



MAAPS CHINA
2019

6th Annual

**CHINA MEDICAL AFFAIRS
LEADERS' SUMMIT**

“The Future of Medical Affairs: Meeting
the Challenges in a Dramatically Changing
Environment”



2019 PROGRAM AGENDA

www.chinamedicalaffairs.com

MSL LEADERS' WORKSHOP & PATIENT-CENTRICITY FORUM

PRE-SUMMIT: TUESDAY, JUNE 11



8:00 am – 9:00 am

Registration for Pre-Summit

9:00 am – 12:00 pm

Interactive Morning Workshop

The MSL Role 3.0: Continued Evolution from Supporting to Leading Role

Join us for an interactive discussion session on where the future of the MSL role is headed. The session will feature a mix of short presentations, panel sessions and a live voting and Q&A system for attendees to actively participate and shape the session with our senior MSL workshop leaders. The session's goal is to provide attendees with key takeaways through a better understanding where the role of the MSL is headed globally and its impact on the China MSL role in particular.

Key topics covered include:

- The Current State: MSL Role Data and Insights from the US, EU and China
- How Do We Showcase the Value of Medical Affairs to Management?
- Working Effectively with Cross-Functional Partners
- What Are the Next Generation Roles that MSLs Can Help Bring Value To?
- What Are the Cutting-Edge Technologies & Trends that Will Impact Engagement in next 3-5 Years?

Workshop Leaders:

Ka Weng Mah
Director, Medical Capabilities
AMGEN

Minxu Wang
MSL Manager
BAYER HEALTHCARE

Colin Baughman
Senior Director, Digital Health
BIOGEN

Nathan Qiu
Associate Director, Field Medical Head, Virology
BRISTOL-MYERS SQUIBB

Yuanyang Zhou
Senior Regional Medical Liaison Manager
SANOFI

12:00 pm – 1:00 pm

Networking Lunch

MSL LEADERS' WORKSHOP & PATIENT-CENTRICITY FORUM

PRE-SUMMIT: TUESDAY, JUNE 11

1:00 pm – 5:30 pm

Afternoon Session: Patient-Centricity Forum

"Talk the Talk, Walk the Walk": Walking the Patient-Centric Talk

Patient Centricity is the New Norm for Pharmaceutical & Biotech Companies, which has become an integral part of pharma's medical and marketing strategy, and is being integrated into all aspects of product development and product commercialization. Join us for this special forum, where you will hear from leading academic organizations, pharmaceutical companies, patient organization groups and technology enablers who are innovating the patient-centric model with a joint effort and learn how to collaborate together and actively explore the most effective new models for patient education and patient support in China.

1:00 pm – 1:15 pm

Welcome Address: A Joint Mission for Patient Centricity

Roger Liu

Vice President, Commercial Strategy & Chief Marketing Officer

ASTRAZENECA CHINA

COLLABORATING TO ADVANCE PATIENT SUPPORT IN CHINA

1:15 pm – 1:35 pm

Collaboration, Synergy, Focus: An Integrated Patient Support Ecosystem

Xiangqian Dai

Advisor

CHINESE ANTI-CANCER ASSOCIATION

1:35 pm – 1:55 pm

A Responsibility Ever Evolving: Pharma's Role in Forging Strategic Patient Partnership in China

Joyce Li

Vice President, Medical Affairs

ROCHE CHINA

1:55 pm – 2:15 pm

Is the Pharmaceutical Industry Patient-Centric? How Do We Measure It? An International Biotech's Perspective

Cezary Statuch

Vice President, Medical International Markets / MAPS JAPAC Executive Committee

BIOGEN

MSL LEADERS' WORKSHOP & PATIENT-CENTRICITY FORUM

PRE-SUMMIT: TUESDAY, JUNE 11

PERSONALIZED PATIENT EDUCATION AND SUPPORT

2:15 pm – 2:35 pm	Attending to Every Unique Patient's Journey: In Need, In Place, In Action Kevin Huang Founder & President CHINA ORGANIZATION FOR RARE DISORDERS (CORD)
2:35 pm – 2:55 pm	From the Patient, For the Patient: ePRO in Clinical Trials and Clinical Practice Kevin Lin Chief Executive Officer JSURE HEALTH
2:55 pm – 3:35 pm	How Does MNC Pharma Evaluate the Effectiveness of PSPE Endeavors? <i>Moderator:</i> Yun Wu Head of Patient Partnership ROCHE CHINA <i>Panelists:</i> Roger Liu VP, Commercial Strategy & Chief Marketing Officer ASTRAZENECA CHINA Xiangqian Dai Advisor CHINESE ANTI-CANCER ASSOCIATION Joyce Li Vice President, Medical Affairs ROCHE CHINA Kevin Huang Founder & President CHINA ORGANIZATION FOR RARE DISORDERS (CORD) Kevin Lin Chief Executive Officer JSURE HEALTH
3:35 pm – 3:50 pm	Networking Break

