

10TH DIGITAL STRATEGY AND INNOVATION FOR MEDICAL AFFAIRS

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

FEATURED SPEAKERS



Amanda Borrow
Director,
Communication &
Publication, Global
Specialty Medical
Affairs

DAIICHI SANKYO



Stephen Cofone
Sr. Director, Head of
Medical Affairs IT

**BRISTOL MYERS
SQUIBB**



Kimberly
Eskridge-Rose
Executive Director,
Digital Innovation
and Medical
Excellence

**TRAVERE
THERAPEUTICS**



Tanisha Hill
Head of Digital
Strategy and
Innovation

TEVA



Div Khetia
Vice President,
Medical Affairs
Channel Excellence
and Medical Digital
Health Solutions

PFIZER



Elia Lima-Walton
Principal Product
Manager, Healthcare
Generative AI

MAYO CLINIC



Pierre Metrailler
CEO

**SPOT ME BY
ONOMI**



Hetal Patel
Former Vice
President, Medical
Affairs

CELLTRION USA



Sunshine Calvin
Director, Pain MSL
Team

**VERTEX
PHARMACEUTICALS**



Susan Connelly
Global & US Medical
Communications
& Content Lead,
Internal Medicine &
Primary Care

PFIZER



Isabel Firmino
SVP, Head Medical
Affairs

INSMED



Donna Judd
Medical Channel
Strategy &
Engagement Lead,
US Medical Affairs

PFIZER



Vera Kutsenko
CEO

ATRIX AI



Melissa Levy
Sr. Director, Strategy
and Operations

GSK



Blake Morrison
Former VP, Medical
Affairs

**TURNING POINT
THERAPEUTICS**



Eddie Power
CEO

EMPOWER LLC



Shurjeel Choudhri
SVP and Head,
Medical & Scientific
Affairs

BAYER



Jamie DeMaria
Global Head,
Medical Affairs
Excellence

**BOEHRINGER
INGELHEIM**



Crystal Goeke
Vice President &
Chief Counsel,
Global Medical
Affairs

PFIZER



Hima Kher
Senior Director,
Head of Medical
Analytics

**BRISTOL MYERS
SQUIBB**



Sarah Lamberth
Head, Medical
Excellence

JANSSEN



Susan Malecha
Senior Director,
Medical Scientists,
Breast Cancer

GILEAD SCIENCES



Varun Nagpal
Regional Medical
Director, Global
Medical Affairs

MERCK



Narendra Rawat
Global Lead, Digital
and Marketing
Products &
Solutions

ARGENX



Mark Silverman
Director,
Enterprise Digital
Advancement and
Innovation

ABBVIE



Jen Webster
Vice President,
Medical Evidence
Development

PFIZER R&D



B. Woun Seo
Senior Director,
Medical Affairs

**ETON
PHARMACEUTICALS**



Stacey Whomsley
Director, Client
Partner for Medical
Affairs

PFIZER DIGITAL

ANSWERS TO YOUR MOST-REQUESTED CAREER CHALLENGES

- Establish the Importance of Digital Opinion Leaders to Drive Awareness and Engagement
- Harness AI for Medical Affairs: Innovation, Governance, and Compliance
- Break Silos and Enhance Engagement with Omnichannel Approaches
- Go Over Ethics and Compliance Challenges when Engaging Healthcare Providers
- Technology in the Workplace: Threat or Opportunity?

It was an invaluable opportunity to connect with industry leaders and share insights on navigating the complexities of Medical Affairs while working with cross functional teams delivering efficiencies and impact.

– Executive Director, Medical Insights and Analytics, **NOVARTIS**

The discussions during the summit highlighted the necessity for strategic thinking in our industry and the importance of digital transformation in improving patient-centric medical affairs. Every session was packed with inspiration and practical advice.

– VP, Medical Affairs, **DOXIMITY**

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10TH DIGITAL STRATEGY AND INNOVATION FOR MEDICAL AFFAIRS

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

Step into the future of Medical Affairs at the 10th Digital Strategy and Innovation for Medical Affairs Conference! Join a dynamic community of forward-thinking leaders who are redefining how technology, data, and engagement shape medical strategy. Discover how to leverage Digital Opinion Leaders, harness AI with compliance and governance in mind, enhance collaboration through omnichannel engagement, and MUCH more.

