

9th Digital Strategy & Innovation for Medical Affairs

Generate clinical data, accelerate digital innovation, and ensure patient engagement during your digital transformation

February 26-27, 2025 | Sonesta Philadelphia Rittenhouse Hotel | Philadelphia, PA



ANJALI MISHRA
HEAD OF DIGITAL HEALTH & MEDICAL AFFAIRS TECHNOLOGIES
ALEXION PHARMACEUTICALS

NAVIGATE THE CHALLENGES OF ADOPTING NEW AI MODELS



EDDIE POWER
CEO
EMPOWER MEDICAL LLC

ENSURE INTEROPERABILITY BETWEEN ORGANIZATIONS AND SYSTEMS TO INCREASE EFFICIENCY



DAVID GINKEL
GLOBAL HEAD OF PUBLICATIONS
ASTRAZENECA



JUNG LEE
SENIOR DIRECTOR GLOBAL MEDICAL CONTENT STRATEGY/DIGITAL ENABLEMENT
ASTRAZENECA

MAP THE HEALTHCARE INTERACTIONS THAT WOULD BENEFIT MOST FROM DIGITALIZATION



KIMBERLY ESKRIDGE-ROSE
EXECUTIVE DIRECTOR, DIGITAL INNOVATION AND MEDICAL EXCELLENCE
TRAVERE THERAPEUTICS



TANISHA HILL
HEAD OF DIGITAL STRATEGY AND INNOVATION
TEVA PHARMACEUTICALS

USE THE POWER OF SOCIAL MEDIA TO INCREASE ENGAGEMENT WITH HCPS



SRINIVASAN KRISHNAN
MEDICAL AFFAIRS – GLOBAL MEDICAL COMMUNICATIONS
REGENERON



DANIEL CURRY
SENIOR MEDICAL SCIENCE LIAISON
ALKERMES



DONNA JUDD
MEDICAL CHANNEL STRATEGY TEAM LEAD, GLOBAL CHIEF MEDICAL AFFAIRS OFFICE
PFIZER



JOYCE LO
DIRECTOR, MEDICAL DIGITAL STRATEGY AND TRANSFORMATION
APELLIS PHARMACEUTICALS

ESTABLISH A CULTURE OF DIGITAL INNOVATION

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“A brilliant couple of days with some of the finest minds in the digital space for Medical Affairs! Engaging, thoughtprovoking, disrupting, and fun!”

CEO - emPower Medical LLC



“So many amazing contributions and fantastic content over two days at the University of Pennsylvania! Every one of the presenters was Ivy League-worthy and left the audience with tremendous insights.”

Chief Commercial Officer, Mobile Locker



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Featured Speakers



MICHELLE AZHDAM
DIGITAL STRATEGY LEAD
ARGENX



PETER COVITZ
EXECUTIVE DIRECTOR, HEAD DIGITAL INNOVATION, DATA GENERATION & MANAGED ACCESS
TRAVERE THERAPEUTICS



DANIEL CURRY
SENIOR MEDICAL SCIENCE LIAISON
ALKERMES



IVAN DESVIAT
DIRECTOR GLOBAL MEDICAL EDUCATION & SCIENTIFIC CONTENT EXCELLENCE
ABBVIE



BHASKAR DUTA
HEAD OF DIGITAL HEALTH & MEDICAL AFFAIRS TECHNOLOGIES
ALEXION PHARMACEUTICALS



SAMANTHA EICHNER
HEAD OF MEDICAL CONTENT EXCELLENCE
ABBVIE



KIMBERLY ESKRIDGE-ROSE
EXECUTIVE DIRECTOR, DIGITAL INNOVATION AND MEDICAL EXCELLENCE
TRAVERE THERAPEUTICS



LAUREN FEW
DIRECTOR, ENGAGEMENT & INSIGHTS EXCELLENCE
OTSUKA



DAVID GINKEL
GLOBAL HEAD OF PUBLICATIONS
ASTRAZENECA



JIM HACUNDA
R&D DIGITAL STRATEGY LEAD
TAKEDA



MARY HAMES
CEO
BIOLOGIC PHARMA SOLUTIONS



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SRINIVASAN KRISHNAN
MEDICAL AFFAIRS – GLOBAL MEDICAL COMMUNICATIONS
REGENERON