PSPE IN THE ERA OF AI & BIG DATA

3:50 pm – 4:10 pm	PSPE in the Era of AI & Big Data Jordon Liu Digital Pharma Business Lead TENCENT HEALTHCARE
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MSL LEADERS' WORKSHOP & PATIENT-CENTRICITY FORUM

PRE-SUMMIT: TUESDAY, JUNE 11

4:10 pm – 4:30 pm	Precision Patient Management Driven by Big Data Donna Tian Marketing Director & Head of Internet Hospital LINKDOC
4:30 pm – 4:50 pm	Closing the Knowledge and Technology Gap for Patients for Better Treatment Outcomes Eric Tian Patient Experience & Optimization Head UCB CHINA
4:50 pm – 5:10 pm	Digital Patient Management with Evidence-based Value Yog Yang Co-Founder & Vice President MEDSCI
5:10 pm – 5:30 pm	Future Model: Digital Delivery of Care to Support Every Patient Douglas Xu Head of Patient Support & Digital Solution SANOFI
5:30 pm – 6:15 pm	How Can Digital Solutions Evolve the PSPE Landscape?: Successes and Standing Challenges <i>Moderator:</i> Roger Liu Vice President, Commercial Strategy & Chief Marketing Officer ASTRAZENECA CHINA <i>Panelists:</i> Eric Tian Patient Experience & Optimization Head UCB CHINA Jordon Liu Digital Pharma Business Lead TENCENT HEALTHCARE Donna Tian Marketing Director & Head of Internet Hospital LINKDOC Douglas Xu Head of Patient Support & Digital Solution SANOFI Hugo Ye Customer Support Program Advisor LILLY CHINA Yog Yang Co-Founder & Vice President MEDSCI

CMA LEADERS' SUMMIT MAIN PROGRAM

WEDNESDAY, JUNE 12

7:45 am – 8:30 am	Registration Main Program
8:30 am – 8:45 am	Chairpersons' Opening Remarks Zig Lang Vice President, Medical Director BAYER HEALTHCARE Joanna Zhang Head of Medical SANOFI PASTEUR
8:45 am – 9:15 am	Knowledge Presentation Medical Affairs 2025: Global Trends & Implications for China Fangning Zhang Partner MCKINSEY & COMPANY
9:15 am – 10:30 am	Opening Keynote Panel Excelling in a Dramatically Changing Environment: Medical Affairs As a Strategic Partner Across the Lifecycle This session will bring together heads from Medical, R&D, Commercial, Access and Hospital stakeholders to discuss where each's individual objectives might differ and explore the areas where the objectives overlap between these very different function areas. <i>Key topics covered include:</i> <ul style="list-style-type: none">• What are the highest-value/highest-impact MA activities based on the asset/product lifecycle stage?• Which activities are most valued by R&D, Access and Commercial teams?• External forces are driving rapid change in the global healthcare industry- implications for MA teams in China?• Approaches for MA leaders to achieve this vision in China <i>Moderator:</i> Cezary Statuch Vice President, Medical International Markets BIOGEN <i>Speakers:</i> Tony Au General Manager ABBVIE CHINA Minnie Ke Country Medical Head SHIRE PHARMACEUTICALS Andy Huang Head of Market Access, China BIOGEN Yimin Mao Professor of Gastroenterology RENJI HOSPITAL Helen Lin Executive Director, Medical AMGEN Yiman Zheng Vice President, Medical Affairs MSD CHINA

