



MedComm Technology Seminar (MTS EAST 2018)

Thursday, 1st November 2018, 3:00 PM to 6:00 PM

DoubleTree by Hilton Hotel, Boston-Cambridge

ABOUT THE EVENT

Techsol Corporation cordially invites you to join industry Executives from Vertex, Akebia Therapeutics and others at **MedComm Technology Seminar (MTS EAST 2018)** to discuss and highlight new digital trends and innovations that can optimize your global adverse event and product complaint reporting and streamline your medical communication response workflow in providing accurate and timely medical information.

WHY ATTEND?

- Best practices discussion and demonstration utilizing recent technology enhancements in medical communication
- Share your pain points with colleagues to learn from their experiences and contribute to conversations to gain new insights.
- Come away with a better understanding of how new technological improvements can be leveraged to enhance your MedComm practice and provide more value to patients, Healthcare Providers (HCPs), Medical Science Liaisons (MSLs), Field Reps and other stewards and stakeholders of medical information

INTENDED AUDIENCE:

Medical Communications and Medical Affairs Executives, Contact Center Managers, and Medical Information Specialists

EVENT DURATION: 3 hours

This is a free, learning, and networking event (featuring soft drinks, cocktails, and hors d'oeuvres).

To register, please click on this link to be directed to: [the event registration page](#) on our website

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Timing	Agenda, Topics and Speakers
3:00 PM to 3:10 PM	<p>Welcome Note & Introduction (10 mins)</p> <p><i>Presented by: Kimary Pomphrett, Associate Vice President Client Partner, Techsol Corporation</i></p>
3:10 PM to 4:00 PM	<p>Addressing Medical Information & Communication Business Challenges & Opportunities (50 mins)</p> <ul style="list-style-type: none"> ➤ Leveraging configurable digital platforms for multi-channel case intake and response fulfillment ➤ Establishing system integrations to boost operational efficiency with lean business processes ➤ Benefits of a customer-friendly, MedComm Self-Service Portal ➤ Empowering Field Reps and MSLS with mobile technology <p><i>Presented by: Saad Rahman, Director of Product Development, Techsol Corporation</i></p>
4:00 PM to 4:30 PM	<p>Deriving Actionable Intelligence with Advanced Medical Information Reporting & Data Analytics (30 mins)</p> <ul style="list-style-type: none"> ➤ Strategies for deriving customer insights, product insights, operational insights and KPIs <p><i>Presented by: Vinoth Kumar, Associate Director, Medical Information Systems, Techsol Corporation</i></p>
4:30 PM to 4:40 PM	<p>Networking Break (10 mins)</p>
4:40 PM to 5:10 PM	<p>Medical Information Content Management Lifecycle on an Integrated Digital Platform (30 mins)</p> <ul style="list-style-type: none"> ➤ Digital content authoring, collaborative review, publications management, tracking content usage and content expiration ➤ Leveraging system integrations for unified, content management <p><i>Presented by: Saad Rahman, Director of Product Development, Techsol Corporation</i></p>
5:10 PM to 5:50 PM	<p>Panel Discussion (40 mins)</p> <ul style="list-style-type: none"> ➤ Managing the scientific and medical information lifecycle in global organizations and for partnership programs. ➤ Analytics and Reporting – current and future landscape to support, promote, and protect your Medical Affairs value and compliance ➤ AI – What is it? What isn't it? What can it do for me now and in the future? <p><i>Panelists: Christopher Chin, PharmD, Director, Global Medical Information, Vertex Pharmaceuticals, Gigi Shafai, Pharm.D., Director of Medical Affairs, Akebia Therapeutics, Suneet Walia, CEO, Soterius, Satya S Sagi, CEO, Techsol Corp., Kevin Shea, Director Strategic Advisor, Techsol Corp.,</i></p>

5:50 PM to 6:00 PM

Closing Remarks (10 mins)

Presented by: Jay Canter, Vice President - Business Development and Strategy, Techsol Corporation