VERA KUTSENKO
CEO
ATRIX AI



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SENIOR DIRECTOR GLOBAL MEDICAL CONTENT STRATEGY/DIGITAL ENABLEMENT
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DIRECTOR, MEDICAL DIGITAL STRATEGY AND TRANSFORMATION
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ANJALI MISHRA
HEAD OF DIGITAL HEALTH & MEDICAL AFFAIRS TECHNOLOGIES
ALEXION PHARMACEUTICALS



RAHUL MITTAL
HEAD STRATEGY AND INNOVATION
DR. REDDY'S LABORATORIES



ELIZABETH NGUYEN
PHARMD, MBA - MEDICAL DIRECTOR, US NEUROMUSCULAR/RARE DISEASE
NOVARTIS



LOUCIF OUYAHIA
GLOBAL HEAD OF DIGITAL HEALTHCARE
JAZZ PHARMACEUTICALS



HIRAL PATEL
SYSTEM DIRECTOR, INNOVATION, ACTIVATION AND ENABLEMENT
ENDEAVOR HEALTH



AMIT PHULL
CHIEF PHYSICIAN EXPERIENCE OFFICER
DOXIMITY



EDDIE POWER
CEO
EMPOWER MEDICAL LLC



NARENDRA RAWAT
GLOBAL LEAD, DIGITAL AND MARKETING PRODUCTS & SOLUTIONS
ARGENX



KYLE RODERICK
SVP OF MEDICAL AFFAIRS
DOXIMITY



AMANDA SOLIS
DIGITAL MEDICAL ENGAGEMENT TEAM LEAD
PFIZER



SWATI SHARMA
DIRECTOR, MEDICAL AFFAIRS BUSINESS INFORMATION SYSTEMS
ARGENX



SHERRY SIEBERT
EXECUTIVE DIRECTOR, MEDICAL AFFAIRS
ARGENX



NITA THINGALAYA
LEAD INNOVATION AND EVIDENCE, SPECIALTY CARE
SANOFI



MICHAEL VINEGRA
MEDICAL STRATEGY AND IMPACT – ONCOLOGY
PFIZER

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Prepare for the industry's premier event about novel technologies and digital transformation among medical affairs teams! This year's all-new agenda offers unprecedented detail on optimizing digital innovation, working with regulatory and legal review partners, and exploring how to establish a culture of innovation.

DGE invites you to Philadelphia on February 26-27, 2025 for uniquely detailed and insightful discussions on AI's impact on patient outreach, innovative digital strategies for medical and legal review processes, and proven methods to stay ahead of an ever-changing technological future.

WHO ATTENDS:

- Medical Affairs
- Field Medical Team
- Clinical/Scientific Affairs
- Medical Science Liaisons
- Medical Strategy
- Medical Communication
- Scientific Communication
- Medical Information
- Digital Strategy
- Digital Innovation
- Medical Digital Capabilities
- Publications
- Medical Education
- Strategy & Insights
- Virtual Engagement
- Real World Analytics
- IT Applications
- Scientific Training
- Device Development / Device Technology
- Design Assurance Engineer
- KOL/Thought Leader
- Relations
- Research Collaboration
- Multichannel Engagement
- Patient Support Solutions
- Scientific Solutions
- Data Generation
- Social Strategy
- Customer Strategy
- Health Communication

ALL NEW SESSIONS

- Navigate the Challenges of Adopting New AI Models
- Map the Healthcare Interactions that Would Benefit Most from Digitalization
- Establish a Culture of Digital Innovation
- Use the Power of Social Media to Increase Engagement with HCPs
- Ensure Interoperability Between Organizations and Systems to Increase Efficiency

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“The event was an incredible opportunity to learn from industry leaders about the future of medical affairs and the role of digital innovation...I'm looking forward to applying these insights to drive innovation and improve outcomes in the medical affairs field.”

Senior Vice President - Doximity

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ARE YOU READY TO REGISTER?

Drive the future of medical affairs with transformative digital strategies and innovations. Discover advanced technologies to enhance engagement, optimize data analytics, and elevate the patient experience. Join us to stay ahead in this rapidly evolving landscape!



CONTACT TO ATTEND

Marcie Cruz at **(561) 922-7817** or mcruz@dgeconfs.com for more information.

REACH KEY DECISION MAKERS

Are you an industry leader or looking to become one? Find out how to gain unparalleled exposure to top prospects in the biopharma/device industry.



