

# Medical Affairs Masterclass

Impact & Influence:  
Operational Excellence  
in Medical Affairs

29th April

@ IMI Sandyford

pmi

THE PHARMACEUTICAL  
MANAGERS' INSTITUTE  
Masterclass series



Melinda Hall,  
Country Medical Director  
abbvie



Kate O'Keeffe,  
Scientific Expert Vaccines  
Pfizer



Simon Walsh,  
Health Economics,  
Access Strategy &  
Pricing Lead  
Bristol Myers  
Squibb



Lorna Jennings,  
Managing Director  
hanover



Michael Higgins,  
Therapy Area Lead,  
Medical Affairs  
MSD

## AGENDA

Time	Topic:	Speaker:
9.30	Registration, tea coffee	
10.00	Open & introduction Introduction to the agenda and speakers for the day.	Manager, The PMI
10.15	From Field to Office: Navigating Priorities and Maximising Impact in Medical Affairs	Melinda Hall, Country Medical Director - Abbvie
11.05	Coffee	
11.20	Beyond the Data: Transforming Evidence into Insight and Impact	Kate O'Keeffe, Scientific Expert Vaccines - Pfizer
12.15	Discussion with Melinda Hall & Kate O'Keeffe	Chaired by Michael Higgins, Therapy Area Lead – MSD
12.45	Lunch	
13.50	Collate, Curate and Collaborate: Medical Affairs & Market Access cross-functional teams	Simon Walsh, Health Economics, Access Strategy and Pricing Lead - BMS
14.35	Strategic Communication in Medical Affairs: Driving Alignment, Clarity and Impact	Lorna Jennings, Managing Director – Hanover Communications
15.30	Wrap up and close of meeting	