



全球变局

GLOBAL
CHANGE

MEDICAL
EMPOWERMENT

医学赋能



第五届中华医学事务年会

5th Chinese Medical Affairs Conference

2020年7月15-17日 北京·中国
July 15 -July 17 2020 Beijing, China

北京朝阳悠唐皇冠假日酒店
Crowne Plaza Beijing Chaoyang U-Town

全新升级 New Upgrade

规模升级

中国、亚太，乃至全球规模最大的 MA 行业盛会。

形式升级

增加国际论坛（邀请欧美、亚太医学专家及医学事务负责人在线加盟），CMAC 全面与国际接轨，传递中国医学事务最强音

内容升级

新政下医学事务发展趋势最新研判：医学支持准入 \ 新产品上市 \ Patient Affairs

以专题方式进行更深入“理论 + 案例”相结合研讨：承接以往四届广覆盖传递医学事务职能和理念，本届年会话题设置将全面改版。

多视角，全方位审视“医学回归”：邀请更多企业跨部门负责人、专家学者、政府官员加盟，全社会共建、共享医学驱动健康生态。

Scale Upgrade

The Largest Event of MA Industry in China, Asia-Pacific Region and Even the World.

Form Upgrade

Add International Forum (Invite European and American, Asia-Pacific Medical Experts and Heads of Medical Affairs to Join Online), and CMAC Will be Fully in Line with International Standards, Delivering the Strongest Voice of China's Medical Affairs.

Content Upgrade

New Research and Judgment on the Development Trend of Medical Affairs Under the New Policy: Medical Support Access, New Product Launch, Patient Affairs.

In-Depth Discussion on "Theory+Case" in a Thematic Way: To Carry on the Function and Concept of Medical Affairs in the Past Four Annual Meetings, the Topic Setting of This Annual Meeting Will be Comprehensively Revised.

From Multiple Perspectives, Comprehensively Examine "Medical Regression": Invite More Heads of Enterprises, Experts, Scholars, and Government Officials to Join in, and the Whole Society Will Build Together and Share the Health Ecology Driven by Medical.

更多亮点

将有三本新书呈现给医学事务行业同仁们（《医学事务优秀案例荟萃》中、英文，《上市后临床研究规范》）。

联合全球知名咨询公司德勤发布“2020 年中国医学事务基线调研全新报告”。

对医学事务行业发展有深远影响的多个项目和白皮书将启动或发布！

将举行 CMAC 五周年系列庆典活动。

More Highlights

Three New Books Will be Presented to Colleagues in the Medical Affairs Industry ("Collection of Outstanding Cases in Medical Affairs "in Chinese and English," Post-Marketing Clinical Research Specifications ").

Released with Deloitte, a World-Renowned Consulting Company, "New Report on China's Medical Affairs Baseline Survey in 2020" .

A Number of Projects and White Papers Will be Initiated or Released that Will have a Profound Impact on the Development of the Medical Affairs Industry.

The Fifth Anniversary of CMAC Will be Celebrated.

分论坛 I Sub-Forum I

医学联络官：从临床洞见到医学策略 (7月15日下午)

Medical Science Liaison (MSL): From Insight To Medical Strategy

张虹 中国区医学和临床研发总监 皮尔法伯制药

Helena ZHANG, Country Medical Director and Clinical Development Head, Pierre Fabre Pharmaceuticals

芮清 医学事务执行总监 阿斯泰来制药

Qing RUI, Medical Affairs Executive Director, Astellas Pharmaceuticals

- 13:30-14:00 **医学联络官商业敏锐度**
MSL's Business Acumen
尹慧秋 心血管治疗领域及基层医疗医学部负责人 赛诺菲制药
Anna YIN, Head of CV & PC Medical Affairs, Sanofi
- 14:00-14:30 **基于患者诊疗路径 (Patient Journey) 医学需求分析**
Patient Journey and Medical Demand Analysis
雷燕 肺癌与恶黑医学领域负责人 诺华肿瘤
Yan LEI, TA Medical Affairs Head of Lung Cancer and Malignant, Novartis Oncology
- 14:30-15:00 **如何挖掘高质量临床洞见**
How to Generate High Quality Clinical Insights
任爱华 医学事务总监 西安杨森
Aihua REN, Medical Affairs Director, Xi'an Janssen
- 15:00-15:20 **茶歇**
Tea Break
- 15:20-15:50 **数字医学精准获取洞见**
Digital Medicine Generate Insights on Precise Way
李鹏 医学联络官负责人 益普生
Peng LI, MSL Head, Ipsen
- 15:50-16:20 **从临床洞见到医学策略**
From Insight to Medical Strategy
李萌 心血管医学事务负责人 默克中国医药健康
Meng LI, TA Head of Cardiovascular, Merck Healthcare China
- 16:20-16:45 **医学联络官科学影响力**
MSL Scientific Influence
徐冰 医学联络官总监 阿斯泰来制药
Andy XU, MSL Director, Astellas
- 16:45-17:10 **医学联络官在围新产品上市期医学价值实践与思考**
MSL Practice and Perspective of in New Product Launches: The Value and Impact
谢鹏 消化领域医学事务负责人 武田制药
Li XIE, TA Medical Affairs Head of GI, Takeda Pharmaceutical
- 17:10-17:30 **区域医学工作的挑战和突破实践与探索**
Challenges and Breakthroughs in Regional Medical Practice and Exploration
王春燕 医学经理 辉瑞生物
Chunyan WANG, Medical Advisor Manager, Pfizer Biopharmaceuticals Group
- 17:30-18:00 **圆桌论坛**
主持人: 张虹 芮清
嘉宾: 尹慧秋 雷燕 任爱华 李鹏 李萌 徐冰 谢鹏 王春燕 顾振东 容梅
Panel Discussion
Host: Helena ZHANG, Qing RUI
Guest: Anna YIN, Yan LEI, Aihua REN, Peng LI, Meng LI, Andy XU, Li XIE
Chunyan WANG, Jason GU, Mei RONG