CONTACT FOR SPONSORSHIP OPPORTUNITIES

Amy Chapman at **(561) 571-7687** or achapman@dgeconfs.com

8:00 AM	Registration & Networking Breakfast
8:45 AM	Chairperson's Opening Remarks Eddie Power – CEO – EMPOWER MEDICAL LLC
9:00 AM	Bridge Patient Care Gaps with AI-Driven, Omnichannel Engagement

In an era where AI-powered, omnichannel strategies are transforming the healthcare landscape, HCP engagement is evolving to address critical patient care gaps. From delivering personalized educational content to optimizing engagement across channels, these innovations are setting new standards. What does this mean for the future of medical affairs, and how can these strategies drive measurable impact?

- Learn how healthcare professionals interact with digital platforms and how to tailor strategies to meet their needs.
- Explore how AI-powered tools can deliver targeted content that drives deeper engagement.
- Discover best practices for combining multiple engagement channels to maximize impact and effectively close patient care gaps.

Kyle Roderick – SVP of Medical Affairs – **DOXIMITY**
Amit Phull – Chief Physician Experience Officer – **DOXIMITY**
Div Khetia – VP, Head of Medical Affairs Channel Excellence – **PFIZER**

9:45 AM	Uncover New Perspectives on How Digitalization Can Interpret Data
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Implementing new AI models and large language models can enhance data collection and accelerate data output, ultimately influencing your impact assessments. How is your team evaluating the impact of this data? What tools or methods are you using to measure it? Additionally, what baseline metrics are you relying on for comparison?

- Understand how digitalization has offered new ways to interpret data
- Look at different ways to measure the impact
- Go over concerns such as data privacy

Bhaskar Dutta – Head of Digital Health & Medical Affairs Technologies – **ALEXION PHARMACEUTICALS**

10:30 AM	Networking Break
11:00 AM	PANEL: Enhance Patient Autonomy by Using Advanced Technologies

In this new era of increased digitalization, patients now have the ability to access their health data like never before. Wearable devices, genetic testing, and electronic health records are just some examples of increased patient autonomy in healthcare. How will this improve patient engagement and self-care in the long-term?

- Analyze how enhancing the patient voice and autonomy will lead to better health outcomes
- Understand the importance of digital methods of data collection, but also be aware of data privacy challenges

Hiral Patel – System Director, Innovation Activation and Enablement – **ENDEAVOR HEALTH**
Peter Covitz – Executive Director, Head Digital Innovation, Data Generation & Managed Access – **ALEXION PHARMACEUTICALS**
Jim Hacunda – R&D Digital Strategy Lead – **TAKEDA**

11:45 AM	Explore The Next Frontier of AI in Medical Affairs
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Artificial intelligence is continually transforming the landscape of medical affairs. How will AI be utilized in 2025 across medical strategy, field medical, medical education, and literature? How can AI redefine medical affairs, driving innovation in patient outcomes and amplifying strategic impact?

- Understand the latest advancements in AI specific to medical affairs
- Examine real use cases of AI applications across different facets of medical affairs
- Envision the future of AI in medical affairs by evaluating its potential long-term effects on patient engagement

Vera Kutsenko – CEO – **Atrix AI**

12:30 PM	Lunch
1:30 PM	Gain Efficiencies Through Fractional Medical Utilization

Pre-commercial Pharma and Biotech budgets and timelines are continually diminishing. This in combination with uncertainties on product approvals and HR pressures, hiring the right medical person and team is critical. Solo and small medical teams quickly become overburdened in current models. Discover the transformative advantages of adopting a fractional medical affairs team for pre-commercial assets and hear case studies on how a fractional team in combination with AI powered tools have dramatically improved efficiencies and success rates in pre-commercial programs.

- Highlight the operational vulnerabilities, knowledge gaps, and burnout risks inherent in relying on solo medical representatives in traditional small pharma models.
- Showcase how fractional teams bring diverse expertise, scalability, and greater alignment with cross-functional needs to drive better outcomes.
- Explore how AI-powered tools enhance team productivity, streamline data analysis, and optimize strategic decision-making for teams of all sizes with real world examples.

Mary Hames – CEO – **BioLogic Pharma Solutions**

2:15 PM	Map the Healthcare Interactions that Would Benefit Most from Digitalization
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Medical Affairs teams are very relationship-focused, but how many interactions should be nonpersonal/digital and how many should be face to face? In a study conducted by AJMC, it was found that 55% of patients prefer digital healthcare methods vs in-person methods. Based on how quickly we are moving towards digital platforms, how can your teams find a balance between the two?

