

# Medical Affairs Masterclass

Thursday  
2nd May

@ IMI Sandyford



## Masterclass: The Future of Medical Affairs in Ireland

Thursday 2nd May, 2024

### Overview:

The PMI's medical affairs master class will take place on May 2nd at the IMI campus in Sandyford.

This highly anticipated one-day masterclass will build on the inaugural masterclass held last year. We will shine a light on the medical affairs function as it continues the transition from a traditional support function to a strategic partner pivotal to all functions within their organisation. With a changing healthcare landscape placing new demands on medical affairs, our panel of expert speakers will discuss the future landscape of Medical affairs, how best to navigate this future landscape - as well as examining what this future will look like.

The masterclasses are designed to be a highly immersive and interactive learning tool. Numbers are kept small to allow for engagement and discussions. There will be a mix of expert speakers and a panel discussion which will bring together the Medical Directors from a number of key pharma companies to share their insights, experience and knowledge with the room. This masterclass will also provide an excellent opportunity to share best practices and discuss ideas with fellow Medical Managers and Medical Advisors/MSLs in other companies allowing you to build a strong professional network with peers.

### Who should attend?

This one-day masterclass is designed for those working within the medical affairs area. It will be best suited to Medical Managers, Medical Advisors and MSLs.

### About the Venue:

This masterclass will be held at the Irish Management Institute's campus in Sandyford, which is located just off the M50. There are plenty of free car-parking spaces available at the venue. The full address is: IMI Campus, Sandyford Road, Dublin 16, D16 X8C3.

### Costs:

Member price: €360      Non Member price: €560

Lunch is provided at the venue and is included in the cost. Group rates are available on request.



### Further information:

Further information on the topics and speakers is available on our website: [www.thepmi.com/events/](http://www.thepmi.com/events/)

## The Future of Medical Affairs in Ireland: Masterclass

2<sup>nd</sup> May, 2024

### AGENDA

V6 – 24<sup>th</sup> April, '24

Time	Topic:	Speaker:
9.30am	Registration, tea coffee	
10am	Open & introduction Introduction to the agenda and speakers for the day.	Fiona Dunphy, the PMI
10.10am	Understanding and Overcoming the Compliance Red Tape in Medical Affairs	Caroline Kelly, Integrity Pharma
10.40	Clinical Trials Overview & Engagement with HCPs	Consultant Medical Oncologist - St Vincent's Medical Group. Professor of Medicine - University College Dublin. Chair in Translational Cancer Research - Dublin City University.
<b>11.15am</b>	<b>Coffee</b>	
11.45am	Collate, Curate and Collaborate: Medical Affairs & Market Access cross-functional teams	Aoife Callan, Market Access & External Affairs Director - Takeda
12.20pm	Career Progression in Medical Affairs	Agron Hasani, Chief Medical Officer - Novartis
<b>1pm</b>	<b>Lunch</b>	
14.00	Landscape of Medical Affairs: The View from Europe	Clare Cushen, European Medical Director - Chiesi Group
14.20	<p><b>Panel Discussion:</b></p> <p><i>"Developing an Optimal Landscape for Medical Affairs in Ireland"</i></p> <ul style="list-style-type: none"> <li>• Emer O'Shaughnessy, Country Medical Director – MSD</li> <li>• Eavan Daly, Country Medical Director – GSK</li> <li>• Abdul al Khateeb, Country Medical Director – Roche</li> </ul>	
15.30	Wrap up and close of meeting	

## Speakers (in order):



Caroline Kelly,  
Managing Director

### **Caroline Kelly, Managing Director - Integrity Pharma**

Caroline is an experienced pharmaceutical compliance professional with over 20 years' experience in the industry. Holding qualifications in BSc Molecular and Cellular Biology and MSc Pharmaceutical Medicine, she worked in a number of Commercial and Medical roles in small, medium and large pharmaceutical companies before embarking solely on Compliance leadership roles from 2010. She has expertise in a spectrum of prescription medicines from mega brands to products for rare and orphan diseases. As one of the first cohorts in the development of Healthcare Compliance as a responsibility in the industry, Caroline has had the opportunity to represent companies at the EFPIA Compliance Committee, has held roles in working groups run by the ABPI, PMCPA and IPHA, and frequently leads syndicate groups for the PMCPA. She is a former panellist of the IPHA Code Council.

*Topic: Understanding and Overcoming the Compliance Red Tape in Medical Affairs*



### **Prof John Crown, Consultant Medical Oncologist - St Vincent's Medical Group. Professor of Medicine - University College Dublin & Thomas Baldwin Chair in Translational Cancer Research at Dublin City University.**

Prof Crown graduated Medicine and Science from University College Dublin, trained in general medicine in London and Dublin, and in Oncology at Mount Sinai Medical Centre New York and Sloan Kettering Memorial Cancer Centre.