DGE invites you to Philadelphia, PA, on February 24–25, 2026, for two days of cutting-edge discussions, practical strategies, and peer connection that will shape the next era of Medical Affairs.

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
- Medical Director
- Medical Advisor
- Clinical Development
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- Medical Education
- Medical Manager
- Regulatory Affairs
- Corporate Compliance
- Strategy & Insights
- Virtual Engagement
- Real World Analytics
- IT Applications
- Scientific Training
- Device Development / Device Technology
- KOL/Thought Leader
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- Publication Planning
- HEOR
- Patient Services
- Multichannel Engagement
- Business Development
- Patient Support Solutions
- Real World Evidence
- Scientific Solutions
- Data Generation
- Social Strategy
- Customer Strategy
- Health Communication
- Strategic Partnerships
- Content Manager
- Data Insights
- Customer Experience

REGISTER

8:00 AM	Registration & Networking Breakfast
8:45 AM	Chairperson’s Opening Remarks Eddie Power, CEO, EMPOWER LLC
9:00 AM	Co-Presentation: Craft Your Future-Ready Digital Strategy
Explore how Medical Affairs teams can evolve their digital strategies to meet the growing demand for personalized, evidence-driven engagement. How can you integrate omnichannel communication, harness data analytics for smarter decision-making, and optimize content operations for scalability and impact? - Identify core components of an effective, future-focused digital strategy - Understand how to leverage data and analytics to guide engagement and measure performance - Learn best practices for scaling content operations across multiple channels Narendra Rawat, Global Lead, Digital and Marketing Products & Solutions, ARGENX Michelle Azhdam, US Digital Strategy Lead, ARGENX	
9:40 AM	Presentation by: ATRIX AI
10:20 AM	Networking Break
10:50 AM	PANEL: Establish the Importance of Digital Opinion Leaders to Drive Awareness and Engagement
Mapping Key Opinion Leaders is critical to understanding who shapes medical trends and how their influence can drive awareness and adoption of new therapies or medical devices. Equally important is recognizing the rise of Digital Opinion Leaders, who leverage online platforms to guide conversations and shape perceptions across the healthcare ecosystem. Building trusted, strategic relationships with both groups ensures meaningful impact throughout the product lifecycle. - Understand the unique roles and influence of KOLs versus DOLs - Explore how to effectively collaborate with each to maximize reach and credibility - Learn proven approaches to selecting the most impactful KOLs and DOLs for your therapeutic area Tanisha Hill, Head of Digital Strategy and Innovation, TEVA Kimberly Eskridge-Rose, Executive Director, Digital Innovation and Medical Excellence, TRAVERE THERAPEUTICS Isabel Firmino, SVP, Head Medical Affairs, INSMED	
11:30 AM	Optimize Your Workflow Through Agentic AI
Two thirds of Physicians already incorporate AI into their daily tasks. Although this isn’t too surprising, navigating which types of AI to utilize can be difficult. Both Agentic and Generative AI are becoming more common in the workplace, and although generative AI is more widely used, Gartner estimates that 33% of enterprise software applications will include agentic AI by 2028. Unlike generative AI, agentic AI can perceive, plan, act, and learn in dynamic environments, performing automated tasks without direct human oversight. This raises important ethical and legal questions that must be addressed as AI adoption accelerates across healthcare. - Explore the current and emerging applications of both generative and agentic AI in the workplace - Understand the ethical, legal, and operational challenges unique to agentic AI - Envision what the healthcare landscape could look like by 2030 as AI becomes fully integrated Elia Lima-Walton, Principal Product Manager Healthcare Generative AI, MAYO	
12:10 PM	Medical Congress Impact: A Framework for Measurement, Engagement, and ROI
Explore strategies for maximizing the impact and measurability of pharma participation in medical congresses. Based on this, review how pharmaceutical companies can effectively instrument, measure, and benchmark their congress activities, including satellite symposia, KOL engagement, and booth engagement, and provide insights from research conducted across multiple pharma companies at ESMO and ASCO. - Study the evolution from traditional congress participation to an integrated omnichannel approach - Incorporate digital tools and analytics to track HCP engagement and measure learning outcomes Pierre Metrailler, CEO, SPOT ME BY ONOMI	

