



CHINA MEDICAL AFFAIRS SUMMIT

JUNE 21-23, 2017

SHANGHAI, CHINA

2017's Theme

Navigating the Evolving Field of Medical Affairs Across the Lifecycle to Effectively Drive Efficiency, Value and Outcomes to Patients

PRELIMINARY AGENDA & SCHEDULE OF EVENTS

DAY 1: WEDNESDAY, JUNE 21, 2017

"THE MSL SOCIETY DAY"

8:00 am – 8:55 am **Registration**

8:55 am – 9:00 am **Opening Remarks**

9:00 am – 9:30 am *Keynote Presentation*

An Overview of the Evolution of the MSL Role from the Global Perspective

Samuel Dyer, CEO and Chairman of the Board, **THE MSL SOCIETY**

9:30 am – 10:15 am *Global Insights Panel*

Global MSL Leadership Dynamics

This session will feature global experts who will share their perspectives on their role as MSL in their respective country and contrast the similarities and differences from the regulatory landscape perspective. This will be a great opportunity to see the current status of the MSL role globally.

Moderator:

Samuel Dyer, CEO and Chairman of the Board, **THE MSL SOCIETY**

Speakers:

Avery Ince, VP of Medical Affairs, **XIAN-JANSSEN PHARMACEUTICAL**

Michael Milane, Chief Medical Officer, **BIOFRONTERA**

10:15 am – 10:30 am **Networking Break**

10:30 am – 11:30 am **The Challenges of MSL Onboarding**

- The current challenges associated with MSL onboarding
- Ensuring the MSL team receive effective training
- On-label vs. Off-label
- Ensuring your team possesses hard and soft skills for KOL engagement

Moderator:

Li Xie, Manager, Senior FMS, Global Development & Medical Affairs, **BRISTOL-MYERS SQUIBB**

Speakers:

Hua Xiao, Head of TA CV, **BAYER**

Chin Siew Loh, Senior Manager, Medical Affairs, **MUNDIPHARMA**

11:30 am – 12:30 pm **MSLs in Launch Preparations**

- Role of MSL in product life cycles
- Ensuring the MSL team is ready for a product launch
- MSL engagement with medical communities during a major product launch

Moderator:

Helena Zhang, Chief Medical Officer, **QUINTILESIMS**

Speakers:

Kaweng Mah, Regional Medical Excellence Lead, **AMGEN**

Li Xie, Manager, Senior FMS, Global Development & Medical Affairs, **BRISTOL-MYERS SQUIBB**

Li Xie, TA Head of GI, **TAKEDA**

12:30 pm – 1:30 pm **Networking Lunch**

Afternoon Chairperson:

Frank Fan, Consultant on Pharmaceutical Medicine

1:30 pm – 3:00 pm

Workshop 1

Defining MSL Excellence & Establishing MSL Support Programs

- Defining MSL excellence
- Establishing MSL excellence centers and global standards
- Setting up support infrastructure for MSLs
- Investing in MSL teams
- The role of MSL mentors
- Developing effective MSL mentoring programs
- Transitioning from an MSL to an MSL mentor
- Supporting new MSLs through mentorship

Workshop Leaders:

Ingrid Wang, Senior Medical Liaison Development Manager, **SANOFI**

Chin Siew Loh, Senior Manager, Medical Affairs, **MUNDIPHARMA**

3:00 pm – 3:30 pm

Networking Break

3:30 pm – 5:00 pm

Workshop 2

Understanding and Engaging Your KOLs

- Understanding the needs and perspectives of KOLs
- Planning and conducting the KOL engagement
- Summarizing KOLs' insights and following up

Workshop Leaders:

Hua Xiao, Head of TA CV, **BAYER**

Viola Wan, Associate MSL Excellence Director, **TAKEDA**

Hui Wen, Senior Consultant/Trainer, **SHANGHAI BIZPRO**

5:00 pm

Day 1 Ends

DAY 2: THURSDAY, JUNE 22, 2017

8:45 am – 9:00 am

Chairpersons' Opening Remarks

Victoria Elegant, VP, Region Head Medical, **AMGEN**

Joanna Zhang, Area Head, Medical Affairs of Greater China, GMA VP, **TAKEDA**

9:00 am – 9:20 am

Keynote Presentation

The 5 Critical Questions of Medical Affairs Across Lifecycle Management

In the digital information age with big data and real-world evidence, it is easy for medical affairs teams to be overcome with *too much* knowledge and *too much* data. This presentation will help to refocus the discussion on the basic key questions that need to be addressed in the role of medical affairs.

5 Questions

1. What are the harmful outcomes if the patients are untreated?
2. What are the limitations of current standard of care?
3. What are the scientific advantages of your product/therapy?
4. What are the clinical advantage of your product/therapy?
5. What are the comparative advantages of your product/therapy vs. others currently on the market?

