

# 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"

The Medical Science Liaison Society is the most prominent non-profit organization in the world, dedicated exclusively to advancing the global MSL profession.

8:00 am – 8:55 am      **Registration**

8:55 am – 9:00 am      **Opening Remarks**

9:00 am – 9:30am      *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 – 10:30 am      *Global Insights Panel*

### **Global MSL Leadership Dynamics**

This session will feature experts with experience from the US, EU, Asia (Ex-China) and China, giving 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**

**Saikiran Leekha**, Director, Scientific Affairs & TA Head, **AMGEN**

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

10:30 am – 11:00 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:**

**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
- Key differences between launching products in pharma & medical devices

**Moderator:**

**Helena Zhang**, Chief Medical Officer, **QUINTILES IMS**

**Speakers:**

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

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

1:30 pm – 3:00 pm     **Workshops Group I**

<p style="text-align: center;"><b>Workshop 1: Proven Active Listening Techniques to Enhance KOL Engagement</b></p> <ul style="list-style-type: none"><li>• Identify ways to become a better listener</li><li>• Use body language to reflect a positive listening attitude</li><li>• Create a listening mindset using framing, positive intent, and focus</li><li>• Understand the KOL communication process</li><li>• Effective ways to ask questions, probe for information, and using paraphrasing techniques</li><li>• Build relationships to create an authentic communication experience</li><li>• Identify common listening problems and solutions</li></ul>	<p style="text-align: center;"><b>Workshop 2: Defining MSL Excellence &amp; Establishing MSL Support Programs</b></p> <ul style="list-style-type: none"><li>• Defining MSL excellence</li><li>• Establishing MSL excellence centers and global standards</li><li>• Setting up support infrastructure for MSLs</li><li>• Investing in MSL teams</li><li>• The role of MSL mentors</li><li>• Developing effective MSL mentoring programs</li><li>• Transitioning from an MSL to an MSL mentor</li><li>• Supporting new MSLs through mentorship</li></ul> <p><b>Workshop Leaders:</b> <b>Chin Siew Loh</b>, Senior Manager, Medical Affairs, <b>MUNDIPHARMA</b> <b>Ruihua Wang</b>, Head of MSL Excellence, <b>SANOFI</b></p>
--	--

3:00 pm – 3:30 pm     **Networking Break**

3:30 pm – 5:00 pm     **Workshops Group II**

<p style="text-align: center;"><b>Workshop 3: Understanding and Engaging Your KOLs</b></p> <ul style="list-style-type: none"><li>• What does “understanding” really mean and encompass?</li><li>• What aspects surround needs, particularly regarding a KOL?</li><li>• How is a KOL defined and then how does one approach a KOL according to “understanding” this KOL?</li><li>• What skills are needed and applied to</li></ul>	<p style="text-align: center;"><b>Workshop 4: Assessing Networking &amp; Presentation Skills</b></p> <ul style="list-style-type: none"><li>• The importance of networking and presentation skills in the MSL role</li><li>• Delivering presentations to doctors and internal stakeholders</li><li>• Leveraging your soft skills for effective networking</li><li>• Presenting yourself as a therapeutic thought leadership</li></ul>
---	--

<p>better “understand the needs of a KOL”, particularly yours?</p> <ul style="list-style-type: none"> <li>• Compliance</li> </ul> <p><b>Workshop Leaders:</b>  <b>Xiaodong Sun</b>, Medical Manager, <b>UCB PHARMA</b>  <b>Ruihua Wang</b>, Head of MSL Excellence, <b>SANOFI</b></p>	<ul style="list-style-type: none"> <li>• Exercises to improve your networking and presentations skills</li> </ul> <p><b>Workshop Leaders:</b>  <b>Saikiran Leekha</b>, Director, Scientific Affairs &amp; TA Head, <b>AMGEN</b></p>
---	---

5:00 pm **Day 1 Ends**

5:00 pm – 6:15 pm **Networking Cocktail Reception**

## DAY 2: THURSDAY, JUNE 22, 2017

8:15 am – 8:20 am **Opening Remarks**  
**Victoria Elegant**, VP, Region Head Medical, **AMGEN**  
**Joanna Zhang**, Area Head, Medical Affairs of Greater China, GMA VP, **TAKEDA**

8:20 am – 8:50 am **Keynote Presentation**  
**Medical Affairs 2.0: Collaboration from the Beginning, Company-Wide and On a Global Scale**