分论坛 II Sub-Forum II

医学信息：“变”赢未来 (7月15日下午)

Medical Information: Changes Wins The Future

王旭晖 医学信息总监 辉瑞制药

Xuhui WANG, Medical Information Director, Pfizer pharmaceuticals

乔丽云 医学信息副总监 默沙东

Joanna QIAO, Medical Information Associate Director, MSD

- 13:30-13:50 **国内外医学信息发展现状**
Domestic and Foreign Development of Medical Information
王旭晖 医学信息总监 辉瑞制药
Xuhui WANG, Medical Information Director, Pfizer Pharmaceuticals
- 13:50-14:10 **多元业务下的 MI 价值探索**
MI Value Exploration Under Multi Business
伏雨 医学信息负责人 益普生
Yu FU, Head of Medical Information, Ipsen
- 14:10-14:35 **大环境下的 MI 转型方向和价值体现**
MI Transformation Direction and Value Embodiment Under the General Environment
孟萌 医学沟通经理 上海罗氏
Meng MENG, Medical Communication Manager, Roche
- 14:35-15:00 **从学术文献大数据中挖掘医学知识的方法**
Mining Medical Knowledge Method from Big Data of Academic Literature
杜建 健康医疗大数据研究中心 北大医学部
Jian DU, Health Care Big Data Research Center, Peking University Medical Department
- 15:00-15:25 **不同合作伙伴 MI 的多元化价值体现**
MI Diversified Value Embodiment for Different Business Partners
陈静雅 医学信息经理 默沙东
Jingya CHEN, Medical Information Manager, MSD
- 15:25-15:40 **茶歇 Tea Break**
- 15:40-16:00 **数字化助力 MI 职能高效开展**
Digitalization Helps MI to Implement Functions Efficiently
周俊 产品总监 火石数智
Jun ZHOU, Product Director, AIMed
- 16:00-16:20 **医学信息以患者为中心的案例分享**
Patient-Centered Cases of Medical Information Sharing
谈澍 医学信息副总监 辉瑞制药
Shu TAN, Medical Information Associate Director, Pfizer Pharmaceutical
- 16:20-16:40 **探索医学信息新视野 - 竞争信息分析**
Exploring The New Vision of Medical Information-Competitive Information Analysis
刘旺 医学信息经理 西安杨森
Wang LIU, Medical Information Manager, Xi'an Janssen
- 16:40-17:00 **主动识别企业内部的医学信息需求**
Proactively Identify Medical Information Needs in the Company
秦阿妮 高级医学信息经理 默克中国医药健康
Anne QIN, Senior Medical Information Manager, Merck Healthcare, China
- 17:00-17:20 **学术会议线上直播：为更多的医生提供便捷有效的第一手医学信息**
Academic Conference Live Webcast: Providing Convenient and Effective First-Hand Medical Information to More Doctors
王凯玲 医学信息和医学教育经理 阿斯利康
Kailing WANG, Medical Information and Medical Education Manager, Astrazeneca
- 17:20-18:00 **圆桌论坛**
Panel Discussion
主持人：王旭晖 乔丽云
嘉宾：伏雨 孟萌 杜建 陈静雅 谈澍 刘旺 秦阿妮 王凯玲 张婷艳
HOST: Xuhui WANG, Joanna QIAO
Guests: Yu FU, Meng MENG, Jian DU, Jingya CHEN, Shu TAN, Wang LIU, Anne QIN
Kailing WANG, Tingyan ZHANG

分论坛 III Sub-Forum III

器械专场：变局下，医学助力新产品快速上市（7月15日下午）

Medical Device Session: Medical Support New Product Launching Rapidly Under Changing Situation

崔太根 医学总监 BD 公司

Andy CUI, Medical Director, BD

濮存莹 医学科学事务部总监 罗氏诊断

Vivien PU, Medical and Scientific Affairs Director, Roche Diagnostics

李婉 医学事务总监 强生医疗

Vivian LI, Medical Director, Johnson & Johnson

- 13:30-14:00 **境外临床试验数据助推新产品上市的探索**
Leveraging Overseas Clinical Trial Data to Support New Product Launch
史嘉惠 临床开发副总监 BD 大中华区医学事务部
Jiahui SHI, Associate Director of Clinical Development, BD Greater China
- 14:00-14:30 **综合运用临床证据满足中国临床评价要求**
Chain of Clinical Evidences to Support China Registration
王烨 临床研发负责人 爱尔康亚洲临床研发部
Adam WANG, Head of Clinical Development, Clinical Department, Asia, Alcon
- 14:30-15:00 **代理商模式下的医学事务：从后台走向前线**
Medical Affairs in Agency Mode: From Backstage to Frontline
徐美林 医学总监 GE 医疗
Meilin XU, Medical Director, GE Healthcare
- 15:00-15:20 **茶歇**
Tea Break
- 15:20-15:50 **变局下，IVD 医学事务在新产品上市中的价值**
The Value of IVD Medical Affairs in New Product Launching Under the Changing Situation
夏奕俊 医学事务总监 生物梅里埃
Yijun XIA, Medical Affairs Director, BioMerieux
- 15:50-16:20 **通过跨部门合作实现医学事务的价值**
Realize the Value of Medical Affairs in Cross-Departmental Cooperation
刘冉 医学事务与专业教育总监 奥森多医疗
Ran LIU, Medical Affairs & Pro Edu Director, Ortho Clinical Diagnostics
- 16:20-16:50 **Lisa, 抓住机会：Carpediem! - 从患者需求角度，如何助力新产品在中国的上市**
Lisa, Seize the Opportunity: Carpediem! - From the Perspective of Patient Demand, How to Promote the Launch of New Products in China
范虹 医学事务总监 美敦力医疗
Hong FAN, Medical Affairs Director, Medtronic
- 16:50-17:20 **One Team - 深度融入产品研发，加速产品上市**
One Team - Deeply Integrate into Product Research and Development for NPI Acceleration
孙晓炜 法规、医学、临床事务部高级总监 飞利浦大中华区
Xiaowei SUN, Head of Regulatory, Medical&Clinical Affairs, Philips Greater China
- 17:20-18:00 **圆桌论坛：变局下，医学助力新产品快速上市**
主持人：崔太根 濮存莹 李婉
嘉宾：史嘉惠 王烨 徐美林 夏奕俊 刘冉 范虹 孙晓炜 田玲
Panel Discussion: Medical Support New Product Launching Rapidly Under Changing Situation
Host: Host: Andy CUI, Vivien PU, Vivian LI
Guest: Jiahui SHI, Adam WANG, Meilin XU, Yijun XIA, Ran LIU, Hong FAN, Xiaowei SUN, Ling TIAN

