



5th ANNUAL 2017 MSL SOCIETY LAS VEGAS CONFERENCE

DEVELOP SOFT SKILLS & STRATEGIES FOR KOL ENGAGEMENT

WHEN: *September 5-7*

WHERE: *The Venetian Las Vegas Hotel*

Hosted by:



Confirmed Speakers:



abbvie



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5th ANNUAL MSL SOCIETY LAS VEGAS CONFERENCE

The 2017 5th Annual MSL Society Las Vegas Conference will build on the tremendous success of the 2016 event. The conference will focus on industry best practices, and the latest KOL engagement initiatives.

The 2016 conference had 157, representing a 45.3% increase in attendance on the previous year. We expect the 2017 conference to deliver similar growth. Between 200 and 250 MSLs and MSL Leaders will descend on Las Vegas for the conference.

This conference builds on the previous event with a new content format. As skill based workshops are hugely valuable for MSLs of all experience levels, we will be hosting more workshops that cover a broader range of educational objectives.

The workshops will also focus on the specific challenges faced by MSLs and MSL Leaders. This focused approach offers the chance to engage with content tailored to your needs, and engage with peers of a similar experience level.

PRESENTATION TOPICS INCLUDE:

- Defining MSL excellence & establishing MSL excellence centers
- Best practices for KOL engagement
- Developing effective MSL onboard training programs
- Understanding the needs of your KOL
- The impact of technology, dashboards & analytics of the MSL role
- Active listening, emotional intelligence and delivering an effective scientific presentation

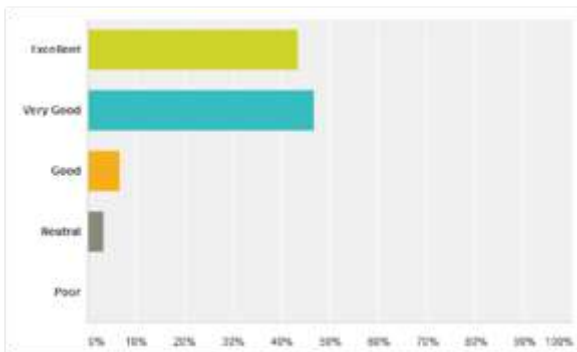
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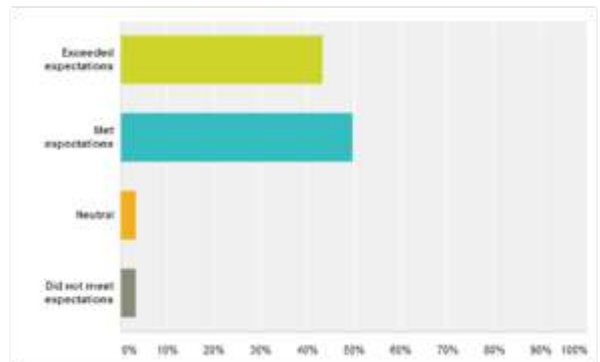
AND MANY MORE...

RELEVANT SURVEY RESULTS FROM PAST CONFERENCES

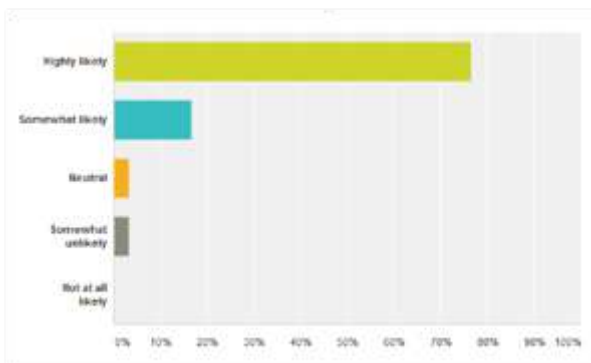
What was your overall impression of the meeting?



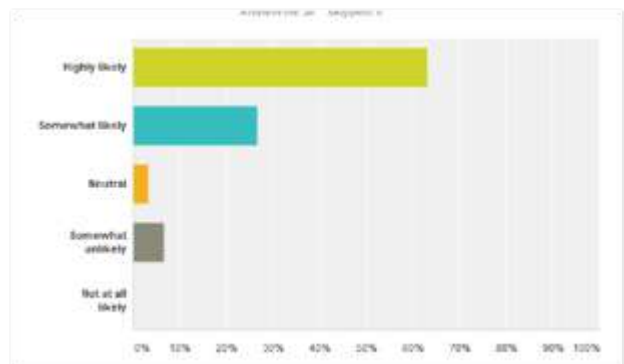
How well did it meet your expectations?



How likely are you to recommend others to attend a future MSL Society meeting?



How likely are you to attend future MSL Society meetings?





PREVIOUS EVENT TESTIMONIALS

WHAT MSL LEADERS ARE SAYING



“The Paris MSL Society conference was fantastic. It was the single-most interactive event I have attended. I thoroughly enjoyed the exchange with my peers and their willingness to share stories, successes, and challenges. I see the MSL Society as a key driver in shaping the future of the MSL profession, and I am tremendously excited to be a part of it.