12:50 PM	Networking Lunch
1:50 PM	PANEL: Break Silos and Enhance Engagement with Omnichannel Approaches
Omnichannel approaches enable Medical Affairs teams to deliver seamless, personalized experiences for HCPs, integrating multiple communication channels to break down data silos and improve engagement. As HCP needs evolve, transitioning from fragmented multichannel efforts to a coordinated omnichannel strategy can transform how pharma companies connect with customers and stakeholders. - Identify common bottlenecks and drawbacks in moving from multichannel to omnichannel communication - Discuss how to transition from a multichannel approach to an omnichannel one - Learn how to measure the impact and ROI of omnichannel initiatives Jamie DeMaria, Global Head, Medical Affairs Excellence, BOEHRINGER INGELHEIM Melissa Levy, Sr. Director, Strategy and Operations, USMA Specialty, GSK Donna Judd, Medical Channel Strategy & Engagement Lead, US Medical Affairs, PFIZER	
2:30 PM	Co-Presentation: Go Over Ethics and Compliance Challenges when Engaging Healthcare Providers
The rise of digital engagement including webinars, virtual CME, targeted advertising, and more has transformed how life science organizations connect with healthcare professionals. Avisio found that 59% of HCPs prefer digital platforms. While these methods expand reach and impact, they also introduce new challenges around ethics, compliance, and data privacy. This session will explore how to build ethical safeguards into every stage of your digital strategy, ensuring compliant, trustworthy, and effective HCP engagement. - Review the digital channels and tools shaping today's HCP outreach and engagement strategies - Learn best practices for ensuring compliant digital interactions and protecting sensitive data - Explore how to leverage technology to monitor digital engagements in real time and audit them for compliance Crystal Goeke, Vice President & Chief Counsel, Global Medical Affairs at Pfizer, PFIZER Div Khetia, Vice President, Medical Affairs Channel Excellence and Medical Digital Health Solutions, PFIZER	
3:10 PM	Networking Break
3:40 PM	FIRESIDE CHAT: Understand the Evolving Role of MSLs in the New Digital World
Digital health (telemedicine, wearables, AI, and many more) is rapidly transforming how care is delivered, how treatments are monitored, and how patient outcomes are tracked. Medical Science Liaisons are adapting: expanding into new domains and becoming pivotal for integrating innovations into clinical practice. How can they keep up with the evolving technological landscape? - Explain what skills are required, how to build credibility in virtual settings, and how MSLs can lead in driving digital transformation - Discuss how they can keep up with all the new tech showing up Hetal Patel, Former Vice President, Medical Affairs, CELLTRION USA B. Woun Seo, Senior Director, Medical Affairs, ETON PHARMACEUTICALS	
4:20 PM	PANEL: Collaborate with Patients throughout the Clinical Trial Protocol Design
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 Hima Kher, Senior Director, Head of Medical Analytics, BRISTOL MYERS SQUIBB	
5:00 PM	Day 1 Concludes

8:00 AM	Registration & Networking Breakfast
8:45 AM	Chairperson’s Recap of Day One Eddie Power, CEO, EMPOWER LLC
9:00 AM	PANEL: Revolutionize Content Development Through GenAI
In 2025, there has been an explosion of AI tools, mainly GenAI tools such as ChatGPT, Claude, and Gemini. As teams create vast amounts of content for HCPs, the question arises: will GenAI replace human expertise, or will it elevate the quality and scale of engagement? Explore practical ways Medical Affairs teams can leverage GenAI to streamline workflows, expand reach, and enhance communications while also navigating the ethical, legal, and regulatory challenges that accompany its use. - Go over how to build public and custom tools in GenAI to automate your workflow - Examine any ethical or legal considerations when working with GenAI - Understand how AI can amplify outreach and engagement with diverse HCP and patient communities Susan Connelly, Global & US Medical Communications & Content Lead, Internal Medicine & Primary Care, PFIZER	
9:40 AM	Presentation by: TBD
10:20 AM	Networking Break
10:50 AM	PANEL: Establish a Culture of Digital Innovation
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 Nikki Irish, VP, Field Medical, Medical Affairs, BRIDGEBIO Varun Nagpal, Regional Medical Director, Global Medical Affairs, MERCK Melisa Levy, Sr. Director, Strategy and Operations, GSK Sunshine Calvin, Director, Pain MSL Team, VERTEX PHARMACEUTICALS	
11:30 AM	Harness AI for Medical Affairs: Innovation, Governance, and Compliance
As Medical Affairs teams embrace digital transformation, integrating AI platforms, including large language models, has become key to advancing content creation, review processes, and omnichannel engagement. How can you strategically leverage these technologies while maintaining a strong governance and compliance framework to mitigate potential risks? - Explore practical applications of AI and LLMs in Medical Affairs - Understand the governance and compliance frameworks necessary to ensure responsible, ethical, and compliant use Shurjeel Choudhri, SVP and Head, Medical & ScienAfic Affairs, BAYER	
12:10 PM	Foster Psychological Safety When Implementing Digital Initiatives
AI and emerging technologies can significantly enhance workplace efficiency, but successful integration requires more than just tools—it requires people. Building a culture of psychological safety is critical to ensuring employees view AI as an opportunity rather than a threat. When individuals feel safe to experiment, learn, and share ideas, organizations can fully leverage technology without resistance, enabling smoother adoption and long-term success. - Understand the role of psychological safety in enabling successful AI and technology adoption - Explore ways to address resistance and build trust around AI tools - Examine case studies of organizations that have successfully implemented AI through a culture of safety	

