

Welcome Letter

Dear Esteemed Colleagues & Guests,

On behalf of the organizing committee, it is with great pleasure that we welcome to attendees to the Inaugural KSPM - MAPS Medical Affairs Summit in Seoul. This exciting event, co-organized by the Korean Society of Pharmaceutical Medicine (KSPM) and Medical Affairs Professional Society (MAPS), will focus on the ever-growing impact Medical Affairs is having on patient outcomes with this year's theme, "Revisiting the Roles, Value and Practice of Medical Affairs in Biopharmaceutical Industries"

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 trends and insights in Medical Affairs and help you to shape the future of healthcare in Korea.

We look forward to welcoming you in Seoul!

Best regards,



이대희 President **KSPM**



Victoria Elegant President, APAC MAPS

Co-Organized By





The Korean Society of Pharmaceutical Medicine (KSPM) develops pharmaceutical medicine in line with the latest medical/scientific perspective, and disseminates medical/scientific/ethical knowledge necessary for the development of medicines to the government, pharmaceutical industry, and professional societies.

The objectives of KSPM are developing pharmaceutical medicines as a professional area, establishing scientific/professional relationship with government health authorities/medical associations, providing members with professional training/education opportunities, and supporting the business of members/member's companies and keeping patient's safety.

www.kspm.org

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.

www.medicalaffairs.org

Friday, October 18

09:00 - 09:25 Registration & Networking

09:25 - 09:30 Opening Remarks from Korean Society of Pharmaceutical Medicine (KSPM) & Medical Affairs Professional Society (MAPS)
이대희, President, KSPM Victoria Elegant, APAC President, MAPS

09:30 - 11:10 Session 1: Roles and Value: Which Impacts Can Medical Affairs Deliver?
의학부가 다양한 활동을 통해 어떤 임팩을 줄 수 있는지 실제 사례를 통해 의학부의 역할과 가치를 다시 생각해 봅니다
Chair: 이대희, President, KSPM

- 1.1 Medical Affairs-Driven Launch Framework in Oncology from a Collaborative Perspective 고형문, Oncology Medical Affairs Head, **Daiichi-Sankyo**
- 1.2 Insight Generation Into Medical Strategies 김영임, Hematology Medical Director, **Novartis**
- 1.3 Considerations for Local Evidence Generation & Dissemination: A Medical Affairs Perspective 이승재, Rare Disease TA Lead, **Amgen**
- 1.4 How Medical Affairs Engages with PatientsVictoria Elegant, APAC President, MAPS
- 1.5 Q&A and Panel Discussion

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11:20 - 12:20 Session 2: Self-Awareness: How Our Key Stakeholders Recognize Medical Affairs and What Do They Expect From Us?

내외부 주요 이해당사자들의 의학부에 대한 인상과 기대를 통해 의학부의 자기인식을 높이고, 향후 개선 방향을모색합니다

Chair: 김수정, Country Medical Director, MSD

- 2.1 Key Thought Leader 이수현, Associate Professor, **Korea University Anam Hospital**
- 2.2 Commercial Leader 유병재, President, **Novartis**
- 2.3 Clinical Operation Leader 임윤희, Country Leader, Clinical Operations, **Roche**
- 2.4 Senior KSPM Advisor 이일섭, President, CHA Future Medicine Institute
- 2.5 Q&A and Panel Discussion

12:20 - 13:30 Lunch

Satellite Session: Medical Director Roundtable on Talent Management

Chair: Victoria Elegant, APAC President, MAPS

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13:30 - 14:50 Session 3: Digital/AI: How Medical Affairs Utilize Digital/AI into Practices?

디지털 혁신과 AI 도입이 의학부 업무에 가져올 수 있는 변화와 혁신을 소개합니다

Chair: 김수아, Country Medical Director, Amgen

- 3.1 Enhancing Personalized Customer Engagement with Digital/AI 박지원, Head of Commercial, **Veeva Systems**
- 3.2 Back to Basics: Real-World Infra for RWD/RWE in Korea 김동규, CEO, **Mediplexus**
- 3.3 Digital Healthcare 2024: Age of Generative Al 나군호, Head of Healthcare Lab, **Naver**
- 3.4 Q&A and Panel Discussion

15:00 - 16:20 Session 4: Hot Topics on Medical Affairs in Korea

최근 의학부와 관련된 핫 토픽을 제시하고 토픽에 대한 이해와 개선 방향을 논의합니다

Chair: 이승훈, Country Medical Director, Roche

- 4.1 *PMS into RMP: What Will Be Changed and What Should We Focus On?* 정진아, RWE Strategy & Operation Lead, **Bayer**
- 4.2 Navigating Multiplicity in Clinical Trials: A Concise Overview of Definition, Methods and Applications 김영도, RWE Manager, Janssen
- 4.3 Korea Rare Diseases: Challenges and Opportunities in Reality 조인수, Rare Disease Medical Head, Sanofi
- 4.4 Q&A and Panel Discussion

Friday, October 18

16:30 - 17:50 Session 5: Hot Debates on Medical Affairs in Korea

의학부의 주요 쟁점 사항에 대해 서로 다른 의견을 듣고, 건설적인 토론을 이끌어 냅니다

Chair: 정형진, Vice-President, KSPM

- 5.1 Optimal Measurement of Medical Impacts (Quantity vs. Quality)
 - 강효승, Medical Customer Ex-Lead, Bayer APAC (Pro-Quantity)
 - 구재연, Medical Communications & Capabilities Senior Manager, Amgen (Pro-Quality)
- 5.2 Optimal Model for Management and Development of MSLs: TA Lead vs. MSL Manager
 - 김보경, Solid Oncology TA Lead, **Takeda** (Pro-TA Lead)
 - 박경아, Oncology TA Lead, Astellas (Pro-MSL Manager)
- 5.3 Optimal Model for MSL's Customer Engagement: Fully Field-Based vs. Hybrid
 - 이주연, Country Medical Director, Gilead (Pro-Fully Field-Based)
 - 이세영, Executive Director of Medical Group, **Yuhan** (Pro-Hybrid)
- 5.4 Q&A and Panel Discussion

17:50 - 18:00 Close & Feedback

Program Committee



정형진 Vice-President **KSPM**



조인수 Medical Head, Rare Disease Sanofi



김수아 Country Medical Director **Amgen**



구재연 Senior Manager, Medical Communications & Capabilities Amgen



이건일 Medical Lead, Cardiorenal Metabolism Boehringer-Ingelheim



Victoria Elegant APAC President MAPS

Registration & Venue



General Session & WorkshopPre-RegistationOnsite RegistrationKSPM Member80,000 KRW100,000 KRWNon-Member160,000 KRW200,000 KRW

To Register, click here or send an email to kspm@kspm.org

Venue

가톨릭대학교 의생명산업연구원 1층 강의실 http://ibi.cmc.or.kr/page/location

