



Medical Affairs and Scientific Communications Forum

March 23-25 | Anaheim, CA



DIA strives to bring you cutting-edge content, not only during the forum, but prior to the start as well. This year, we bring back our primer course and short courses to give you a more intimate setting for learning with your peers from expert instructors.

NEW THIS YEAR!

In addition to the Primer, we'll have FIVE Short Courses to choose from!

March 22 | 8:30AM-5:00PM

Medical Communications Primer: The Fundamentals of Medical Communications

Specifically designed to meet the needs of individuals new to biopharmaceutical industry, this primer will address many of the common responsibilities and challenging aspects of those in a medical communications role. Some topics that will be covered include: identifying critical steps that a medical communications professional should take when receiving an inquiry; evaluating the sources of information/data; and understanding the importance of fair balance and documenting responses. You are sure to take away valuable information that will help launch your career in the medical communications field.



VIEW PRIMER

March 23 | 8:30AM-12:00PM

Short Course 1: Medical Communications: Compliance in 2020

This interactive course will provide you with an overview of what policies, procedures, and programs medical communications departments should consider implementing to help ensure compliance and mitigate risk. Whether you have been in medical communications for a few months or a few decades, this course is for you!



VIEW COURSE

Short Course 2: Advertising and Promotional Content Review: A Medical Information Perspective

Whether you're an early career or seasoned professional, this interactive course will explore the principles and tenets of medical review of promotional materials and ensure your promotional material remains compliant.



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Short Course 3: Pubs Planning

This course is aimed at those with a fundamental understanding of core publication development principles and are looking to expand their skillset in strategic publication planning. Through interactive discussions, you will learn about the key components of the publication planning process, how to identify key team members for a publication project, and best practices for developing and executing a publication plan.



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Short Course 4: Lean Authoring

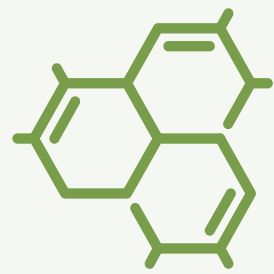
Get an overview of lean authoring, with discussions on the benefits and challenges of this approach through hands-on activities offering practical solutions to reduce content redundancy and to improve clarity, with a focus on key messages. You'll leave with the best strategies to help lean authoring succeed at your organization.



VIEW COURSE

Short Course 5: MSL 101: Fundamentals for New and Aspiring MSLs

Our MSL course is designed for new and aspiring MSLs to develop a better understanding of the foundational principles for success in an MSL role. You'll learn thought leader identification techniques, tips for effective scientific exchanges, basic MSL business acumen skills, and more!



VIEW COURSE

Register for the Primer, a Short Course, and the full Forum to receive **\$100** off!

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