Xinhai Qiu, Medical Director, **ABBVIE**

9:20 am – 9:40 am

Keynote Presentation

Medical Affairs 2.0: Collaboration from the Beginning, Company-Wide and On a Global Scale

Fangning Zhang, Partner, **MCKINSEY & COMPANY**

9:40 am – 10:30 am

Keynote Panel

“Across the Lifecycle”: Involving Medical Affairs from Drug Discovery & Preclinical to Post-Marketing & Life Cycle Management

VPs and Heads of Medical Affairs discuss their perspectives when interacting with global HQ on the increasing trend and importance of involving medical affairs earlier in the process and “across the lifecycle” of medicines.

Moderator:

Fangning Zhang, Partner, **MCKINSEY & COMPANY**

Speakers:

Avery Ince, VP of Medical Affairs, **XIAN-JANSSEN PHARMACEUTICAL**

Victoria Elegant, VP, Region Head Medical, **AMGEN**

Zig Lang, VP, Medical Director, **BAYER HEALTHCARE**

Xinhai Qiu, Medical Director, **ABBVIE**

Joanna Zhang, Area Head, Medical Affairs of Greater China, GMA VP, **TAKEDA**

10:30 am – 11:00 am **Networking Break**

11:00 am – 11:50 am **Town Hall Open Discussion Forum**

“Internal Partnerships” Town Hall Session

In this exciting new Town Hall-style session, experts from clinical, commercial and regulatory backgrounds will come together on stage to candidly discuss the benefits and challenges of working together with medical affairs teams in a unified way “across the lifecycle” of medicines.

Extra time will be dedicated to audience Q&A.

Moderator:

Victoria Elegant, VP, Region Head Medical, **AMGEN**

Speakers:

Sean Chen, Head of BD and Strategy, **TAKEDA**

Yue Kang, China Development Director, **ABBVIE**

Xinhai Qiu, Medical Director, **ABBVIE**

11:50 am – 1:00 pm **What Types of Clinical Trials Are Initiated by the Medical Affairs Department?**

- Interventional Phase IV Study
- Real World Study
- Investigator-Initiated Trials

Moderator:

Sean Su, Senior Director of Business Development, Greater China,

QUINTILESIMS

Speakers:

Xiling Zhang, Medical Director, **KUNTUO**

Na Guo, Principal Epidemiologist, **GSK R&D CHINA**

Jiguang Wang, Director of Clinical Trials & Epidemic Disease Research Center,
Director of Hypertension Research Institute, **RUIJIN HOSPITAL**

1:00 pm – 2:00 pm **Networking Lunch**

2:00pm – 3:00 pm

Two-Team Debate Style Format

Will Clinical Trials Still Exist in 5 Years? Real World Evidence vs. Randomized Clinical Trials

With all the hype about real world evidence reaching a high, some experts have predicted the end of clinical trials within 5 years. This exciting debate will explore the future and relevance of clinical trials against the hype of real world data in a debate format that you will not want to miss!

Moderator:

Zig Lang, VP, Medical Director, **BAYER HEALTHCARE**

Pro-Real World Evidence Team:

Tong Guo, Head of Biostatistics, South Africa & Asia, **QUINTILESIMS**

Eddy Wu, Executive Director, China Medical Affairs, **ALLERGAN**

Pro-Randomized Clinical Trials Team:

Marisa De Filippo, Medical Director, Evidence Generation, **ASTRAZENECA**

Tao Wang, VP, Clinical Affairs, **FOUNTAIN MEDICAL DEVELOPMENT**

3:00 pm – 5:30 pm

Clinical Knowledge Workshop

As medical affairs' responsibilities continue to progress towards a "know everything" role, the need to improve skills beyond traditional medical knowledge is important for MA professionals' skill box and knowledge in the clinical trials space is one of the most essential areas.

Statistics for Non-Statisticians: Design and Analysis of Interventional Clinical Trials & Non-Interventional Studies

- I. *Clinical Trial Design- Rational & Concepts*
- II. *Statistical Principles on Clinical Trials*
- III. *Design & Analysis of Non-Interventional Studies*

Workshop Leaders:

Tong Guo, Head of Biostatistics, South Africa & Asia, **QUINTILESIMS**

Jianing Di, Director, China Site Head, Statistics & Decision Sciences, **JANSSEN R&D**

Yang Xie, Principal, HEOR & RWE, **QUINTILESIMS**

5:30pm

Day 2 Concludes

5:30 pm – 6:30 pm

Networking Cocktail Reception

DAY 3: FRIDAY, JUNE 23, 2017

8:45 am – 9:00 am **Opening Remarks**

9:00 am – 10:15 am *Town Hall Open Discussion Forum*

“Meet the KOL + Patient Advocates” Town Hall Session

Engaging and maintaining collaborations with KOLs and Patient Advocacy Groups are one of the most integral and challenging responsibilities that medical affairs teams face. And while much can be learned by industry experts presenting their best practices for working with KOLs and Patient Advocacy Groups, nothing beats hearing directly from the KOLs and Patient Groups themselves.

