As the world becomes more complex, writers struggle to play a fine balancing act between dealing with more complex challenges such as authoring complex protocols, drafting risk management plans, publication planning, authoring aggregate reports, drafting comprehensive economic and outcomes literature reviews, to stepping down the complexity a notch, trashing the jargon and developing the art of authoring lay language summaries, understanding the value and nuances of QC’g safety narratives and balancing the freedom of expression with the importance of compliance. It is a tight rope walk, with the need to stay abreast with the latest tools and technologies, evolving regulations and yet not lose the fine art if writing.

Program Highlights

- The Fine Art of Publication Writing
- The World of Ethics and Data Transparency: Is it finally about the Patient?
- Building a Medical Writing Business
- Tracking the Safety Continuum
- Challenges and Best Practices in Authoring Regulatory Documents

Keynote Speaker

Vijaya Raman - Chandra
Senior Director, Head of Global Medical Writing & CTA
Biogen

Michael Penlington
Global Head - Science Writing
GSK Vaccines

Exploring the Scientific Art of Medical Writing: Blending Complexity with Simplicity

16th & 17th June 2017
J W Marriott, Juhu
Mumbai

Program Chair

Nimita Limaye
CEO
Nymro Clinical Consulting Services

Program Committee

Ashwini Patil
Subject Matter Expert - Publications
Tata Consultancy Services

Bindu Narang
Head, Regulatory Affairs and Aggregate Safety and Risk Management Practice
Sciformix

Pooja Phogat
VP, Head of BD and Technical Lead, Development Operations
Kinapse

Rajesh Kher
Head of Outsourcing Partnership Management in the Capabilities group of Integrated Data Analytics and Reporting (IDAR)
J&J

Roopa Basrur
Senior Director
Medical Writing Services
PAREXEL

Meeting Manager

Manoj Trivedi
Senior Manager, Business Development
DIA (India) Private Limited | cell: +91 98.1977.7493 | manoj.trivedi@diaglobal.org

DIA India Pvt. Ltd.
Office Number 250, Unit No 1, Level 2, B Wingl Times Square, Andheri Kurla Road|Andheri East, Mumbai 400059 INDIA
+91 22. 6608 9588 (tel) | +91 9029098844 (cell) | www.DIAglobal.org | India@DIAglobal.org

DIA Global Center: Washington, DC, USA | Basel, Switzerland | Beijing/Shanghai, China | Horsham, PA, USA | Mumbai, India | Tokyo, Japan
**AGENDA**

