

An initiative by



**MARKSMAN**  
HEALTHCARE COMMUNICATIONS



# 2nd INDIAN MEDICAL AFFAIRS SUMMIT

*Preparing Next Generation  
Medical Affairs Personnel!*

10<sup>th</sup> March 2018, 8:00 AM - 5:00 PM  
Meluha The Fern, Central Avenue, Hiranandani Gardens,  
Powai, Mumbai, Maharashtra 400076 India

Convener: Dr. Amit Dang

Supported by



## Key Objective:

Indian Medical Affairs Summit (INMAS) is first of its kind initiative that has been undertaken in India for the cause of Medical Affairs personnel to interact, learn, share new ideas, best practices, and case studies amongst this evolving community.

## INMAS Agenda and Speakers: 2018

**Registration and Breakfast - 08:00 a.m. - 09.00 a.m.**

**Program Moderator - Anup Soans - Editor, MedicinMan**

| Topic                                                                   | Time                | Speaker & Designation                                                              |
|-------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|
| Welcome Address and Setting the Context                                 | 9:00 AM - 9:05 AM   | <b>Ms. Dimple Dang</b><br>Cluster Head, MarksMan Healthcare Communications         |
| The Evolving Role of Medical Affairs: Key Note Address                  | 9.05 AM - 9.25 AM   | <b>Dr. Aamir Shaikh</b><br>Founder, Assansa                                        |
| Impact of Medical Affairs Pre-Commercial Support on Post-Launch Success | 9.30 AM - 9.50 AM   | <b>Dr. Bhavesh Kotak</b><br>Executive Vice President - Medical Affairs, GSK, India |
| Value of Medical Affairs to the Business                                | 10.00 AM - 10.20 AM | <b>Mr. Sanjiv Navangul</b><br>Managing Director, Janssen India                     |

**Networking Break : Duration - 30 min**

|                                                         |                     |                                                                                        |
|---------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------|
| Co-conceptualizing the Integrated Brand/Customer Plan   | 11:00 AM - 11:20 AM | <b>Dr. Srirupa Das</b><br>Associate Director - Medical Affairs, Abbott                 |
| Medical Research - Better Than Market Research?         | 11:30 AM - 11:50 AM | <b>Dr. Rahul Rathod</b><br>Director - Medical Affairs, Mitra Biotech, Inc.             |
| Justifying the Value Proposition - Local Value Dossiers | 12:00 PM - 12:20 PM | <b>Mr. Mahendra Rai</b><br>Head - R&D Commercial Solutions & RWI, IQVIA (QuintilesIMS) |
| Digital Medical Affairs                                 | 12:30 PM - 12:50 PM | <b>Dr. Dhara Shah</b><br>Medical Lead, Digital and Efficiency, Pfizer Ltd.             |

**Lunch break : Duration - 45 min**

|                                                                                   |                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Building Trust Through Credibility (Panel Discussion)                             | 1:45 PM - 2:30 PM | <b>Dr. Pratik Shah</b><br>Head Clinical - Medical & Regulatory Affairs, PV and QA, Astellas Pharma India Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                             |
| Panelists                                                                         |                   | <b>Dr. Prashant Dongre</b><br>Medical Director, UCB India Pvt. Ltd.<br><br><b>Dr. Anil Kukreja</b><br>Medical Director, Roche Products (India) Pvt. Ltd.<br><br><b>Dr. Prashant Desai</b><br>Director - Regulatory Affairs & Business Quality, Janssen India<br><br><b>Dr. Ganesh Kadhe</b><br>Associate Director - Medical & Scientific Affairs, Abbott Nutrition<br><br><b>Dr. Qayum Mukaddam (Panel Moderator)</b><br>Independent Pharmaceutical Consultant |
| The Evolution of Publication Strategies and Tactics Across the Product Life Cycle |                   | <b>Dr. Vikram Singh</b><br>Vice President - Medical Affairs & Sirturo Access, Janssen India                                                                                                                                                                                                                                                                                                                                                                    |

**Networking Break : Duration - 30 min**

|                                                                      |                   |                                                                                          |
|----------------------------------------------------------------------|-------------------|------------------------------------------------------------------------------------------|
| Medical Access Strategy                                              | 3:30 PM - 3:50 PM | <b>Dr. Anil Kukreja</b><br>Medical Director, Roche Products (India) Pvt. Ltd.            |
| The "Medical" Representative - Representing What Medical Stands for! | 4:00 PM - 4:20 PM | <b>Mr. Anup Soans</b><br>Editor, MedicinMan                                              |
| Summit Summary                                                       | 4:30 PM - 4:50 PM | <b>Dr. Mubarak Naqvi</b><br>Senior Director - Medical & Regulatory Affairs, Sanofi India |

**Closing Remarks : 5.00 PM**