BELINDA GIST, PH. D. - DIRECTOR MSL TRAINING AT GENZYME



“There is no better time to engage in the development and leadership of the MSL. The MSL Society has successfully launched this type of needed engagement around the globe, and success is certain through peer review and meetings such as the professional meeting in Paris.

JENNIFER WILLIAMS RN, MS, MBA, PHD - DIRECTOR OF TTM EDUCATION AND MEDICAL SCIENCE LIAISON SERVICES



“In my role as Head of Global MSL Excellence at Bayer, I see the need for an organization to provide information and resources to bring the worldwide group of MSLs together. I believe the MSL Society can serve as that organization and is a great resource for MSLs. The upcoming conference will be a unique learning opportunity for all that attend.

MITCH TRUJILLO - VP, HEAD OF GLOBAL MEDICAL SCIENCE LIAISON EXCELLENCE AT BAYER HEALTHCARE

CONFERENCE SPEAKERS AT A GLANCE



To speak at the conference, email Daniel Miller at daniel.miller@themsls.org



Confirmed Presentations and Speakers in More Detail

Workshop: Utilizing Your Time Whilst At A Scientific Congress

- Organizing time at a congress
- Making the right connections
- Prioritizing your activities
- What makes it successful
- MSL role at a congress



Ken Frisard, PharmD
Regional Director, Mid-Atlantic
MSLs
Sanofi Genzyme

Workshop: Applying Cross-Functional Collaboration: Finding Balance and Best Practices

- How do we differentiate the MSL role while adding value to our organizations?
- We'll discuss examples of effective and compliant MSL collaboration
- Explore skills that enable MSLs to be loved by cross-functional colleagues
- Share best practices from the field in today's compliant world



Arthur Chan, PhD
Head of MSL Capabilities
Novartis

Developing MSL Centers for Global Governance

- Approach to MSL Effectiveness and Roadmap
- Vision to Ensure Global Footprint
- In Field Team Effectiveness Blueprint
- Importance of Insights
- Launching an MSL Community



Ralph Rewers, PharmD
Head of US MSLs
AbbVie

Workshop: How To Prepare for a KOL Meeting

- Skill based workshop
- Importance of preparing for KOL meetings
- Understanding the needs of the KOL
- Determining the objectives of the meeting



Emily Scalise, PhD
Director, Medical Science
Liaisons
Fresenius Medical Care



Confirmed Presentations and Speakers in More Detail

Workshop: Supporting New MSLs Through MSL Mentoring Programs

- The role of MSL mentors
- Developing effective MSL mentoring programs
- Transitioning from an MSL to an MSL mentor
- Supporting new MSLs through mentorship



Christine Vaupel, PhD
Head of Medical Affairs
Navigate BioPharma



Jinah Lee, PharmD
Senior Medical Science Liaison
GlaxoSmithKline

Workshop: Proven Active Listening Techniques to Enhance KOL Engagement

- Identify ways to become a better listener
- Use body language to reflect a positive listening attitude
- Create a listening mindset using framing, positive intent, and focus
- Understand the KOL communication process
- Effective ways to ask questions, probe for information, and using paraphrasing techniques
- Build relationships to create an authentic communication experience
- Identify common listening problems and solutions



Linda Traylor, PhD
VP, Global Medical Affairs
Biodesix

Workshop: Advocating and Supporting Others

- The changing healthcare environment and the key role for MSLs
- MSL relationship effectiveness with KOLs
- MSLs from company representative to trusted partner
- Short-term service delivery issues and long-term success models for engagement
- Internal and external scrutiny on the role and value of the MSL
- New skills sets for MSLs in a highly regulated environment



Davida J White, MD
Global Director, MSL Training
and Development
Alcon

Confirmed Presentations and Speakers in More Detail

Workshop: MSL 101 – A Practical Workshop For New MSLS

Overview of MSL role

- Types of MSL roles based on company type, objectives - Regulatory overview

Scientific Acumen

- Everyday approach to the literature

Territory Management

- Thought Leader Engagement
- Geographical management



Elizabeth Kupferer, PhD
Director, Medical Science
Valeant Pharma



Allyson Nelson, PharmD
Field MSL Team Lead
Bayer

Workshop: New MSL Success Stories

- Perspective from NEW MSLS
- How to break into your first role
- Strategies utilized for interview success
- Delivering to internal and external stakeholders
- Developing the multi-faceted skills for success



Bernadett Mamone, PhD
Medical Science Liaison
Bayer

Developing an MSL Career Path

- Diverse career paths for MSLS
- Differences between MSL roles at small and large pharma companies
- Enriching your career through diverse experience



Gina Mavrikis-Cox, PhD
Associate Director, Medical
Science Liaisons
Novartis

Confirmed Presentations and Speakers in More Detail

Maintaining Consistent Management Styles for MSL Team Management

- The importance of maintaining consistent management styles
- Developing a consistent management style
- How consistent leadership increases the performance of the team
- Nurturing soft skills in MSL teams