**Day 1 | Friday, 16th June**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 – 9:30</td>
<td><strong>REGISTRATION</strong></td>
</tr>
<tr>
<td>9:30 – 10:00</td>
<td><strong>OPENING CEREMONY</strong></td>
</tr>
<tr>
<td>10:00 – 10:30</td>
<td><strong>Keynote Presentation: Symbiotic Evolution: Medical Writing and Drug Development</strong>&lt;br&gt;Vijaya Raman-Chandra&lt;br&gt;Senior Director, Head of Global Medical Writing &amp; CTA&lt;br&gt;Biogen</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td><strong>Tea / Coffee Break</strong></td>
</tr>
<tr>
<td>11:00 – 12:30</td>
<td><strong>Session 1: Challenges and Best Practices in Authoring Regulatory Documents</strong>&lt;br&gt;<strong>Session Chair</strong>&lt;br&gt;Rajesh Kher&lt;br&gt;Head of Outsourcing Partnership Management in the Capabilities group of Integrated Data Analytics and Reporting (IDAR) J &amp; J&lt;br&gt;<strong>Speakers</strong>&lt;br&gt;11:00 – 11:30&lt;br&gt;Best practices for Managing Quality in Regulatory Documents ‘Right Resource for Right Job’&lt;br&gt;Devjani Ghosh&lt;br&gt;Deputy General Manager&lt;br&gt;Cognizant Technology Solution&lt;br&gt;11:30 – 12:00&lt;br&gt;Best Practices in Developing Pediatric Investigational Plan&lt;br&gt;Rajendra Ramdas Wable&lt;br&gt;Subject Matter Expert&lt;br&gt;Scientific Writing &amp; Regulatory Affairs&lt;br&gt;Sciformix&lt;br&gt;12:00 – 12:30&lt;br&gt;Innovation and Insight in Narrative-Writing: Transforming Challenges into Opportunities&lt;br&gt;Shreya Bhargava&lt;br&gt;Medical Writer&lt;br&gt;Tata Consultancy Services&lt;br&gt;12:30 – 13:30&lt;br&gt;LUNCH&lt;br&gt;13:30 – 14:30&lt;br&gt;<strong>SESSION 2: Panel Discussion : How structured and lean writing will change the medical writing practices</strong>&lt;br&gt;<strong>Moderator</strong>&lt;br&gt;Sunil Modali&lt;br&gt;Group Head Document Excellence (DE) – Pharma and NIBR&lt;br&gt;Global Development Operations (GDO)&lt;br&gt;Novartis Healthcare Pvt. Ltd.&lt;br&gt;<strong>Panelists</strong>&lt;br&gt;Ajithkumar Vasudevan&lt;br&gt;Associate Director&lt;br&gt;Global Scientific Communication&lt;br&gt;Eli Lilly&lt;br&gt;Asha Liju&lt;br&gt;Senior Medical Writer&lt;br&gt;PAREXEL&lt;br&gt;Shishir Jain&lt;br&gt;Manager-Medical Writing&lt;br&gt;Tata Consultancy Services</td>
</tr>
<tr>
<td>14:30 – 15:00</td>
<td><strong>Tea / Coffee Break</strong></td>
</tr>
<tr>
<td>15:00 – 16:30</td>
<td><strong>SESSION 3: Tracking the Safety Continuum</strong>&lt;br&gt;<strong>Session Chair</strong>&lt;br&gt;Bindu Narang&lt;br&gt;Head, Regulatory Affairs and Aggregate Safety and Risk Management Practice&lt;br&gt;Sciformix&lt;br&gt;<strong>Speakers</strong>&lt;br&gt;15:00 – 15:30&lt;br&gt;Beyond compilation: Building aggregate reports that are accurate, brief and concise&lt;br&gt;Animesh Chaturvedi&lt;br&gt;Group Head - Document Excellence&lt;br&gt;Global Development Operations (GDO)&lt;br&gt;Novartis Healthcare Pvt Ltd.&lt;br&gt;15:30 – 16:00&lt;br&gt;Signal Detection: an integral component in all we do in pharmacovigilance&lt;br&gt;Parul Singla&lt;br&gt;General Manager- PV&lt;br&gt;APCER Life Sciences&lt;br&gt;Henna Khan&lt;br&gt;Team Lead- Pharmacovigilance&lt;br&gt;APCER Life Sciences&lt;br&gt;16:00 – 16:30&lt;br&gt;Authoring Risk Management Plans&lt;br&gt;Sushma Materla&lt;br&gt;Sr. Submission Writer I - Document Excellence (DE)&lt;br&gt;Global Development Operations (GDO)&lt;br&gt;Novartis Healthcare Private Limited</td>
</tr>
<tr>
<td>16:30</td>
<td><strong>DAY END</strong></td>
</tr>
</tbody>
</table>
Day 2 | Saturday, 17th June

9:00 – 9:30  **Keynote presentation - Challenges and Opportunities of the Information Revolution in Healthcare**

Michael Penlington
Global Director – Scientific Writing
GSK - Vaccines

9:30 – 11:00  **Session 4: The Fine Art of Publication Writing**

**Session Chair**
Ashwini Patil
Subject Matter Expert - Publications
Tata Consultancy Services

**Speakers**
9:30 – 10:00
Global Publication Planning: Prospects and Implications for Emerging Markets
Avishek Pal
Manager – Medical Information, Communications, Events
Novartis Healthcare Private Limited

10:00 – 10:30
HEOR Publications: Practices Pearls for authoring a Good Manuscript
Madhur Garg
Director - Real World Evidence and Market Access
Sciformix

10:30 – 11:00
Challenges and Implications of Scientific Publications: Moving to Emerging Markets from Asia Pacific region
Namrata Singh
Founder and Director
Turacoz Healthcare Solutions

11:00 – 11:30  **Tea / Coffee Break**

11:30 – 13:00  **Session 5: The World of Ethics and Data Transparency: Is it finally about the Patient?**

**Session Chair**
Pooja Phogat
VP, Head of BD and Technical Lead
Development Operations
Kinapse Ltd.

**Speakers**
11:30 – 12:00
Patient lay summaries – key principles of writing lay summaries and identifying ownership of stakeholders
Shruthi M P
Manager - Medical Writing Services
PAREXEL

12:00 – 12:30
Educational Content Writing in a Patient Centric World
Tushar Deshpande
Lead – Medico-marketing
Tata Consultancy Services

12:30 – 13:00
Documentation Preparation per EU Policy 0070 – Redaction to Anonymization
Shalini Dwivedi
Senior Manager - Clinical Trial Disclosure
Kinapse Ltd.

