



The Future of Research Visibility: Beyond Traditional Metrics

25 July

Presented by MAPS in collaboration with:





The Future of Research Visibility: Beyond Traditional Metrics



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Scientific Communications
Director,
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Panelist: Shehla Sheikh

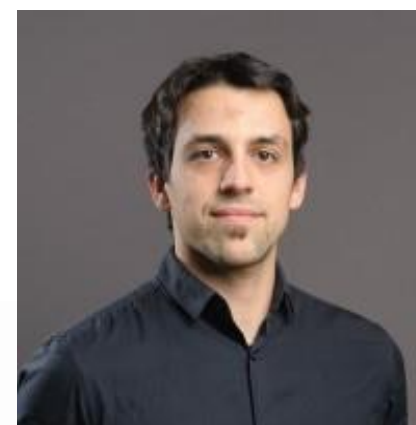
Head of Medical
Communications and
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Kyowa Kirin



Panelist: Myriam Cherif

Founder, formerly Medical
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Panelist: Carlos Areia

Senior Data Scientist
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Moderator: Natalie Jonk

Marketing Segment Lead
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The following faculty and planning members do disclose financial relationships:

Kim Della Penna

Myriam Cherif



Agenda

Section 1: Publications in the Evolving Communications Ecosystem (15 mins)

Section 2: Maximizing the Reach of Publication Extenders (15 mins)

Section 3: Practical Metrics & Tools: From Reach to Engagement (10 mins)

Section 4: Relevance for Medical Affairs Strategy and Future Outlook (10 mins)

Q&A: (10 mins)