Harry Kovelman, MD
Vice President, Medical Affairs
Pacira Pharmaceuticals



Monica Birchmeier, BSN
Director, Medical Science
Liaisons
Pacira Pharmaceuticals

Developing Successful Launch Readiness Plans & Establishing MSL Value

- Share how the experienced MSL can harness their KOL communication skills & subject matter expertise to provide key insights internally
- Demonstrate how effective MSL KOL engagement pre-launch provides structure for orphan product launch
- Share insights as to how promoting the contributions of MSLs across the organization improves:
 1. Data
 2. Education and data dissemination
 3. Learning and medical intelligence



Susan Giacalone, MSN
Senior Medical Science Liaison
Lexicon Pharma

Workshop: Developing and Implementing Key Performance Indicators

- Workshop Information coming soon



Faith Walters, PharmD
Team Lead, Neuroscience
Pfizer

Confirmed Presentations and Speakers in More Detail

Workshop: Training for MSL Excellence Across The Spectrum

- Defining standards for field readiness
- Auditable records for MSL training
- Maintaining minimum standards
- Provisions for MSL excellence at various points in the MSL lifecycle



Melody Davis, PhD
Associate Director, MSL
Professional Development
Teva Pharmaceuticals

Workshop: Recipe for An Effective Medical Science Liaison

- Yin and Yang for scientific credibility and social capital
- Examples of telling a story with scientific data
- Using self-awareness to separate yourself from the pack
- GOSRT (Goals, Objectives, Strategy, Resources, Tactics) plans for individual KOLs to go beyond data sharing



Linda Traylor, PhD
Vice President, Clinical
Development & Medical Affairs
Biosesix

Using Technology To Collect Field Data and Generate Insights

- The importance of gathering field insights and opinions to transform into value
- The creation of a technology platform as a solution for the collection of field data insights
- The operationalization of captured insights to demonstrate value to stakeholders



Ryan McClellan, PharmD
Associate Director, Analytics &
Technology
Takeda Pharmaceuticals



Mike Abbadessa, PharmD
Senior Director, Medical Affairs
Takeda Pharmaceuticals

Confirmed Presentations and Speakers in More Detail

Workshop: Developing Effective MSL Metrics

- Workshop information coming soon



Amit Suri, MD

Vice President, Global Medical
Concordiax

Workshop: Supporting & Accelerating Clinical Development

- Workshop information coming soon



Doug Werner, MBA

Senior Director, MSLs
Array Biopharma

Optimizing MSL Engagement Effectiveness

- Why empirical MSL-KOL relationship data benefits companies in healthcare.
- How to effectively measure meaningful MSL-KOL engagement.
- What are the primary challenges/ pitfalls in measuring MSL-KOL engagement
- How to optimally share KOL feedback
- Using feedback to elevate engagement
- Mini-case study (Teva USA)



Paul Meade, MSc

President

Thought Leader Select



Mark Schoeman, MBA

General Manager

Clear Point Health

Confirmed Presentations and Speakers in More Detail

KOL Interaction and Management

- Finding KOLs
- Providing value to your KOLs
- Preparing for visits
- Maintaining relationships with KOLs
- Brief view on how I manage my territory



Greg Hung, PharmD

Oncology Field Medical Director
Pfizer

Live PostDoc Poster Session

After multiple requests and working diligently with Fellowship programs from the most highly respected academic institutions in the U.S., the MSL Society is proud to again offer a Live PostDoc Fellow Poster Presentation Session during our upcoming MSL Society Las Vegas Conference.

The poster presentations will be on original research focused on the MSL role or Medical Affairs. The live poster session is a unique opportunity for PostDocs doing original research in the MSL and Medical Affairs space to share their work and data with a highly relevant audience. It is also a unique opportunity for participants to gain insights on trends within the MSL role or Medical Affairs.

All fellows who submit an accepted abstract will receive one Full Complimentary Ticket to the entire Conference which includes all of the evening receptions, networking breaks, and all presentations during the conference.

If you are interested in presenting a poster, please use the Abstract Submission form by clicking on the button below and send the completed form directly to Jeff Kraemer at jeff.kraemer@themsls.org.

PLEASE NOTE: Abstract submissions must be received by July 31, 2017.

Venue Information

The conference will be held at the Venetian Las Vegas Hotel.

For all attendees, we've arranged discounted accommodation for \$119 per night.

To arrange accommodation, please follow the instructions on the web link below:

<https://aws.passkey.com/event/49115281/owner/5590/home>

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The Veeva logo consists of a stylized 'V' with a grey triangle above it, followed by the word 'veeva' in a lowercase, rounded, orange font.The Acceleration Point logo features a red and orange swirl icon to the left of the text 'Acceleration Point' in a black, sans-serif font.

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Passes

MSL Society Member	MSL Society Non Member	Conference + Membership
\$595	\$795	\$875

Total Passes Required

Total

If you are unable to attend the conference, for no additional charge you can transfer your registration to any future conference or to a colleague. Up until 5 weeks before the conference (August 4 2017), if you are unable to find a replacement we will be able to refund 50% of the registration fee. After August 4 2017, due to the finalization of F&B numbers we won't be able to offer any refunds.