分论坛 IV Sub-Forum IV

药物警戒职能优化：体系化建设（7月15日上午）

PV Responsibility Advancement: Systematic Establishment

张燕 药物安全副总监 礼来公司

Jenny ZHANG, Patient Safety Associate Director, Eli Lilly and Company

孙晓云 科学策略 & 商业创新中心总经理 四环医药集团

Xiaoyun SUN, General Manager of Scientific Strategy & Business Innovation Center

- 09:00-09:30 **上市前以患者为中心药物警戒体系**
Patient-Centered PV Systematic in Pre-launch
蓝丽丽 药物警戒总监 海思科
Coco LAN, Pharmacovigilance Director, Haisco Pharmaceutical Group
- 09:30-10:00 **临床试验药物警戒的工作重点**
Key Emphasis of PV Job During Clinical Trials
苏敏实 药物警戒总监 轩竹医药
Minshi SU, Pharmacovigilance Director, Xuanzhu Biopharma
- 10:00-10:30 **上市后药物警戒体系建设的策略性考量**
The Strategic Consideration of Establish PV System in Post-Marketing
李承霖 药物警戒总监 先声药业
Chenglin LI, Pharmacovigilance Director, Simcere Pharmaceutical
- 10:30-10:50 **茶歇**
Tea Break
- 10:50-11:20 **药物警戒体系的国际化接轨之路**
The Internationalization of PV System
邓剑雄 学会副秘书长 & 主委 广东省药理学学会 & 广东省药物警戒联盟
Jianxiong DENG Associate Secretary General & Chairman
Guangdong Pharmacology Society & Guangdong Pharmacovigilance Alliance
- 11:20-12:00 **圆桌论坛：药物警戒职能优化：体系化建设**
主持人：张燕 孙晓云
嘉宾：蓝丽丽 苏敏实 邓建雄 李承霖
Panel Discussion: PV Responsibility Advancement: Systematic Establishment
Host: Jenny ZHANG, Xiaoyun SUN
Guest: Coco LAN, Minshi SU, Jianxiong DENG, Chenglin LI

分论坛 IV

药物警戒职能优化：高效运行（7月15日下午）

PV Responsibility Advancement: High-Effective Operation

杨晓燕 药物警戒高级总监 百济神州

Xiaoyan YANG, Senior Pharmacovigilance Director, BeiGene

祝捷 全球药物警戒副总裁 绿叶制药

Jie ZHU, Vice President, Global Pharmacovigilance, Luye Pharma Group Ltd.

- 13:30-14:05 **药物警戒与欧美接轨还需要多久？**
When PV in China Will Be Able to Meet the Western Practice?
祝捷 全球药物警戒副总裁 绿叶制药
Jie ZHU, Vice President, Global Pharmacovigilance, Luye Pharma Group Ltd.
- 14:05-14:40 **创新产品药物警戒职能由运营到科学决策**
Pharmacovigilance of Innovation Product: From Operation to Scientific Decisions
杨晓燕 药物警戒高级总监 百济神州
Xiaoyan YANG, Senior Pharmacovigilance Director, BeiGene
- 14:40-15:15 **以药物安全为中心跨部门高效合作**
Cross Functional Collaboration in Pharmacovigilance
毕微 药物警戒负责人 益普生制药
Wei BI, Pharmacovigilance Head, Ipsen
- 15:15-15:35 **茶歇**
Tea Break
- 15:35-16:10 **基于药物警戒数据的风险管理及价值挖掘**
Risk Management and Value Proposition from the Data in Pharmacovigilance
张翀 跨业务领域药品安全负责人 强生医疗
Chery ZHANG, Pharmacovigilance Head of Cross TA, Johnson & Johnson
- 16:10-16:45 **高绩效药物警戒团队建立**
Building High Performance Team in Pharmacovigilance
初晓玉 药物警戒总监 艾迈医疗
Xiaoyu CHU, Pharmacovigilance Director, AffaMed
- 16:45-17:30 **圆桌论坛：药物警戒职能优化：高效运行**
主持人：杨晓燕 祝捷
嘉宾：毕微 张翀 初晓玉
Panel Discussion: PV Responsibility Advancement: High-Effective Operation
Host: Lynn ZHOU, Jie ZHU
Guest: Wei BI, Chery ZHANG, Xiaoyu CHU

分论坛 V Sub-Forum V

临床研究：以患者为中心临床研究 (7月15日上午)

Clinical Trial: Patient-Centered Clinical Trial

党焱 医学总监 雅培营养品北亚区

Yan DANG, Medical Director, Abbott Nutrition North Asia

张善中 医学本部, 副统括 住友制药 (苏州) 有限公司

Shanzhong ZHANG, Medical Division, Deputy Head, Sumitomo Pharmaceutical (suzhou) Ltd. Co.

