Track 4 | Medical Affairs and Scientific Communication

This track will share global insights from medical communication professionals, across the industry. Sessions will address best practices and emerging trends for delivering value across internal and external customers and collaborators. The aim of this track is enhancing cross-functional professional skillsets, including project management and leading effective teams.

DIA recommends this track and associated sessions to professionals involved in regulatory, scientific, and publication writing as well as medical communications and medical information professionals.

Included Topic Areas

Medical information; medical/omnichannel engagement; medical communication; regulatory writing; medical affairs roles throughout product lifecycle, internal and external customer management. Topics related to bioethical issues in medical affairs and scientific communication are also welcome and may be considered for a special track in the meeting.

Priority Topics

1. **Health Authority Guidance, Regulations, and Globalization**
   a. Response to EU (European Union) CTR (Clinical Trial Regulation) regulations, ICH, Clinical Transparency, GDPR, CTIS (Clinical Trials Information System) compliance, etc.
   b. Best Practices for Protocol Writing to Accommodate Estimands
   c. Stand-alone submissions for ex-US health authorities
   d. Success stories/lessons learned from accelerated submissions with lean writing
   e. Development of the FDA assessment aid
2. **Creating Strategy and Consistent Scientific Messaging from Clinical Development to Medical Affairs with an Awareness for Diversity, Equity, Inclusion and Health Literacy**
   a. Access to high-quality information
   b. Education and training for external stakeholders
   c. Scientific platforms/lexicon
   d. Cross-functional collaboration
   e. Protocol and study design development using real-world evidence (RWE)
3. **Improving Customer Interactions (Patients, HCPs, Field Medical), Payer interactions**
   a. 360-degree view of the customer: end-to-end navigation and the customer journey (NOTE: priority topic)
   b. Omni-channel implementation success stories: websites, interactive content, podcast, social media, etc.
   c. Innovative patient communications and engagement
   d. Improving health literacy, increasing palatability of content, and dispelling misinformation
   e. Returning individual participant results in clinical trials
4. **Technology: Systems, Utilization, and Impact of AI, Machine Learning, NLP (Natural Language Processing), etc.**
   a. Implementation of innovative technology globally
   b. Change management
   c. Technology-enabled patient narrative creation
   d. Technology innovation/virtual workspace
   e. Business continuity plan/crisis management
   f. AI-enabled key message generation in efficacy
5. **Ensuring Regulatory Compliance and Improving Efficiency and Quality in Regulatory Documents**
   a. New regulations and guidance
   b. Collaborative authoring, structured content, automated content management, and lean authoring
   c. Medical, legal, and regulatory (MLR) reviews
6. **Leading Teams in Today's Environment**
   a. Communication, Coaching and Managing distributed teams (in-house, hybrid, distributed)
   b. Diversity, Equity, Inclusion
   c. Flexible working environments and building future organizations
   d. Managing 3rd party medical writing support