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Pre-Conference Workshop:

COMMUNICATION AND COLLABORATION WITH INTERNAL STAKEHOLDERS

Susan S. Buchanan, National Clinical Science Manager, **ABBOTT**
Stacey Curtiss, PharmD, Senior II Medical Science Liaison, **SHIRE**

Conference Chairman:

Dr. Samuel Dyer, Former Senior Regional Medical Director, **GENENTECH**



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Register by August 13th for Reduced Pricing

7th MSL BEST PRACTICES

Bringing Maximum Value to the KOL, Company and Industry



September 27-28, 2010

Hyatt Regency San Francisco Airport Hotel | San Francisco, CA

Co-located with the 12th Investigator-Initiated Trials Conference for maximum learning and networking opportunities!

Featured Sessions Include:

THOUGHT LEADER ENGAGEMENT PLANNING

Developing a Strategy for the Identification and Management of KOLs to Support Long Term Relationships that Meet the Objectives of the Company, KOL and Institution
Gerard Abate, MD, Medical Director, Multaq, Cardiovascular Thrombosis, **SANOFI-AVENTIS**

CHANGING HEALTHCARE ENVIRONMENT

Examining the Impact on Field Based Medical as the Industry Faces Historic Shifts
Edith Eby, Executive Director, Field Based Medical Governance, **PFIZER**

MSL TEAM CHARACTERISTICS

Determining the Size, Structure and Scope of Field-Based MSL Teams Founded on the Needs of the Company and Product Lifecycle Stages
Nina Malik, PharmD, Regional Medical Head, Southwest Operating Unit, US Medical Affairs, **NOVARTIS**

Featuring an afternoon of tracked sessions for MSLs and MSL Managers, interactive roundtable discussions and a cocktail reception

To Register: Call 866-207-6528 or visit us at www.exlpharma.com/7thmsl

The reality of federal healthcare reform, increasingly restrictive state laws, and industry measures such as the PhRMA Code, are all contributing to a landscape of industry-thought leader relationships that is dramatically changing. As sales and marketing teams face a growing number of obstacles that impede access to physicians, the role of the medical science liaison in the exchange of scientific information with thought leaders continues to rise in importance. Through transparent communication that stems from sound clinical expertise, relationship building skills and business acumen, MSLs are playing a major role in shaping the future of how thought leaders receive information and how the industry is perceived.

Now on our seventh MSL program, ExL Pharma's MSL Best Practices Conference continues to provide a highly interactive and energetic forum for the delivery of successful strategies designed to increase the effectiveness of MSLs in both field and office-based activities. Through comprehensive sessions on topics including thought leader identification and management, the changing healthcare environment and the impact on the MSL position, and innovative approaches to career development, attendees will leave this event armed with valuable strategies for increasing professional effectiveness and personal fulfillment in the MSL role.

We look forward to greeting you in San Francisco!

Sincerely,

Lindsay Slater
Conference Director
7th MSL Best Practices

Kristen Hunter
Team Leader, Production
ExL Pharma

Who Should Attend?

Professionals from Pharmaceutical, Biotechnology and Medical Device companies with responsibilities in the following areas:

- Medical Science Liaisons (MSLs, MLs)
- Medical Affairs
- Medical Communications
- Scientific Affairs
- Clinical Trial Liaisons
- Clinical Research
- Medical Education
- Clinical/Outcomes Liaisons
- Clinical Investigators
- KOL Development
- Business Intelligence
- Regulatory Affairs
- Marketing

This conference is also of interest to:

- Software and Technology Companies
- Staffing Agencies/Recruiters
- Law Firms
- Consultants

Venue Information



Hyatt Regency San Francisco Airport
1333 Bayshore Highway Burlingame, California
Telephone: 650-347-1234
Fax: 650-347-5948

Reward yourself with a stay at the Four Diamond Hyatt Regency San Francisco Airport hotel. Experience our ideal location on San Francisco Bay—just 15 minutes from the excitement of downtown San Francisco or the technology corridor of Silicon Valley and only seven minutes from San Francisco International Airport, you'll enjoy easy access to all the attractions surrounding our luxury hotel.

Please contact the hotel directly at 1-888-421-1442 to book your room. Please mention ExL Pharma and the 7th MSL conference to take advantage of this discount. You must book your room by **September 5, 2010** to be eligible for the discounted rate. Please book your room early as the rooms available at this rate are limited and review your hotel confirmation to ensure that you received the ExL group rate.