Our expert moderators will ask candid questions to help the audience gain valuable insights into their thought process and how they view collaborations with medical affairs teams.

Moderators:

Huafei Li, Director, Medical Communications, **ROCHE**

Meiju Lin, Associate Director, Lead of Patient Strategy, Commercial Strategy and Excellence, **ASTRAZENECA**

KOL:

Yong Li, Chief Physician, Cardiology, **HUASHAN HOSPITAL OF FUDAN UNIVERSITY**

Patient Advocacy:

Kevin Huang, Founder & President, **CHINESE ORGANIZATION FOR RARE DISORDERS (CORD)**

Hongfei Gu, Founder, **FAMILY OF LYMPHOMA PATIENTS**

10:15 am – 10:45 am *Keynote Presentation*

Prevent, Intercept & Cure: Imagine That!

- This session will present evidence on why industry, academia and government must co-innovate solutions to keep up with global health demands
- A mind shift must occur from post-diagnosis treatment to disease interception, prevention and ultimately finding a cure

Jijo James, Chief Medical Officer, Medical Devices

JOHNSON & JOHNSON

10:45 am – 11:00 am **Networking Break**

11:00 am – 12:15 pm *Panel Discussion*

How Do We Leverage Digital Technologies to Engage KOLs/HCPs More

Effectively and Efficiently?

- What are the newest digital strategies pharma companies are employing?
- How do we measure the success of our digital strategy?
- Where are areas that we can improve our digital outreach to HCPs?
- Real world data-enabled evidence generation and patient management

Moderator:

Dannis Chang, Strategic Program Lead- Business Innovations and Strategy,
GENENTECH

Speakers:

Shan He, CBO, **LINKDOC**

Dayong Li, COO, **MEDBANKS**

Jim Lu, CEO, **PURPLE CLINIC**

Yuan Ni, Cognitive Healthcare, **IBM RESEARCH CHINA**

Yusheng Zhang, CEO, **XINGSHULIN**

12:15 pm – 1:00 pm

Biosimilars: Is Medical Affairs Support Needed or Not?

- What is the value of medical affairs for biosimilars?
- How do we develop a medical strategy for biosimilars?
- How do we regulate off-label use?
- Will China follow global trends in biosimilars or will it go its own path?

Moderator:

Stephen Doyle, VP of Specialty Care Business Unit, **BOEHRINGER-INGELHEIM**

Speakers:

Frank Fan, Consultant on Pharmaceutical Medicine

Jacqueline Huang, Medical Development Director, **AMGEN**

1:00 pm – 2:00 pm

Networking Lunch

2:00 pm – 4:00 pm

“ASK THE EXPERTS” INTERACTIVE BREAKOUT GROUPS

This fun networking/learning style splits the main conference room into 4 separate

“Expert Subgroups,” each covering current hot topics for discussion led by 2-3 experts, hosting smaller groups of around 20 attendees.

Our experts will briefly share their perspectives on the topic and immediately open the discussions to comments/questions from the attendees. Each session will last for 45 minutes and will reset and repeat again for another 45 minutes, giving attendees the opportunity to ask more questions from experts on the topics most interesting and relevant to them!

Roundtable #1

How Do You Build a Patient-Centric Model for Medical Affairs?

Experts:

Meiju Lin, AD, Lead of Patient Strategy, Commercial Strategy and Excellence, **ASTRAZENECA**

Hongfei Gu, Founder, **FAMILY OF LYMPHOMA PATIENTS**

Kevin Huang, Founder & President, **CHINESE ORGANIZATION FOR RARE DISORDERS (CORD)**

Roundtable #2

Big Data & Data Analysis

- Artificial Intelligence and Predictive Analysis: impact on data analysis?

Yuan Ni, Cognitive Healthcare, **IBM RESEARCH CHINA**

Shan He, CBO, **LINKDOC**

Roundtable #3

Metrics & Key Performance Indicators (KPIs): Demonstrating Value

Key Topics

- Are KPIs our best solution to demonstrate value to the internal organization?

Alice Sung, Director, Medical Excellence, **ASTRAZENECA**

Roundtable #4

Innovative Medical Education & Multi-Channel Management (MCM)

Key Topics

- How can medical affairs and government affairs teams best collaborate to communicate value and enhance access to care?
- How can we develop integrated communications/engagement programs to reach our broad stakeholders groups?
- What are the latest innovative “live” and “digital” educational platforms?
- How do you create a unified strategy across all channels?
- How do we measure the success of our MCM strategy?

Experts:

Xuan He, Director, Medical Communications & Data Generation, **BAYER**

Dannis Chang, Strategic Program Lead- Business Innovations and Strategy, **GENENTECH**

4:00pm

Conference Concludes