8:50 am – 9:30 am **Keynote Presentation**  
**Excellence and Innovation in Medical and Research Ethics**  
**Amrit Ray**, Chief Medical Officer & Head, Global Medical Organization, **JANSSEN PHARMACEUTICAL COMPANIES OF JOHNSON & JOHNSON**

9:30 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.  
**Speakers:**  
**Maarten Hendriks**, VP, Medical-TCM, **BOEHRINGER-INGELHEIM**

**Iris Kang**, VP, Medical Affairs, **ASTRAZENECA CHINA**

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

**Xinhai Qiu**, Medical Director, **ABBVIE**

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

**Tianhong Luo**, Head, Medical Affairs, **SANOFI (invited)**

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

11:00 am – 12:00 pm ***Town Hall Open Discussion Forum***

**“Internal Partnerships” Town Hall Session**

In this exciting new Town Hall-style session, industry experts from translational medicine, clinical, commercial, market access, regulatory 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**, Commercial Excellence, **TAKEDA**

**Judy Deng**, Director, Value Access & Policy, **AMGEN**

**Yi Liu**, General Manager, Division of Medical and Drug Development

**DAIICHI-SANKYO**

**Joan Shen**, VP, Development Head China R&D and Medical Affairs,

**JANSSEN PHARMACEUTICAL**

12:00pm – 1:00 pm ***Medical & Scientific Advancements Spotlight***

**Immuno-Oncology: Medical & Clinical Advancements and its Impact for Medical Affairs Teams**

- Clinical trial development in immuno-oncology space in China vs. rest of the world
- Adoption of using these treatments vs standard of therapy
- Designing innovative strategies in Oncology to address HCP needs from a MA perspective
- How to leverage the expertise of MA team to differentiate the competition of cancer therapy (for example, in immunotherapies)

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 PHARMACEUTICALS**

**Pro-Real World Data Team:**

**Tong Guo**, Head of Biostatistics, South Africa & Asia, **QUINTILES IMS**

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

**Pro-Randomized Clinical Trials Team:**

**Marisa De Filippo**, Director, Data Generation, **ASTRAZENECA CHINA**

**Dan Zhang**, Executive Chairman, **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, **QUINTILES**

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

5:30pm

**Day 2 Concludes**

**DAY 3: FRIDAY, JUNE 23, 2017**

8:45 am – 9:00 am

**Opening Remarks and Recap of Day 2**

9:00 am – 9:30 am

**Competing in a Hyper-Competitive Market: Can Medical Affairs Provide the**

## Competitive Advantage?

9:30 am – 10:45 am

### *Town Hall Open Discussion Forum* **“Meet the KOLs” Town Hall Session**

Engaging and maintaining collaborations with KOLs is 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, nothing beats hearing directly from the KOLs themselves.

At this exciting new session, we’re inviting at least 3 KOLs. Our expert moderators will begin the session by asking the KOLs candid questions to help gain valuable insights into their thought process and how they view collaborations with medical affairs teams.

Sufficient time will be set aside for audience Q&A.

#### Moderators:

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

**Huafei Li**, Director, Medical Communications, **ROCHE (invited)**

#### KOLs:

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

10:45 am – 11:00 am

### **Networking Break**

11:00 am – 12:10 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?

#### Moderator:

**Qing Li**, Senior Director, Medical Affairs & Medical Education, **JOHNSON & JOHNSON**

#### Speakers:

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

**Yusheng Zhang**, CEO, **XINGSHULIN**

**Dayong Li**, COO, **MEDBANKS**

**He Shan**, COO, **LINKDOC (invited)**

## **IBM (invited)**

12:10 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 (invited)**

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 6 separate “Expert Subgroups,” each covering current hot topics for discussion led by 2-4 experts, hosting smaller groups of around 25 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:**

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

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

#### *Roundtable #2*

### **Big Data & Data Analysis**

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

**He Shan**, COO, **LINKDOC (invited)**



### *Roundtable #3*

#### **Metrics & Key Performance Indicators (KPIs): Demonstrating Value**

##### Key Topics

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

**Saikiran Leekha**, Director, Scientific Affairs & TA Head, **AMGEN**

**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**, **BAYER**

**Qing Li**, Senior Director, Medical Affairs & Medical Education, **JOHNSON & JOHNSON**

### *Roundtable #5*

#### **Self-Development for Medical Professionals: Where Can My Career Go Next?**

##### Key Topics

- What are the opportunities for your career advancement after building your experience in the medical area?

##### Experts:

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

4:00pm

**Conference Concludes**