To Register: Call 866-207-6528 or visit us at www.exlpharma.com/7thmsl

PRE-CONFERENCE WORKSHOP—DAY ONE *Monday, September 27th*

8:00 REGISTRATION AND CONTINENTAL BREAKFAST FOR WORKSHOP PARTICIPANTS

9:00 PRE-CONFERENCE WORKSHOP— COMMUNICATION AND COLLABORATION WITH INTERNAL STAKEHOLDERS

Increasing Cooperation and Improving Information Exchange across Departments for Enhanced Knowledge Management, Strengthened External Relationships, and a More Targeted Customer Approach

MSLs typically interface with many cross-functional teams within the organization, including Sales, Marketing, R&D, Managed Markets and the broader Medical Affairs group. These relationships have tremendous potential for enhancing the effectiveness of the company and the individual MSL, especially related to KOL outreach strategy and to the integration of field insights and information. However, there is often a gap between the potential that exists for internal collaborations and what is actually gained from current relationships across departments.

- Explore the benefits of cross-functional collaboration, including:
 - Increased transparency, which can translate to positive outcomes for the business
 - Improved efficiency and productivity in KOL management and development
 - Stronger compliance with corporate policies, federal and state regulations, and industry standards
- Develop a process for compliant and controlled communication, including an established procedure for documentation
- Avoid pitfalls and get the most out of inter-department teamwork

WORKSHOP LEADERS:

Susan S. Buchanan, National Clinical Science Manager, ABBOTT
Stacey Curtiss, PharmD, Senior II Medical Science Liaison, SHIRE

10:30 30-MINUTE NETWORKING & REFRESHMENT BREAK

12:00 WORKSHOP CONCLUDES; LUNCHEON FOR WORKSHOP PARTICIPANTS

MAIN CONFERENCE BEGINS—DAY ONE



1:00 CHAIRMAN'S WELCOME AND OPENING REMARKS

Dr. Samuel Dyer, Former Senior Regional Medical Director, GENENTECH

1:15 CHANGING HEALTHCARE ENVIRONMENT

Examining the Impact on Field Based Medical as the Industry Faces Historic Shifts

- Where are we now? Where are we headed?
- Will a growing number of companies adopt personalized medicine paradigms and how does this impact the role of the field based medical colleagues?
- How can field based medical colleagues maintain effectiveness and impact across the lifecycle of a product?
- Will an increase in transparency impact the reputation of the industry and health care provider partnerships and how can field based medical support restoring public trust?
- Will an increasing number of graduates choose the field based medical/industry path as a result of changes that accompany health care reform?

Edith Eby, Executive Director, Field Based Medical Governance, PFIZER

2:00 THOUGHT LEADER ENGAGEMENT PLANNING

Developing a Strategy for the Identification and Management of KOLs to Support the Objectives of the Company, KOL and Institution

- Understanding how the needs of different KOLs evolve based on product lifecycle
- Selecting different avenues of engagement according to KOLs' experience and preferences
- Exploring effective strategies for initiating contact with an identified thought leader
- Gaining field insights and utilizing them to inform future outreach

Gerard Abate, MD, Medical Director, Multaq, Cardiovascular Thrombosis, SANOFI-AVENTIS

2:45 NETWORKING AND REFRESHMENT BREAK

3:15 i-MSL

Utilizing Remote Scientific Exchanges to Engage Established KOLs for Timely and Cost Efficient Communication

- Innovative, interactive process that remotely connects a MSL with a physician in real-time through the use of sophisticated web conferencing technology
- Facilitated entirely by industry-experienced MSLs interacting on a peer-to-peer basis

- MSL utilizes video, audio, chat, white board & data sharing capabilities disseminating library of client-approved information
- A web-based MSL interaction that can be proactive or reactive in which the end user (the physician) does not need any special downloads or software in order to access the service – only an internet connection

Evan Demestihis, MD, RPh, Chief Executive Officer, THE MEDICAL AFFAIRS COMPANY

4:00 PANEL DISCUSSION: ACCESS TO ACADEMIC INSTITUTIONS

Managing Interactions with KOLs in an Environment of Growing Institutional Policies and Credentialing

- Understanding the growing trend of institution-implemented limitations on industry-thought leader interactions
- Many institutions do not distinguish between sales reps and MSLs – how can we demonstrate the MSL commitment to education and not promotion?
- Considering alternate venues and times for educational meetings
- Ensuring maximum value in the interactions that do occur

PANELISTS: Lisa Stepp, PhD, Senior Regional Manager, Bio Oncology MSLs, GENENTECH

Kelly S. Lewis, PharmD, Senior Director, Medical Science Liaisons, ACTELION PHARMACEUTICALS, US