- Address how medical affairs teams should collaborate to meet their needs
- Discuss the balance between digital and in person platforms
- Plan your digital publication strategy
- Learn how AI can assist in supporting these engagements

David Ginkel – Global Head of Publications – **ASTRAZENECA**
Jung Lee – Senior Director Global Medical Content Strategy/Digital Enablement – **ASTRAZENECA**

3:00 PM	Networking Break
3:30 PM	Navigate the Challenges of Adopting New AI Models

The global AI healthcare market is projected to reach \$31.3 billion by 2025. However, implementing AI models within your organization can be complex, with challenges such as change management and limited understanding of the technology. Is your team equipped to evaluate, comprehend, and successfully integrate AI into your company's operations?

- Discuss the challenges associated with change management
- Create a plan to better understand the function of each AI model
- Look at how misunderstanding an AI model's limitations can lead to incorrect data and outputs

Anjali Mishra – Senior Director, Medical Analytics & Intelligence – **DAIICHI SANKYO**

4:15 PM	Fireside Chat: Global to Local Digital Content: Elevate Impact and Reach
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A solid medical affairs strategy must be translated into an impactful scientific narrative supported by digital-ready content. Today medical content is available to feed omnichannel approaches across all available medical channels. However, the incorporation of affiliate input and countries adoption of globally created materials significantly influences their impact and reach. How can the Global team build digital-ready content that aligns with strategy, incorporates local market insights, and maximizes channel and geographical adoption?

- Understand examples of medical enhance clinical data materials and different organizational structure approaches
- Discuss what does modular content mean in this context and what role it plays.
- Debate the challenges of implementing a global to local medical content strategy into your company

Ivan Desviat – Director Global Medical Education & Scientific Content Excellence – **ABBVIE**
Samantha Eichner – Head of Medical Content Excellence – **ABBVIE**

5:00 PM	Establish a Culture of Digital Innovation
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Due to advancements in digital technologies, the healthcare sector is undergoing rapid transformation, which in turn affects how medical affairs teams operate and engage with both internal and external stakeholders. How can your team create a positive environment focused on employee experience, digital first mindsets, and change management?

- Explain how to ensure a digital first mindset and thinking
- Embrace new digital methods to connect with stakeholders and enhance patient care
- Navigate the digital shift effectively

Srinivasan Krishnan – Medical Affairs – Global Medical Communications – **REGENERON**
Daniel Curry – Senior Medical Science Liaison – **ALKERMES**
Donna Judd – Medical Channel Strategy Team Lead, Global Chief Medical Affairs Office – **PFIZER**
Joyce Lo – Director, Medical Digital Strategy and Transformation – **APELLIS PHARMACEUTICALS**

Day 1 Concludes

8:00 AM	Registration & Networking Breakfast
8:45 AM	Chairperson's Recap of Day One Eddie Power – CEO – EMPOWER MEDICAL LLC
9:00 AM	Fireside Chat: Use the Power of Social Media to Increase Engagement with HCPs

Medical affairs teams must move to communicating via digital channels in order to meet the needs of their target audience. How can leveraging social media and engaging with digital thought leaders enhance your patient outreach strategy?

- Expand on the prevalence and rise of social media in healthcare (nephrology specifically)
- Explore which digital channel is right for you
- Leverage social media to help you reach your target audience
- Explain the role of DOLs and how you can partner with them

Kimberly Eskridge-Rose – Digital Innovation and Medical Excellence – **TRAVERE THERAPEUTICS**
Tanisha Hill – Head of Digital Strategy and Innovation – **TEVA PHARMACEUTICALS**

9:45 AM	Enhance Healthcare Provider Experience Through Digital & AI Innovation in Medical Affairs
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Digital innovation and AI-driven tools are transforming the way you can interact with HCPs. Using tools such as an MSL Live Assist feature and leveraging AI, you can streamline and personalize HCP interactions. Is your team prepared to improve HCP experiences and set new standards for engagement within the medical field?

- Understand the role of digital and AI technologies in interacting with HCPs
- Discover how the MSL Live Assist feature offers HCPs immediate access to Medical Affairs expertise and supports their specific needs
- Explore strategies for building a unified platform that consolidates HCP needs to enhance the overall digital experience.