08:40-09:00

以患者为中心研究设计考量因素

Considerations of Patient-Centered Study Design

姚晨 统计室主任 & 副所长 北京大学第一医院 & 北京大学临床研究所

Chen YAO, Statistics Office Director & Associate Director

Peking University First Hospital & Peking University Clinical Research Institute

09:00-09:20

上市后临床研究：从将就到规范

Post-Marketing Studies: From Ordinary to Standardization

张莹 医学事务总监 第一三共

Amber ZHANG, Medical Affairs Director, Daiichi Sankyo Co.

09:20-09:40

提升患者体验助力高质量临床证据生成

High Quality Evidence Generating by Improvement of Patient Experience

冯蕾 心血管和内科中央医学负责人 施维雅制药

Lei FENG, CV and IM central Medical Head, Servier

09:40-10:00

基于患者报告结局 (PRO) 构建新型临床研究评价体系

Construct a New Clinical Trial Evaluation System Based on PRO

郭子姮 肿瘤治疗领域医学事务负责人 武田制药

Ziheng GUO, Head of Oncology Medical Affairs, Takeda Pharmaceutical

10:00-10:20

茶歇

Tea Break

10:20-10:40

患者洞察与高质量临床研究

Patient Insight and Qualified Clinical Trial

崔敏 医学事务负责人 益普生多元健康事业部

Annie CUI, Head of Medical Affairs, Ipsen Consumer Health Care

10:40-11:00

临床研究策略与指南、共识

The Strategy, Guidelines and Consensus of Clinical Trial

谢抒 医学事务总监 意大利凯西

Lyra XIE, Medical Affairs Director, Chiesi Pharmaceutical

11:00-11:20

系统评价在临床研究中的应用和价值

The Application and Value of Systematic Evaluation in Clinical Research

赵赛 循证医学顾问 SRS

Sai ZHAO, Systematic Review Solutions Ltd Evidence-based Medicine Consultant
Visiting Lecturer

11:20-12:00

圆桌论坛：以患者为中心临床研究

主持人：党焱 张善中

嘉宾：姚晨 张莹 冯蕾 郭子姮 崔敏 谢抒 赵赛 赵娜

Panel Discussion: Patient-Centered Clinical Trial

Host: Yan DANG, Shanzhong ZHANG

Guest: Chen YAO, Amber ZHANG, Lei FENG, Ziheng GUO, Annie CUI, Lyra XIE

Sai ZHAO, Na ZHAO

新书发布会 New Book Release

张云 副总经理 & 中央医学事务负责人 江苏恒瑞

Joanna ZHANG, Deputy General Manager, Head of Central Medical Affairs, Heng Rui Pharmaceutical

12:00-12:30

上市后临床研究规范 - 中华医学事务行业共识篇

Norms of Post-Marketing Studies- Chinese Medical Affairs Industry Consensus

分论坛 V Sub-Forum V

临床研究：真实世界研究规范化新时代（7月15日下午）

Clinical Trial: New Era of Real-World Study Standardization

马敬东 高级医学事务总监 灵北制药

Jingdong MA, Senior Medical Affairs Director, Lundbeck

林东虎 临床开发 & 医学部部长 大鹏药品

Donghu LIN, Clinical Development&Medical Dept Director, Taiho Pharmaceutical

- 13:30-13:55 **真实世界研究助力新产品生命周期管理**
Real World Study Supports the New Product Life Cycle Management
于淼 高级医学总监 费森尤斯卡比
Miao YU, Senior Medical Director, Fresenius Kabi
- 13:55-14:20 **真实世界数据与治疗路径的探索**
The Discovery of Real-World Data and Treatment Journey
张蕾 医学事务总监 辉瑞生物
Lei ZHANG, Medical Affairs Director, Pfizer Biopharmaceuticals Group
- 14:20-14:45 **区域大数据平台支撑下的医药科研新模式**
A New Model of Medical Research Supported by Regional Big Data Platform
李雪莉 数据服务事业部总经理 浪潮集团
Shirley LI, General Manager of Data Services Division, Inspur Group
- 14:45-15:10 **让每个医药人建立 RWS 数据库的神兵利器**
Let Every Medical Person Build the Magic Weapon of RWS Database
周洪 创始人 德派软件
HongZHOU, Founder, DAP Software
- 15:10-15:35 **真实世界研究中影响数据质量考量因素与应对策略**
The Affective Considerations of Data Quality and Its Countermeasures in Real World Study
马悦 医学沟通与真实世界研究负责人 默克中国医药健康
Lydia MA, Head of Medical Communication&RWE, Merck Healthcare China
- 15:35-15:55 **茶歇 Tea Break**
- 15:55-16:20 **从智能分析模型构建谈目标导向型 RWS 新模式**
Objective Oriented RWS from the Perspective of Intelligent Analysis Model Construction
姜学卿 MedAI 事业部副总裁 百奥知
Jason JIANG, MedAI Vice President, Bioknow
- 16:20-16:45 **真实世界临床研究的伦理审查关键要素**
Key Considerations and Elements of Ethic Review in Real World Study
李丹丹 医学博士 中国人民解放军总医院（301）
Dandan LI, MD, PLA General Hospital
- 16:45-17:10 **医疗大数据用于支持监管决策的注意事项**
Considerations for Using Medical Big Data to Support Regulatory Decision-Making
刘述森 首席医学证据官，真实世界研究院院长 神州医疗
Shusen LIU, Chief Medical Evidence Officer, Dean of The Real World Study Institute
Digital China Health
- 17:10-17:35 **临床数据库价值挖掘**
Value Generation of Clinical Database
商红岩 生物统计和真实世界证据副总监 阿斯利康制药
Hongyan SHANG, Biometrics and RWE Associate Director, AstraZeneca
- 17:35-18:20 **圆桌论坛：真实世界研究规范化未来**
主持人：马敬东 林东虎
嘉宾：于淼 张蕾 李雪莉 周洪 马悦 姜学卿 李丹丹 刘述森 商红岩
Panel Discussion: The Future of Real World Study Standardization
Host: Jingdong MA, Donghu LIN
Guest: Miao YU, Lei ZHANG, Shirley LI, HongZHOU, Lydia MA, Jason JIANG, Dandan LI
Shusen LIU, Hongyan SHANG