13:00 – 14:00  LUNCH

14:00 – 16:00  **SESSION 6: Panel Discussion**

14:00 – 15:00
Industry Panel Discussion - Building a Medical Writing Business
**Moderator**
Roopa Basrur
Senior Director Medical Writing Services
PAREXEL

**Panelists**
Sandeep Gantottu
Senior Director Medical Solutions
Indegene

Bindu Narang
Director, SWRA
Sciformix

Kalpesh Shah
General Manager
Reliance Life Sciences Pvt. Ltd

Shabana Khan
Senior Manager – PK/PD
Ecron Acunova Limited

Himakshi Sharma
Submission Writer Document Excellence
Global Development Operations (GDO)
Novartis Healthcare Private Ltd.

15:00 – 16:00
Student Panel Discussion
**Moderator**
Sofia Baig
Practice Lead - HEOR, PRMA & RWE
Tata Consultancy Services

**Panelists**
Bhumika Desai
Avadhoot Dixit
Vaishnavie
Divya
Sonia Menezes

16:00 – 16:30  **Conference Wrap up**

16:30  **Tea / Coffee**
Exploring the Scientific Art of Medical Writing: Blending complexity with simplicity

Event I.D.  17651  |  16th & 17th June 2017  |  J W Marriott, Juhu, Mumbai, India

RESERVATIONS CONTACT
Divya Varanasi, Assistant Sales Manager, JW Marriott Mumbai Juhu
Telephone: +91-22-66933069, Mobile: +91 7738306610,
Fax: +91-22-66933023 | Email: divya.varanasi@marriotthotels.com

MEETING MANAGER
Manoj TRIVEDI, Senior Manager, Business Development
DIA (India) Private Limited
Cell: +91 98.1977.7493 | manoj.trivedi@diaglobal.org

REGISTRATION FEES FOR TWO DAYS CONFERENCE (Registration fee includes refreshment breaks and luncheons.)
Early Bird on or before 31st May, 2017 (Subject to Payment Realization)

<table>
<thead>
<tr>
<th></th>
<th>BASIC RATE (INR)</th>
<th>SERVICE TAX 15 % (INR)</th>
<th>TOTAL INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Member</td>
<td>8000</td>
<td>1200</td>
<td>9200</td>
</tr>
<tr>
<td>Industry Non-Member</td>
<td>10000</td>
<td>1500</td>
<td>11500</td>
</tr>
<tr>
<td>Academia / Government</td>
<td>6000</td>
<td>900</td>
<td>6900</td>
</tr>
<tr>
<td>Student</td>
<td>3000</td>
<td>450</td>
<td>3450</td>
</tr>
</tbody>
</table>

After 31st May, 2017

<table>
<thead>
<tr>
<th></th>
<th>BASIC RATE (INR)</th>
<th>SERVICE TAX 15 % (INR)</th>
<th>TOTAL INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY MEMBER</td>
<td>10000</td>
<td>1500</td>
<td>11500</td>
</tr>
<tr>
<td>INDUSTRY NON-MEMBER</td>
<td>12000</td>
<td>1800</td>
<td>13800</td>
</tr>
<tr>
<td>ACADEMIA / GOVERNMENT</td>
<td>8000</td>
<td>1200</td>
<td>9200</td>
</tr>
<tr>
<td>STUDENT</td>
<td>5000</td>
<td>750</td>
<td>5750</td>
</tr>
</tbody>
</table>

GROUP DISCOUNT: REGISTER 10 FROM YOUR COMPANY AND RECEIVE THE 11TH FREE!

DIA MEMBERSHIP
Join DIA now to qualify to save on future events and to receive all the benefits of membership. Visit www.diahome.org and click on Membership for more details.

STUDENT REGISTRATIONS
A student is an undergraduate/graduate who can document enrollment in a signature accredited, degree granting, academic program. Please send completed registration form, payment and copy of student identification.

DRUG INFORMATION ASSOCIATION
Office No. 250, Unit 1, Level 2, B Wing,
Times Square, Andheri Kurla Road,
Andheri East, Mumbai 400059
tel: +91 22.6608 9588 | email: india@diaglobal.org

PAYMENT DETAILS
Account Name: DIA (INDIA) PRIVATE LIMITED
Account No: 061010200024611
bank Name: AXIS BANK LIMITED
Branch Name: Dhiraj Baug, Near Hari Niwas Circle, LBS Marg, Thane (W) – 400602
IFSC Code: UTIB0000061
MICR Code: 400211013
Swift Code: AXISINBB061

PAYMENT INFORMATION
Completed form, along with draft/cheque made payable to DIA (India) Private Limited should be sent to:
Bhavesh Vora
Senior Executive Accounts
bhavesh.vora@diaglobal.org | cell: +91 98 2097 2630