTERCLASS SUMMARY & CLOSE
15:00	ADJOURN

THANK YOU to the
PROGRAM FACULTY



FATIMA AHMAD
 Co-Chair
 TA Head, Rare Disease –
 Endocrine/Renal CMR
 Novo Nordisk



FRAN PARADISO-HARDY
 Co-Chair
 Vice President and Head of
 Global Medical Communications
 Astellas Pharma



DHEEPA CHARI
 Vice President, Global
 Medical Communications
 and Content
 Pfizer



ELVIRA DSOUZA
 President
 Cactus Life Sciences



MATTHEW KRZYWOSZ
 Lead, Global Scientific
 Communications and Content
 Astellas Pharma



DEBRA MAYO
 Executive Director Global Medical
 Communications and Operations
 Otsuka, OPDC



TODD PARKER
 Senior Vice President,
 Managing Director
 MedThink SciCom



SEAN SHEFFLER-COLLINS
 Lead, Global Scientific
 Communications and
 Content
 Astellas Pharma



DONNIE WOOTEN JR.
 Head Strategic Medical
 Content & Omnichannel
 Organon

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