分论坛 VI Sub-Forum VI

疫苗医学事务：“疫苗新政”下的应对策略（7月15日下午）

Vaccine Medical Affairs: The Countermeasures Under The “New Policy of Vaccine”

杨俊峰 疫苗医学事务总监 辉瑞生物制药集团

Junfeng YANG, Director of Vaccine Medicine, Pfizer Biopharmaceuticals Group

曹峻洋 副总裁 首席医学官 辉瑞生物制药集团

Felix CAO, Vice President, Chief Medical Officer, Pfizer Biopharmaceuticals Group

- | | |
|-------------|---|
| 13:30-14:00 | 疫苗新政对上市后研究的影响
The Impact of New Vaccine Policy on Post Market Research
王华庆 免疫首席专家 中国疾控中心
Huaqing WANG, Chief Expert of Immunization, China CDC |
| 14:00-14:30 | 未确认
Unconfirmed
徐爱强 副主任 山东省疾控中心
Aiqliang XU, Deputy Director, Shandong CDC |
| 14:30-15:00 | 疫苗政策新政解读
Introduction to Vaccine Policy
李卫东 准入总监 辉瑞生物制药集团
Weidong LI, Market Access Director, Pfizer Biopharmaceuticals Group |
| 15:00-15:30 | 疫苗政策对医学事务的影响
The Impact of Vaccine Policy on Medical Affairs
杨俊峰 疫苗医学事务总监 辉瑞生物制药集团
Junfeng YANG, Director of Vaccine Medicine, Pfizer Biopharmaceuticals Group |
| 15:30-15:50 | 茶歇
Tea Break |
| 15:50-16:30 | 圆桌论坛：“疫苗新政”下的应对策略
Panel Discussion: “Strategies Under the New Vaccine Policy” |

分论坛 VII Sub-Forum VII

药物经济学：价值医疗与科学决策（7月15日下午）

HEOR: Value-Based Medicine and Scientific Decision-Making

董鹏 卫生经济与结果研究总监 辉瑞生物制药集团

Peng DONG, HEOR Director, Pfizer Biopharmaceuticals Group

曹海俊 卫生经济及健康结果研究总监 礼来医学部

Haijun CAO, HEOR Director Medical Department, Eli Lilly and Company

- 13:30-14:00 **药物经济学在医保谈判中的作用和未来的趋势**
HEOR in Health Care Negotiation and its Future Trend
吴晶 教授 天津大学
Jing WU, Professor, Tianjin University
- 14:00-14:30 **医学事务的 Senior Leader 怎么看待 HEOR 的发展**
How Senior Leaders of Medical Affairs think about the Development of HEOR
王莉 药物研发及医学事务高级副总裁 礼来公司
Li WANG, Senior Vice President, Drug Development & Medical Affairs, Eli Lilly and Company
- 14:30-15:00 **HEOR 怎么和其他部门合作 I**
How HEOR Cooperates with Other Departments I
栾鸾 高级卫生经济与结果研究经理 辉瑞生物制药集团
Ying LUAN, Sr HEOR Manager, Pfizer Biopharmaceuticals Group
- 15:00-15:30 **HEOR 怎么和其他部门合作 II**
How HEOR Cooperates with Other Departments II
张岩磊 高级卫生经济和真实世界研究经理
Yanlei ZHANG, Sr Research Scientist, Eli Lilly and Company
- 15:30-15:50 **茶歇**
Tea Break
- 15:50-16:30 **圆桌论坛：不同架构下的 HEOR 部门优势**
Panel Discussion: HEOR Departments Advantages under Different Structures

医学卓越和能力提升 (7月15日下午)

Medical Excellence and Capability Enhancement

孙静 医学卓越总监 GSK

Jing SUN, Medical Excellence Director, GSK

万巍 医学卓越负责人 安进中国

Viola WAN, Head of Medically Capability and Operations, Amgen China

- 13:30-14:00 **敏捷转型中的医学卓越**
Medical Excellence in Agile Transformation
韩丹丹 高级医学合规与卓越经理 上海罗氏
Dandan HAN, Senior Medical Compliance and Excellence Manager, Roche
- 14:00-14:30 **医学事务部胜任力模型的制定与评估**
Medical Competency Model: Development and Assessment
孙维悻 医学卓越高级专员 西安杨森
Weiyi SUN, Senior Medical Excellence Specialist, Xi'an Janssen
- 14:30-15:00 **建立符合医学事务部门特点培训体系**
Building Training System for Medical Affairs
葛晓 医学运营和卓越负责人 赛诺菲制药
Xiao GE, Head of Medical Operations, Sanofi
- 15:00-15:20 **茶歇**
Tea Break
- 15:20-15:50 **主题培训提升医学事务能力**
Elevate Medical Affairs Ability Through Subject Learning
梁立平 医学出版与医学事务培训副总监 默沙东
Louie LIANG, Medical Publication And Medical Affairs Learning Associate Director, MSD China
- 15:50-16:20 **变局下 MSL 人才培养策略**
The MSL Talent Development Strategy Under Unprecedented Changes
李大汉 MSL 卓越负责人 赛诺菲制药
Teddy LI, Head of MSL Excellence, Sanofi
- 16:20-16:50 **医学顾问非职权领导力**
The Non-Authority Leadership of MA
吴汉军 医学能力负责人 礼来公司
Hanjun WU, Head of Medical Capability Eli Lilly and Company
- 16:50-17:30 **圆桌论坛：打造适合医学人才发展培养体系**
主持人：孙静 万巍
嘉宾：韩丹丹 孙维悻 葛晓 梁立平 李大汉 吴汉军
Panel Discussion: Building Training System Suitable for the Development of Medical Talents
Host: Jing SUN, Viola WAN
Guest: Dandan HAN, Weiyi SUN, Xiao GE, Louie LIANG, Teddy LI, Hanjun WU

