

# Current Medical Affairs Trends 2024

*Opportunities of  
digitalization  
- today and tomorrow -*

## TOPICS

- Medical Affairs - the new strategic role in a digital world
- How to generate and analyze Insights (using AI)
- Use cases of Medical data meeting AI
- Omnichannel communication with KOL
- Scientific or educational storytelling to HCPs and public

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## YOUR SPEAKERS

### **Dr Maja Beilmann-Schramm**

Merck Healthcare KGaA, Darmstadt, GERMANY  
Director Global Field Medical (MSL) Excellence &  
HCP Exchange

### **Fabian Bockholt**

Roche Pharma AG, Grenzach-Wyhlen, GERMANY  
Communications Manager

### **Dimitri Metzger**

Merck KGaA, Darmstadt, GERMANY  
Digital, Data & IT Business Partner

### **Dr Iman Meziane-von Hagen**

Medical Digital Transformation Consultant,  
Shanghai,  
CHINA

## Aims and objectives

In the rapidly evolving landscape of healthcare, Medical Affairs has emerged as a pivotal and strategic player, particularly in the context of a digital world.

The intersection of Medical Affairs with advanced technologies, such as Artificial Intelligence (AI), has transformed the role into a dynamic force shaping the future of healthcare.

Beyond providing information, the focus is on leveraging technology to generate meaningful insights, foster collaborative relationships, and drive evidence-based decision-making.

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## Who should attend?

This course is designed for professionals seeking to stay abreast of the latest developments, challenges, and opportunities in Medical Affairs.

Join us on this insightful journey as we explore the forefront of Medical Affairs.

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## Your Benefit

- Through engaging discussions, case studies, and expert insights, participants will gain a comprehensive understanding of the evolving role of Medical Affairs.
- Learn about the impact of technology and digital tools on Medical Affairs, including the use of artificial intelligence, data analytics and virtual collaboration platforms.

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## Benefits of an online training

- Digital, modern, flexible and interactive
- Intensive exchange during each session
- Use of live engagement tools to ensure a sustainable learning effect
- Our online trainings are continuously accompanied by us

# Opportunities of digitalization - today and tomorrow

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## Your program from 09:00 am to 5:00 pm

### Welcome and introduction

Dr. Maja Beilmann-Schramm

### Medical Affairs - the new strategic role in a digital world

Dimitri Metzger

- Medical Affairs in the Digital Corporate Strategy
- New role of AI in Medical Affairs
- Opportunities of digitalization for Medical Affairs - today and tomorrow
- Product Roadmap - Innovative Digital Solutions

### Areas of application for Medical Affairs IT with practical example

Dr. Iman Meziane-von Hagen

- Consolidation and use of medical-scientific data
- How to generate and analyze Insights (using AI)
- CRM and other platforms

### Omnichannel communication with Key Opinion Leader/KOL

Dr. Maja Beilmann-Schramm

- Knowledge is power: integrating medical and scientific data for actionable insights
- The MSL Digital toolbox: leveraging the digital products Use cases of Medical data meeting AI

### Digital storytelling

Fabian Bockholt

- Methodology for scientific or educational storytelling to HCPs and public
- The importance of the target group for delivering your message
- Recent developments - implementing AI and how interactions with HCPs have changed over time

### Summary and outstanding questions

## Current Medical Affairs Trends 2024

### REGISTRATION UNDER

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### REGISTRATION FORM

Yes, I will attend

☐ Current Medical Affairs Trends 2024

☐ Yes, I agree that FORUM Institut may inform me about events by:  
☐ email; and/or ☐ telephone.  
I may withdraw my consent at any time.

#### Date

Thursday, 23 May 2024  
09:00 am - 05:00 pm online-training  
You may dial in 30 min. before the session

#### Fee

€ 1190.00 (+ German VAT)  
The fee includes high-quality course material for download, a participation certificate, access to the Learning Space as well as technical support including a test meeting.

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Name

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Contact person at office

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Date, signature

#### How our online events work

- Our online events are live and interactive. They can be accessed in the Learning Space, where you will also find the programme, the list of participants and all relevant documents.
- You can access the Learning Space with the same account you use for the customer portal.
- The free pre-meeting helps you resolve any technical issues before the event.
- Continuous support during the online event guarantees that you concentrate entirely on the training.

### CANCELLATION POLICY

Our general terms and conditions (as of 01 November 2021) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at [www.forum-institut.com/t&c](http://www.forum-institut.com/t&c)

### YOUR CONTACT



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