Swati Sharma – Director, Medical Affairs Business Information Systems – **ARGENX**
Narendra Rawat – Global Lead, Digital and Marketing Products & Solutions – **ARGENX**
Michelle Azhdam – Digital Strategy Lead – **ARGENX**

10:30 AM	Networking Break
11:00 AM	PANEL: Discuss the Differences Between Large and Small Pharmaceutical Companies When Building Your Digital Strategy Plan

Large pharmaceutical companies have high enough revenue to invest in advanced research, but where smaller companies may lack in funding they are often culturally quicker to enact change. What are the main differences when curating a digital strategy plan between small vs. large pharmaceutical companies?

- Define the differences between large and small pharma
- Examine the challenges and benefits associated with each different company
- Build a curated digital roadmap for both small and large pharma

Sherry Siegert – Executive Director, Medical Affairs – **INNOVIVA SPECIALTY THERAPEUTICS**
Elizabeth Nguyen, PharmD, MBA – Medical Director, US Neuromuscular/Rare Disease – **NOVARTIS**
Amanda Solis – Digital Medical Engagement Team Lead – **PFIZER**
Michael Vinegra – Medical Strategy and Impact – Oncology – **PFIZER**

11:45 AM	Utilize AI and Data Insights to Build Your Digitalization Roadmap
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The AI healthcare market is expected to grow at a compound annual growth rate of 40.2% from 2022 to 2029. To build a better plan for utilizing AI processes, you must clearly evaluate your company's capacity, logistics, and budget.

- Determine where your company is in terms of budget
- Review the importance of being prepared to utilize AI in your company
- Develop the most effective plan for your team

Nita Thingalaya – Lead Innovation and Evidence, Specialty Care – **SANOFI**

12:30 PM	Lunch
1:45 PM	Ensure Interoperability Between Organizations and Systems to Increase Efficiency

In 2022, the global market for healthcare interoperability solutions was valued at approximately \$3.4 billion and is projected to grow at a rate of 12.9% through 2027. Interoperability is crucial for improving patient care and facilitating efficient data exchange. However, challenges such as data privacy concerns, technological barriers, and fragmented healthcare systems are emerging. How can your team ensure successful interoperability within your organization?

- Explain the advantages of interoperability
- Dissect the challenges that data privacy concerns bring up
- Build a plan to ensure interoperability in your company

Eddie Power – CEO – **EMPOWER MEDICAL LLC**

2:30 PM	Map Out the Use of AI Regarding Insight Gathering for MSLs
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Artificial Intelligence has been used to increase efficiency for MSLs many ways, one of these is by determining how to reach KOLs through different communication methods. How can your team generate insights from MSL collected data using AI? Can your team determine in what ways AI is influencing the future of MSL efficiency?

- Define the importance of MSLs and how digitalization is affecting them
- Determine how AI can help MSLs monitor patient data in real time
- Focus on processing insights data from MSLs using AI technology

Lauren Few – Director, Engagement & Insights Excellence – **OTSUKA**
Rahul Mittal – Head Strategy & Innovation – **DR. REDDY'S LABORATORIES**
Loucif Ouyahia – Global Head of Digital Healthcare – **JAZZ PHARMACEUTICALS**

3:15 PM	Networking Break
3:45 PM	Debate What Digital Health Can Do Outside of Regulatory Approval

Regulatory approval can often be a lengthy process, and in some cases, approval might not be granted at all. Are there ways to leverage innovations that haven't yet received regulatory clearance? Why are approvals being delayed, and what steps can be taken to address these challenges and expedite the process?

- Consider what digital health can do outside of regulatory approval
- Understand what hurdles have to be overcome to receive regulatory approval

Jim Hacunda – R&D Digital Strategy Lead – **TAKEDA**

4:30 PM	Uncover The Best Platforms and Strategies Needed to Engage Health Care Providers
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Now that we are entering 2025, relying solely on face-to-face communications with HCPs is no longer an option. Just as HCPs have shifted to providing digital services like telehealth, pharmaceutical companies should also prioritize digital engagement strategies. 84% of HCPs have expressed an interest in maintaining and increasing virtual interactions with patients. How can your team build a digital strategy to engage HCPs and meet them where they are?

- Discover ways that pharmaceutical companies can engage HCPs
- Learn about challenges that are associated with HCP engagement
- Explain the different options for HCP engagement platforms and which are best

Elizabeth Nguyen, PharmD, MBA – Medical Director, US Neuromuscular/Rare Disease – **NOVARTIS**

Conference Concludes



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HOTEL INFORMATION

Sonesta Philadelphia Rittenhouse Hotel
1800 Market Street
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