Evette Brooks, Senior MSL, ACTELION PHARMACEUTICALS, US

Gary Ellenor, Senior Medical Director, Neuroscience, PFIZER

5:00 COCKTAIL RECEPTION & ROUNDTABLE DISCUSSIONS WITH ATTENDEES FROM 12TH IITs:



1. **Changing KOL Profile** – How are thought leader preferences and backgrounds changing and how can MSLs adapt?
2. **Social Media** – Are KOLs utilizing new, online forms of communication and can MSLs effectively engage them through new media?
3. **Work/Life Balance** – How can I manage so many competing demands while striving to have it all – career, family, friends and sanity?
4. **REMS** – What level of involvement is appropriate and what value do MSLs bring to REMS development?
5. **Diminished KOL Speaker Engagements** – How can MSLs help combat this growing trend?
6. **MSL Certification** – Is there a need for certification to ensure consistency of training and performance? What are the pros and cons?

5:45 CLOSE OF DAY ONE

8:00 CONTINENTAL BREAKFAST FOR CONFERENCE PARTICIPANTS

9:00 CHAIRMAN'S RECAP OF DAY ONE AND MODERATORS' KEY POINTS FROM ROUNDTABLE DISCUSSIONS

Dr. Samuel Dyer, Former Senior Regional Medical Director, GENENTECH

9:15 REGULATORY OVERVIEW

Outlining Current and Future Guidelines that MSLs Must Understand and Follow in Interactions Involving Health Care Practitioners

- Exploring impending federal regulation via healthcare reform in addition to current FDA and OIG regulations to minimize risk
- Reviewing state-mandated restrictions on industry-KOL interactions
- Considering the purpose and impact of industry guidelines
- Developing and enforcing SOPs to protect your company and employees from inadvertent noncompliance and liability

Judith A. Waltz, Partner, FOLEY & LARDNER LLP

10:00 COMPLIANCE

Maintaining the Effectiveness of MSL Programs While Meeting Compliance Requirements

This session will cover critical areas of risk for your business as well as explore how updated processes and technology help you manage this compliance burden. Specific topics include:

- Compliant selection of KOLs
- Management of off-label inquiries
- Gathering KOL feedback
- Managing and controlling distribution of approved content
- Compliantly evaluating MSL performance
- MSL involvement in Investigator Initiated Study (IIS) requests

Jim Zuffoletti, President and Co-Founder, OPENQ

10:45 NETWORKING AND REFRESHMENT BREAK

11:15 MSL TEAM CHARACTERISTICS

Determining the Size, Structure and Scope of Field-Based MSL Teams Founded on the Needs of the Company and Product Lifecycle Stages

- Should MSLs be deployed to reflect KOL geographic concentrations and/or sales distribution?
- Should the number of field MSLs automatically be decreased after a product launches?
- How should the size of the company and number of products in the portfolio and pipeline affect the configuration of MSL teams?

Nina Malik, PharmD, Regional Medical Head, Southwest Operating Unit, US Medical Affairs, NOVARTIS

12:00 PERFORMANCE METRICS AND MANAGEMENT

Identifying Which Metrics Work, Which Ones Backfire, and Which Ones Have Potential for Effectively Demonstrating MSL Value

- Setting out objectives and goals to guide the selection of appropriate metrics
- Choosing compliant quantitative and qualitative measures that are acceptable to the MSL team and senior management
- Weighing the pros and cons of metrics and benchmarks to evaluate and communicate MSL effectiveness
- Establishing targets and planning ahead for performance

Stephen Harris, PharmD, Field Director, Medical Sciences – West, Cardiovascular Diseases, GILEAD SCIENCES

12:45 LUNCHEON

TRACK A: FOR MSLs

1:45 MSL CAREER DEVELOPMENT

Identifying and Evaluating Opportunities Available to MSLs that Are Aligned with the Educational Background, Experience and Skill Set of the Individual

- Cultivate your network, mentorship and monitor industry trends within and outside pharma, biotech and medical device companies
- Explore and test your own interests and competencies during and prior to making a career change
- Complete “360 degree” self assessment of your strengths/ opportunities
- Assess core competencies from past and current roles, be articulate in describing your specific opportunity, role, impacts
- Prepare for the interview, “First impressions earn you the interview”
- Champion your own growth

Beth Kiebler, Director, Regional Medical Liaisons, AMGEN

2:30 CASE STUDY: MANAGED CARE

Increasing and Improving the Communication Between MSL and Internal Account Managers for Stronger Value Demonstrations to Payers

- MSLs should not be used in a last ditch effort to get the product on the formulary!
- Bringing in the MSL earlier for presentations to P&T committees
- Proactively providing scientific information to educate managed care organizations

Lisa C. Goetz, PharmD, Director, Medical Sciences - Managed Markets, MEDIMMUNE

3:15 THE GLOBAL MSL

Working As an MSL in Select International Locations – Similarities and Differences with the U.S.