12:50 PM	Lunch
1:50 PM	PANEL: Technology in the Workplace: Threat or Opportunity?
As technology continues to transform the workplace, opinions vary widely—will it replace jobs, or empower us to perform better? This interactive debate invites attendees to share their perspectives, challenge assumptions, and discuss the evolving role of technology in professional settings. Participants will have the opportunity to engage with peers and explore the impact of technological advancements on the workforce. Eddie Power, CEO, EMPOWER LLC Mark Silverman, Director, Enterprise Digital Advancement and Innovation, ABBVIE Stephen Cofone, Sr. Director, Head of Medical Affairs IT, BRISTOL MYERS SQUIBB	
2:30 PM	Co-Presentation: Global Medical Evidence Generation Ecosystem: A Process-First Approach to Digital Transformation
Explore how a process-first digital transformation is reshaping the global medical evidence generation ecosystem. Highlight the strategic benefits of prioritizing process optimization closely followed by technology adoption, including improved data quality, operational efficiency, stakeholder engagement, and efficient digital investment. - Gain actionable strategies to drive sustainable digital innovation in medical affairs while ensuring robust evidence generation for better patient outcomes - Learn about the challenges encountered—such as change management, integration complexity, and compliance—and practical insights for overcoming these hurdles Jen Webster, Vice President, Medical Evidence Development, PFIZER R&D Stacey Whomsley, Director, Client Partner for Medical Affairs, PFIZER DIGITAL	
3:10 PM	Networking Break
3:40 PM	PANEL: Meet HCPs Where They Scroll: Strategies for Social Media Engagement
Healthcare providers are increasingly using social media platforms such as LinkedIn, X, Instagram, and TikTok for peer-to-peer education, case discussions, and professional networking. Understanding where and how HCPs engage online is critical for developing effective outreach strategies. By leveraging digital networks, partnering with Digital Opinion Leaders, and exploring HCP-specific platforms, Medical Affairs teams can connect meaningfully with their audience in today's digital landscape. - Learn how to use social media strategically to reach and engage HCPs - Explore the role of Digital Opinion Leaders and how to collaborate with them - Identify HCP-specific networks and other digital channels for effective engagement Amanda Borrow, Director, Communication & Publication, Global Specialty Medical Affairs, DAIICHI SANKYO Sarah Lamberth, Head, Medical Excellence, JANSSEN Susan Malecha, Senior Director, Medical Scientists, Breast Cancer, GILEAD SCIENCES	
4:20 PM	Redefine How We Listen to Patients in Oncology
We've reached a time in oncology therapeutics whereby choices and decisions have become increasingly sophisticated. Yet our view of what patients are actually experiencing between clinic visits remains blurry. As we reposition Medical Affairs in the digital age, our aim needs to enhance cancer patient care by empowering healthcare providers with timely, accurate, and actionable patient insights that enable early intervention and improved outcomes. - Go over how listening continuously to the patient's voice is extremely important in diseases like multiple myeloma, chronic, complex, with unpredictable pivots - Explore the power of a simple, HIPAA-compliant SMS check-in system where patients receive brief daily prompts via text messaging Blake Morrison, Former VP, Medical Affairs, TURNING POINT THERAPEUTICS	
5:00 PM	Conference Concludes

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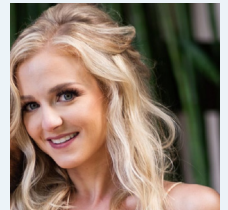
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