



ISMPP-phactMI Conference Proposed Agenda
Wednesday, April 17 (Afternoon)
Gaylord Center
National Harbor, MD

Meeting Title:

Building Partnerships between Medical Information and Scientific Communications
for Effective Customer Engagement

Cost for ISMPP Members: \$150USD

1:00-1:20: Welcome lecture (brief): “phactMI 101: What You Need to Know About
the Pharmaceutical Medical Information Profession”

- a. This will be an “introductory” lecture which is oriented mainly toward attendees from ISMPP

1:20-2:00: “Value of Pharmaceutical Medical Information for HCPs”

- b. This will draw on our manuscript about the value of pharma MI for HCPs

2:00-2:40: “Reciprocal Relationship Between Medical Information and
Publications in Pharma”

- c. This talk will describe how insights from med info can educate clinical trial and publication strategies
- d. It will also discuss how content created by company publications and regulatory professionals is used by MI
- e. Suggest provide specific examples/case studies

2:40-3:00 Break

3:00-3:40: “New Channels and Content Formats for Pharma Customer
Engagement”

- f. This talk will describe novel channels and formats (beyond the traditional SRD delivered by hard copy or email) which MI departments are using to communicate with HCPs, consumers and payors
- g. May also include discussion of novel formats being used in medical publications

3:40-4:20: "Connecting Medical Information to Action: Impact on HCP behavior"

- h. This will describe the results of the survey we will be administering on the clinical impact of medical information that is delivered by pharma MI to HCPs
- i. Suggest query whether obtaining medical information is more important today than it was 5-10 years ago

4:20-4:30 Closing Remarks