



IPI
Academy



Presented by
Management Forum

An Essential Overview of Medical Information

4 December 2025

In this one-day course, understand everything from the role of medical information to the guidelines for medical information and advertising.



Format:
Live online



CPD:
6 hours for your records



Certificate of
completion

Course overview

Medical information is an important and key element of drug safety. This programme has been designed for individuals and teams that answer medical enquiries as part of their daily work, as well as new medical information specialists who are starting a career in medical information. The course will go through some important basic aspects and explain the legal requirements for a Marketing Authorisation Holder (MAH) to offer a medical information service in Europe. It will give practical information on how to provide an efficient medical service with linkage to other areas such as marketing, regulatory and drug safety. This programme provides essential guidance on various aspects of the important role of medical information.

Benefits of attending

- **Understand** the role of medical information
- **Know** the legal requirements for a Medical Information Service
- **Discuss** standard responses, FAQs and complex questions
- **Clarify** the guidelines for medical information and advertising
- **Receive** practical advice on Black Triangle Products and additional monitoring

Who should attend?

- Personnel whose role includes answering medical enquiries
- New medical information specialists
- Regulatory affairs
- Drug safety, especially those who have a dual drug safety/medical information role
- Marketing personnel involved in promotional sign-off, product launches

Programme

An introduction to the role of medical information

- The legislation requiring an MAH to offer a Medical Service
- The education and training of the Medical Services team
- Availability of the Medical Service

Medical information service

- Standard responses
- Frequently Asked Questions (FAQs)
- Company internal information
- Complex questions

Medical information allied services

- Medical information and ADRs
- Medical information and product quality
- Competitor analyses
- Routine literature searching

Medical information and advertising

- What is a promotional item?
- Longevity of promotional items
- Off label usage
- Product Claims

Medical information and safety

- Black Triangle products and additional monitoring
- Patient and Health Care Practitioner (HCP) education programmes
- Safety and special situations
- Understandable Information
- Education and product risk minimisation

Presenter



Graeme Ladds

Graeme Ladds, Director of PharSafer, has over 30 years' experience working in the pharmaceutical industry. Having started his career at Ashbourne Pharmaceuticals in 1989 as Head of Drug Safety & Medical Information, he went on to become Head of Global Pharmacovigilance at Shire Pharmaceuticals. He then set up his consultancy and specialist CRO company, PharSafer Associates Ltd, where he has been involved in establishing pharmacovigilance in companies, performing audits across Europe and the USA, SOP writing, acting as QP for companies, and helping with regulatory inspections.

Course date

4 December 2025

Live online

09:30-17:00 **UK (London)** (UTC+00)

Course code 15108

GBP ~~649 749~~

EUR ~~909 1,049~~

USD ~~1,043 1,199~~

Until 30 Oct

How to book

 **Online:**
ipi.academy/2242

Alternatively contact us to book, or if you have any queries:

 **Email:**
info@ipiacademy.com

 **Phone:**
[+44 \(0\)20 7749 4749](tel:+442077494749)

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews



I enjoyed the webinar and the content, presentation and speaker was great.



Shelley Browning
Regulatory and PV Manager
Weleda
Nov 29 2024



Graeme was brilliant, in particular his ability to use examples from personal experience, and that he could answer all our questions.



Alice King
Regulatory Affairs Associate
Creo Pharma Ltd
Oct 4 2016

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER
Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)
Email: inhouse@ipiacademy.com



YESIM NURKO
Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)
Email: inhouse@ipiacademy.com



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IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: [+44 \(0\)20 7749 4749](tel:+442077494749)
Email: info@ipiacademy.com