全球变局 医学赋能 Global Change , Medical Empowerment (7月16日上午)

王莉 药物研发及医学事务高级副总裁 礼来公司

Li WANG, Senior Vice President, Drug Development & Medical Affairs, Eli Lilly and Company

贺李镜 高级副总裁 & 首席医学官 和记黄埔医药

James HE, Senior Vice President & CMO, Hutchison Whampoa

08:20-08:30

开幕致辞 Opening Speech

谷成明 副总裁 & 医学事务负责人 赛诺菲中国及新兴市场中国区

Chengming GU, Vice President&Head of Medical Affairs, Sanofi China&Emerging Markets China

毛京梅 副总裁 & 医学事务负责人 默克中国医药健康

Vivian Mao, Vice President & Head of Medical Affairs, Merck Healthcare, China

08:30-08:50

行业领袖期望：医学事务商业新引擎

The Expectation of Industry Leaders: New Business Mode of Medical Affairs

罗杰仁 董事总经理 & 副主席 默克中国医药健康 & RDPAC

Rogier Janssens, Managing Director and General Manager, Merck Healthcare, China & Vice

Chairman, RDPAC

08:50-09:10

行业领袖期望：医学领导力与企业创新发展

The Expectation of Industry Leaders: Medical Leadership and Innovation Development of Enterprise

单国洪 总裁 武田中国

Sean SHAN, President, Takeda China

09:10-09:30

医学赋能新商业模式

Medical Empowering New Business Model

谷成明 副总裁 & 医学事务负责人 赛诺菲中国及新兴市场中国区

Chengming GU, Vice President&Head of Medical Affairs, Sanofi China&Emerging Markets China

09:30-09:50

变局下医学人定位与发展

Medical Practitioners Positioning and Development under Changing Situation

毛京梅 副总裁 & 医学事务负责人 默克中国医药健康

Vivian MAO, Vice President & Head of Medical Affairs, Merck Healthcare, China

09:50-10:10

茶歇 Tea Break

疫情下数字化创新论坛 Digital Innovation Forum in Pandemic Situation (7月16日上午)

康志清 阿斯利康高级顾问 & 高管教练, 原阿斯利康副总裁 & 医学事务负责人

Iris KANG, Senior Consultant&Executive Coach, Former Vice President&Head of Medical Affairs, AstraZeneca

郑以漫 医学副总裁 默沙东

Yiman ZHENG, Vice President, Head of China Medical Affairs, MSD

10:10-10:30

中国医学事务 2020 数字化趋势洞察

Insight into China Medical Affairs Digital Trend in 2020

皮婷婷 合伙人 德勤中国

Tingting PI, Partner, Deloitte China

10:30-10:50

智见未来 - 智能医学机器人的机遇与挑战

Future is Coming: Opportunities and Challenges for Intelligent Medical Robots

杨红飞 火石创造 & 火石数智 创始人

Hongfei YANG, Founder of Firestone & AIMed

10:50-11:10

携手同行, 促进中国 RWE 产业繁荣发展

Work Together to Promote Use of Real-World Evidence in China

郝一鸣 创新医疗解决方案事业部总经理 开心生活

Yiming HAO, General Manager of Innovative Healthcare Solutions, HLT

11:10-12:00

圆桌论坛：疫情下，数字化医学如何做？

Panel Discussion : How to do Digital Medical in Pandemic Situation

主持人：康志清 郑以漫

嘉宾：王莉 贺李镜 谷成明 毛京梅 王芸 (RDPAC 科学与药政事务高级总监)

KAZI AHMED (已邀请, 利奥制药) 皮婷婷 杨红飞 郝一鸣

Host: Iris KANG, Yiman ZHENG

Guests: Li WANG, James HE, Chengming GU, Vivian MAO, Sara WANG

KAZI AHMED(Invited, LEO Pharma) Tingting PI, Hongfei YANG, Yiming HAO

医学引领新产品快速上市 (7月16日下午)

Medical Leading A New Product To Launch

李玮 医学部副总裁 上海罗氏

Joyce LI, Country Medical Director, Roche

陈杰 医学事务负责人 武田制药

Jie CHEN, Head of Medical Affairs, Takeda China

- 13:00-13:20 **打造完整强证据链助力新产品成功上市**
Build Whole Strong Evidence Chain to Ensure New Product Launch Successfully
李玮 医学部副总裁 上海罗氏
Joyce LI, Country Medical Director, Roche
- 13:20-13:40 **新产品上市“窗口期”医学策略**
Medical Strategy for New Product Launch During “WindowPeriod”
曹娴 血液肿瘤医学部负责人 西安杨森
Xian CAO, Head of Hematology Medical Affairs, Xi'an Janssen
- 13:40-14:00 **医学联络官在新产品上市期战略性布局**
Strategic Distribution for MSL During Product Launch
崔楠 糖尿病医学部 & 医学合规负责人 赛诺菲制药
Nancy CUI, Head of Diabetes Medical Affairs & Medical Compliance, Sanofi
- 14:00-14:20 **策略、计划与执行：如何使用真实世界证据支持卓越上市**
RWE Enabled Launch Excellence
谢洋 大中华区真实世界研究负责人 IQVIA
Yang Xie, Head of Real-World Solutions, IQVIA Greater China
- 14:20-14:40 **数字化创新平台助力新产品上市**
Digital Innovation Platform Supports New Product Launch
林勃翎 首席医学官 安进中国
Helen LIN, Chief Medical Officer, Amgen China
- 14:40-15:00 **变局下，数字化临床研究解决方案**
Digital Clinical Trial Solution Under Changing Situation
彭逸天 联合创始人 药研社
Yitian PENG, Cofounder, Yaoyanshe
- 15:00-15:30 **圆桌论坛：围新产品上市期医学价值最大化**
主持人：李玮 陈杰
嘉宾：曹娴 崔楠 谢洋 林勃翎 彭逸天
诸思赞（百时美施贵宝创新药疾病领域负责人）
王春花（吉利德肝炎领域高级医学总监）
Panel Discussion: Maximize the Medical Value of New Product Launch
Host: Joyce LI, Jie CHEN
Guest: Xian CAO, Nancy CUI, Yang Xie, Helen LIN, YitianPENG
Siyun ZHU (Head of Innovative Medicine and Disease, BMS)
Susan WANG (Senior Medical Director, Hepatitis area, Gilead China)
- 15:30-15:50 **茶歇 Tea Break**