CMA LEADERS' SUMMIT MAIN PROGRAM

WEDNESDAY, JUNE 12

10:30 am – 10:50 am	Networking Break			
10:50 am – 11:50 am	<p>Medical Insights: What Are They and How Do We Make Them Useful?</p> <ul style="list-style-type: none">• Understanding the importance and impact of insights for medical affairs• What are the essential insights that can add value to our colleagues?• How do we communicate insights to our commercial and R&D teams to make them actionable?• What are the key sources and uses of insights? <p>Moderator: Yiman Zheng Vice President, Medical Affairs MSD CHINA</p> <p>Speakers:</p> <table><tr><td>Lydia Hu Country Medical Lead BIOGEN</td><td>Hua Xiao TA Head- CV BAYER HEALTHCARE</td></tr></table>	Lydia Hu Country Medical Lead BIOGEN	Hua Xiao TA Head- CV BAYER HEALTHCARE	
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11:50 am – 12:50 pm	Networking Lunch			
12:50 pm – 1:50 pm	<p>Big Data and Its Impact on "Smart" Evidence Generation to Support the Medical Function</p> <ul style="list-style-type: none">• Database collaboration models among pharmaceutical industry, medical society and government• RWE value in real world regulatory approval/medicinal product promotion/market access/pricing• How do you evaluate cost-effectiveness RWE project?• Any chance to leverage social media data for RWE evidence generation?• Value competition: RWS vs. market research leveraging big data methodology• When do we really need to leverage AI for medical affairs? <p>Moderator: Jian Li Executive Director, Medical Affairs ASTRAZENECA CHINA</p> <p>Speakers:</p> <table><tr><td>Jery Li STSM & Research Leader, Healthcare AI IBM RESEARCH CHINA</td><td>Helen Lin Executive Director, Medical AMGEN</td><td>Yuan Ni Head of Medical Text Processing PING AN MEDICAL TECHNOLOGY</td></tr></table>	Jery Li STSM & Research Leader, Healthcare AI IBM RESEARCH CHINA	Helen Lin Executive Director, Medical AMGEN	Yuan Ni Head of Medical Text Processing PING AN MEDICAL TECHNOLOGY
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CMA LEADERS' SUMMIT MAIN PROGRAM

WEDNESDAY, JUNE 12



1:50 pm – 2:50 pm

Digital in Medical Affairs: Is a Digital Future Inevitable for Every Company?

- Emerging technologies & tools in digital health for medical affairs
- Can we live without digital or is its future in medical affairs inevitable?
- How effective have we been thus far in our effort to embed digital capabilities in our medical efforts in China?

Speakers:

Joanna Zhang
Head of Medical
SANOPI PASTEUR

Colin Baughman
Senior Director, Digital Health
BIOGEN

2:50 pm – 4:30 pm

"LEADERSHIP ROUNDTABLES"

This exciting networking and best practices sharing will split the main conference room into 3 "Leadership Roundtables," each covering a current hot topic for discussion led by 2-4 experts, hosting smaller groups of around 20 attendees. Our experts will briefly share their perspectives on the topic and immediately open the discussion to questions from the audience. Each session will last for 45 minutes after which there will be a short break and then the sessions will reset and repeat again for 45 minutes. This will enable you to customize your agenda to attend the topics of great interest and relevance to you!

Leadership Roundtable #1

Communicating & Collaborating with Commercial Departments

One of the topics that generates the most active discussion amongst medical affairs professionals is on working together with the commercial department. For this roundtable, we would like to help break down the barrier and encourage open discussion between medical affairs and commercial departments. For every differing point of view, there are common points of view and this session aims to focus how to find the balance so that medical and commercial colleagues can work together optimally!

Experts:

Zig Lang
Vice President, Medical Director
BAYER HEALTHCARE

Cezary Statuch
Vice President, Medical International Markets
BIOGEN

CMA LEADERS' SUMMIT MAIN PROGRAM

WEDNESDAY, JUNE 12

Leadership Roundtable #2

Behaviour Change Through Medical Education: How Can We Turn Aspiration into Reality?

Medical education programs are an integral part of medical affairs activities and with many factors influencing clinical decision making, communicating clinical evidence is rarely enough to make an impact. With medical practice constantly changing and many different sources of information, it's more important than ever to deliver medical education that positively impacts behaviour in clinical practice and ultimately improves patient care and outcomes. This roundtable session will explore how targeting a change in behaviour could drive the design of medical education and how a resulting behaviour change might be measured.

Key topics

- Is 'behaviour change' central to designing effective medical education?
- What are the most effective strategies to achieve a change in behaviour?
- Can we demonstrate a relationship between medical education initiatives and changes in patient outcomes?
- Demonstrating behaviour change: What data do you need and how can it be collected?

Experts:

Stefanie Chuah

Yunjing Tian

James Carr

Wei Wan

Editorial Lead (Asia)

Medical Affairs Director, Anti-thrombosis

Asia Healthcare Learning Lead

Sr. Manager of Medical Capability & Ops

AMICULUM

BAYER HEALTHCARE

AMICULUM

AMGEN

Leadership Roundtable #3

Talent & Culture Management: Shaping & Building Careers in China's Medical Affairs Industry

Beginning a career as a pharmaceutical medical affairs professional is the first step that opens a great number of opportunities to advance within the industry. But the path forward is often unclear at the beginning. This roundtable session will feature experts who have spent entire careers advancing in the medical affairs industry. Ask them your questions and learn where your career path in this industry can lead to.

Key Topics:

- What are the opportunities for your career advance after building your experience in the medical affairs area?
- What role can MAPS play to help build talent in China?

Experts:

Joanna Zhang

Dannis Chang

Head of Medical

Senior Director & Head of Global Medical Information & Scientific Communications

SANOFI PASTEUR

HALOZYME THERAPEUTICS

4:30 pm

China Medical Affairs Summit Concludes

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 Lychee Group



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