- Working with KOLs and cultural differences
- KOL management
- Working within different regulatory environments

Dr. Samuel Dyer, Former Senior Regional Medical Director, GENENTECH

4:00 TRACK A CONCLUDES; CLOSE OF CONFERENCE

TRACK B: FOR MSL MANAGERS

1:45 MSL RECRUITMENT

Attracting Talented MSLs Who Remain Fulfilled in Their Positions and Committed to the Company

- Analyzing motivational factors affecting longevity, including level of responsibility, compensation, size of territory, travel demands and opportunities for growth
- Examining different educational backgrounds, skills, and experience levels that can help indicate success in the MSL role at your company
- Exploring best practices for getting the word out about open MSL positions

Bryan Vaughan, Managing Partner, TRINET PHARMA

2:30 MSL TRAINING AND DEVELOPMENT

Supporting MSLs as they Explore Opportunities that are Aligned with their Educational and Professional Goals

- Providing MSLs with the tools necessary to do their jobs effectively
- Exploring different career opportunities available to MSLs, within the company, but also in other industries
- Strategies for implementing a defined process for development discussion and planning
- Discussing the MSLs strengths, needs, motivation, and interests

Steve Valliere, PharmD, MS, Associate Director, ADHD MSL Team, SHIRE

3:15 CASE STUDY: CLINICAL RESEARCH

Outlining Strategies for MSLs to Bring Maximum Value to Company-Sponsored Clinical Trials

- Discussing opportunities for MSLs to help ensure adherence to study timelines
- Exploring new ways that MSLs can liaise and increase scientific information exchange between investigators and the sponsor
- Overcoming obstacles in information sharing

Lisa Stepp, PhD, Senior Regional Manager, Bio Oncology MSLs, GENENTECH

4:00 TRACK B CONCLUDES; CLOSE OF CONFERENCE



Sponsorship and Exhibiting Opportunities

Do you want to spread the word about your organization's solutions and services to potential clients who will be attending this event? Take advantage of the opportunity to exhibit, present an educational session, host a networking event, or distribute promotional items to attendees. ExL Pharma will work closely with you to customize a package that will suit all of your needs. To learn more about these opportunities, please contact:

Lucas Carrasco
Business Development Manager
 212-400-6231, lcarrasco@exlpharma.com

Five Ways to Register

- Fax:** 888-221-6750
Mail: ExL Events, Inc.
 555 8th Ave, Ste 310
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Phone: 866-207-6528
Online: www.exlpharma.com
Email: register@exlpharma.com

Registration Fees for Attending ExL Pharma's 7th MSL Best Practices:

EARLY BIRD PRICING

Register by Friday, August 13, 2010 to Take Advantage of Early-Bird Pricing:

Corporate Rate:	
Conference + Workshop	\$1995
Conference Only	\$1695

STANDARD PRICING

Register After Friday, August 13, 2010:

Corporate Rate:	
Conference + Workshop	\$2195
Conference Only	\$1895

ONSITE PRICING

Corporate Rate:	
Conference + Workshop	\$2295
Conference Only	\$1995

Group Discount Program:

Save 25% Per Person when Registering Four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register 4 at one time). **This is a savings of 25% per person.**

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Can only send three? You can still **save 15%** off of every registration. To find out more on how you can take advantage of these group discounts, please call 866-207-6528.

IMPORTANT!! Offers may not be combined. Discount only applies to standard rate. Make checks payable to **ExL Events, Inc.** and **write code P1120 on your check.** You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full prior to the commencement of the conference.

There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague occurring within five business days of the conference.

Cancellations: If you need to cancel your registration for an upcoming ExL conference, please note the following policies derived from the Start Date of the event:

Four weeks or more: A full refund (minus a \$95 processing fee), or a voucher to another ExL event valid for two years from the voucher issue date.

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To receive a refund or voucher, please fax your request to 888-221-6750.

Conference registrations may be transferred to other colleagues in the event you are unable to attend. Please notify ExL Pharma, info@exlpharma.com, prior to the event with the name and contact information of the replacement attendee.

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a suitable replacement will be made.

The opinions of this faculty do not necessarily reflect those of the companies they represent or ExL Events, Inc.

Registration Form

Mail: ExL Events, Inc.
555 8th Ave, Ste 310
New York, NY 10018

Phone: 866-207-6528
Fax: 888-221-6750
Email: register@exlpharma.com

Online: www.exlpharma.com

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