He subsequently served at the faculty at Memorial Sloan Kettering Cancer Centre and Cornell Medical School where he was an Assistant Professor.

He is the founder of The Irish Clinical Oncology Research group, and has authored and co-authored over 300 manuscripts in the field of cancer research. He is a member of The Royal Irish Academy and served in Seanad Eireann and representing The National University of Ireland constituency from 2011 to 2016. During his time in The Seanad, he served under the Oireachtas Health Committee and The British

Irish Parliamentary Association and was the author of legislation which resulted in a ban on smoking

in cars where children are present.

Prof Crown was awarded the Irish Association for Cancer Research Outstanding Contribution to Cancer Medicine & Research Award for his cancer research in February 2024.

*Topic: Clinical Trials Overview & Engagement with HCPs*



Aoife Callan,  
Head of Market Access & External Affairs

### **Aoife Callan, Market Access & External Affairs Director - Takeda**

- bio to follow -

*Topic: Collate, Curate and Collaborate: Medical Affairs & Market Access cross-functional teams*



Agron Hasani,  
Head of Medical Affairs



### **Agron Hasani, Head of Medical Affairs & Chief Medical Officer - Novartis**

Agron qualified as a physician in Rijeka, Croatia and shortly after that moved to Ireland. He has been with Novartis Ireland for 17 years and his experience ranges from Medical Information, PV, Clinical Trials and Risk Management. For the past 12 years he has been involved in Medical Affairs firstly as a Medical Advisor covering Infectious Disease, Respiratory and Cardiology. He was appointed as Medical Director in December 2021 and his current role is Head of Medical Affairs and Chief Medical Officer.

*Topic: Career Progression in Medical Affairs*



Clare Cushen,  
Regional Portfolio Medical Head,  
European Medical Director



### **Clare Cushen, Regional Portfolio Medical Head, European Medical Director - Chiesi Group**

Clare has over 12 years of comprehensive experience in the pharmaceutical industry. Throughout her career, she has worked across a diverse range of therapy areas, notably specializing in infectious diseases (HIV and Hepatitis C), cardiovascular health, diabetes management, and presently Rare Diseases. As a European Medical Director, Dr. Cushen has successfully managed cross-functional teams spanning multiple countries across Europe.

*Topic: Landscape of Medical Affairs: The View from Europe*

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## **Panel Discussion:**

### **"Developing an Optimal Landscape for Medical Affairs in Ireland"**



Eavan Daly,  
Country Medical Director



### **Eavan Daly, Country Medical Director – GSK**

Eavan joined GSK in 2004 and has held several roles in Medical Affairs and Corporate Affairs within the local operating company over the past 20 years.

She has been responsible for building, leading and managing a medical affairs and medical governance team with an evolving specialty and vaccines product portfolio. She graduated from UCD with a BSc (Hons) degree in Biochemistry and PhD in Medicine. Eavan has completed further part time study over the years leading to a Specialist Diploma in Management Practices (NUIG) and a Diploma in Public Health (King's College London).



Abdul al Khateeb,  
Medical Director



### **Abdul al Khateeb, Country Medical Director – Roche**

Abdul is Head of Medical Expertise at Roche Ireland. He joined the team in 2021 and leads the medical and license to operate groups covering a wide range of activities in Ireland, such as medical affairs, clinical operations, safety and quality.

Abdul has spent 15 years in the pharmaceutical industry. Prior to joining Roche Ireland, Abdul worked in Medical Communications agencies in the UK, followed by the Global Medical Affairs Teams at Novartis and then Roche. Abdul graduated from The University of Manchester with an MPhil in Cell Biology.



Emer O'Shaughnessy,  
Country Medical Director



### **Emer O'Shaughnessy, Country Medical Director – MSD**

Emer graduated with honours from UCD Medical School in 2006. As a post-graduate, she became a member of the Irish College of General Practitioners in 2013 and also of the Faculty of pharmaceutical medicine in UK after achieving her Diploma in pharmaceutical medicine in Cardiff university in 2016. Since joining industry over 10 years ago, Emer has worked in roles in four different pharmaceutical companies in both UK and Ireland across varied therapy areas. She has enjoyed understanding different healthcare systems, different market dynamics as well as compliance codes and has applied this varied knowledge and perspective to her roles. She recently returned to MSD as Country Medical Director after previously working there as a medical advisor.

# About the PMI: Our Executive Committee



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Incoming President



Sharon Rice  
Vice President



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Honorary Treasurer



Rachel Wright  
Honorary Secretary



Fiona O'Hara  
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Clodagh Hoey

## Our Members:

