



### MEDICAL COMMUNICATIONS TRACK

- Explore how medical information departments are rapidly evolving with the use of new technologies
- Gain tangible insights on improving customers' experience while they engage with pharma/biotech companies via various touchpoints
- Effectively communicate with patients and/or their caregivers to ensure a thorough understanding of healthcare products

The theme this year is "Navigating the Future", and the Closing Keynote will cut across all three tracks and discuss best practices for Medical Affairs professionals to innovate in a world of uncertainty.

### HOT TOPICS



How real world evidence can be used in communications with customers



The data privacy landscape



Gamification of training to enhance adult learning



Congress booth effectiveness and innovation

### JOIN US BEFORE THE FORUM FOR A SHORT COURSE!

#### Short Course 1: Medical Communications: Compliance in 2020

Get a look at what policies, procedures, and programs medical communications departments should consider implementing to help ensure compliance and mitigate risk.

[VIEW ALL SHORT COURSES](#)

### KEY SESSIONS



Medical Communications in 2020 and Beyond



The Patient Journey - Navigating an Optimal Customer Experience Through Contact Center



AMCP Format and Dossiers



Partnering with Suppliers

[PLAN YOUR SCHEDULE TODAY](#)