真实世界证据支持研发和监管决策 (7月16日下午) Supporting R&D And Regulatory Decision-Making By RWE

童玉 医学事务负责人 诺华肿瘤

Jade TONG, Head of China Medical Affairs, Novartis Oncology

迟海东 首席医学官 礼来公司

Haidong CHI, CMO, Eli Lilly and Company

- 15:50-16:10 **使用真实世界证据支持药物研发和监管决策**
Supporting R&D and Regulatory Decision-Making by RWE
陈平雁 教授 & 主任委员 南方医科大学生物统计学系 & 中华预防医学会生物统计分会
Pingyan CHEN, Professor & Chairman of Committee
Department of Biostatistics, Southern Medical University & Chinese Preventive Medicine Association Biometric Society
- 16:10-16:30 **如何利用真实世界研究挖掘数据价值**
How to Use Real World Study to Generate Valuable Data
孙鑫 循证医学研究中心主任 四川大学华西临床医学院
Xin SUN, Head of Chinese Cochrane Center
West China School of Medicine in Sichuan University
- 16:30-16:50 **真实世界研究中的研究设计与统计分析计划**
Protocol Design and Statistical Analysis Plan in Real World Study
张发宝 博士, 董事长 梅斯医学
Dr. Paul ZHANG, Board Chairman, MedSci
- 16:50-17:10 **人工智能和真实世界研究助力药物医学事务**
Medical Affairs Empowered by AI & RWS
胡启瞳 首席技术官 遥领医疗科技
Qitong Hu, CTO, Longleding Medical Technology
- 17:10-17:30 **新冠疫情下真实世界研究的执行挑战和机遇**
Implementation Challenges and Opportunities for Real World Research under “COVID-19” Outbreaks
龙健晶 博士, 高级医学总监 太美医疗科技
Dr. Jianjing LONG, Senior Medical Director, Taimei Technology
- 17:30-18:30 **圆桌论坛: 真实世界数据到高质量真实世界证据**
主持人: 童玉 迟海东
嘉宾: 陈平雁 孙鑫 张发宝 胡启瞳 龙健晶
Panel Discussion: From RWD to High Quality RWE
Host: Jade TONG, Haidong CHI
Guest: Pingyan CHEN, Xin SUN, Paul ZHANG, Qitong HU, Jianjin LONG

第五届中华医学事务年会学术盛典 & 颁奖典礼 (7月16日晚上) The 5th Chinese Medical Affairs Conference Academic Grand Ceremony & Award Ceremony

郎志慧 (已邀请) 医学事务 & 药物警戒高级副总裁 拜耳制药

Zhihui LANG (Invited, Medical & PV (China&HongKong) VP, Bayer

赵迪 医学事务负责人 诺和诺德

Di ZHAO, Head of Medical Affairs, Novartis Nordisk

- 19:20-20:50 **学术活动, 媒体采访, 颁奖等**
Academic Activities, Interviews, Awards, Etc.

医学证据支持科学准入 (7月17日上午)

Medical Evidence Support Scientific Access

李滨 副总裁 医学事务负责人 西安杨森

Kevin LI, Vice President, Head of Medical Affairs, Xi'an Janssen

周苏 医学负责人 益普生制药

Su ZHOU, Head of Medical, Ipsen

- | | |
|-------------|--|
| 08:30-08:50 | <p>中国医药政策趋势解读</p> <p>The Interpretation of Medicine Policy Tendency in China</p> <p>宋瑞霖 执行会长 中国医药创新促进会</p> <p>Ruilin SONG, Executive President</p> <p>PhIRDA (China Pharmaceutical Industry Research and Development Association)</p> |
| 08:50-09:10 | <p>药物经济学证据医学价值及未来趋势</p> <p>The Medical Value and Future Tendency of HEOR</p> <p>宣建伟 医药经济研究所所长 中山大学药学院</p> <p>Jianwei XUAN, Director of Medicine Economic Research Institute</p> <p>School of Pharmaceutical Sciences, Sun Yat-Sen University</p> |
| 09:10-09:30 | <p>NRDL 医学证据沟通和谈判资料准备</p> <p>NRDL Medical Evidence Communication and Negotiation Preparation</p> <p>董鹏 卫生经济与结果研究总监 辉瑞生物制药集团</p> <p>Peng DONG, HEOR Director, Pfizer Biopharmaceuticals Group</p> |
| 09:30-09:50 | <p>医生图谱助力 SE(Scientific Expert) 高效管理</p> <p>Physician Graph Helps High-Efficiency Management for SE</p> <p>卢文庆 首席执行官 脉络洞察</p> <p>Wenqing LU, CEO, MeDomino Insights</p> |
| 09:50-10:10 | <p>社交聆听 & 画像图谱赋能精准医学数字化沟通</p> <p>Social Listening and Academic Profiling in Precision Communication Based on Medical & Digital Empowerment</p> <p>张新燕 首席执行官 惠每健康</p> <p>Eva ZHANG, CEO, HUIMEI HEALTH</p> |
| 10:10-10:30 | <p>茶歇</p> <p>Tea Break</p> |

从医学事务到患者事务 (7月17日上午)

From Medical Affairs To Patient Affairs

林勃翊 首席医学官 安进中国

Helen LIN, Chief Medical Officer, Amgen China

曹峻洋 副总裁 首席医学官 辉瑞生物制药集团

Felix CAO, Vice President, Chief Medical Officer, Pfizer Biopharmaceuticals Group

- 10:30-10:50 **音声相和 前后相随：新业务环境下突出患者为中心**
Why Working Together with Patients Will Enhance Our Success in China Pharmaceutical Industry
王斌辉 中国医学部负责人 施维雅制药
Barry WANG, Head of China Medical & Scientific Affairs, Servier
- 10:50-11:10 **浅谈以患者为中心 - 从患者需求到企业落地实践**
Talking About Patient-centered - From Patient Needs to Enterprise Implementation
徐旭峰 患者支持与解决方案负责人 赛诺菲制药
Doug XU, Head of Patient Solution Medical Affairs Department, Sanofi
- 11:10-11:30 **患者需求洞察赋能政府和药企决策**
The Insight of Patient Organization and Patient Needs- From Patients' Perspective
黄如方 创始人及主任 蔻德罕见病中心 (CORD, 原罕见病发展中心)
Rufang HUANG, Founder & Director Chinese Organization for Rare Disorders (CORD)
- 11:30-12:00 **圆桌论坛：患者组织与多方对话**
主持人：林勃翊 曹峻洋
嘉宾：**患者组织负责人**
黄如方 史星翔 (全国银屑病病患者组织的发起人) 顾洪飞 (淋巴瘤之家负责人)
关涛 (北京血友之家罕见病关爱中心 理事长, 中国血友之家会长)
医学专家与药企
王斌辉 徐旭峰 杨进刚 (副主任医师, 中国医学科学院阜外医院)
钟铮 (赛诺菲特药领域医学部负责人)
Panel Discussion: Patient Organization with Multiparty Talks
Host: Felix CAO, Su ZHOU
Guest: **Head of Patient Organization**[Rufang HUANG, Xingxiang SHI (Founder of the National Organization for Psoriasis Patients), Hongfei GU (Lymphoma Patient Association), Tao GUAN (President ,Hemophilia Home of China & President ,Hemophilia Home of Beijing)]
Medical Experts and Representatives of Pharmaceutical Companies
[Barry WANG, Doug XU, Jingang YANG (Associated Chief Physician, Fuwai Hospital, CAMS) Zheng ZHONG (Special Care Medical Head,Sanofi)

医学事务新战略定位 (7月17日下午)

New Strategic Positioning of Medical Affairs

吴铃 首席科学官及医学事务部负责人 诺华制药中国

Ling WU, Chief Scientific Officer&Head of Medical Affairs, Novartis

杨海英 医学事务副总裁 阿斯利康制药

Celine YANG, Vice President, Head of Medical Affairs, AstraZeneca

- 13:00-13:20 **“知识管家” - 医学事务新战略定位**
“Knowledge Steward”-New Strategic Positioning of Medical Affairs
周苏 医学负责人 益普生制药
Su ZHOU, Head of Medical, Ipsen
- 13:20-13:40 **“颠覆传统, 跨界升级”, 塑新定位, 履新征程 -AZ 医学事务部组织能力建设思考**
“Subversion of Tradition, Cross-Border Upgrading”, Shaping New Positioning and Embarking on A New Journey-Reflections on The Organizational Capacity Building of AZ Medical Affairs Department
杨海英 医学事务副总裁 阿斯利康制药
Celine YANG, Vice President, Head of Medical Affairs, AstraZeneca
- 13:40-14:00 **成功 MSL 的背后站着是什么?**
What Stands Behind a Successful MSL
李智 医学事务团队负责人 勃林格殷格翰
Zhi LI, Head of Medical Affairs, Boehringer Ingelheim
- 14:00-14:20 **医学智库与商业敏感度**
Medical Intelligence and Business Acumen
任婷婷 普药及内分泌医学事务总监 默克中国医药健康
Tingting REN, Head of GM&E Medical Affairs, Merck Healthcare China
- 14:20-14:40 **医学能力模型与数字化**
Medical Competency Model and Digitization
贾鹏剑 高级医学赋能经理 百时美施贵宝
Pengjian JIA, Senior Medical Capability Manager, BMS
- 14:40-15:00 **疫情下如何看待医学人未来职业发展**
Career Development Under Changing Situation in Healthcare Industry
姚强 医学事务与临床发展总监 百特大中华区
Qiang YAO, Medical Director, Medical Affairs&Clinical Development, Baxter Greater China
- 15:00-16:00 **圆桌论坛: 疫情下, 医学人如何适应快速变化带来的不确定性**
主持人: 吴铃 杨海英
嘉宾: 赵迪 (诺和诺德医学事务负责人) 吴国平 (艾尔建医学事务总监)
陈淑颖 (雅培制药医学事务总监) 谢抒 (意大利凯西医学事务总监)
范俊豪 (珐博进医学事务总监) 孙晓东 (已邀请) (爱施健医学总监)
蒋峥嵘 (卫材制药医学部部长) 陈亮 (利洁时制药大中华区医学事务总监)
邵维良 (已邀请) (参天制药医学负责人)
Panel Discussion: How Medical Practitioners Adapt to Uncertainty Along With Fast Changing Environment
Host: Ling WU, Celine YANG
Guest: Di ZHAO(Head of Medical Affairs, Novo Nordisk) Robbin WU (Medical Affairs Director, Allergan) Susan CHEN(Medical Affairs Director, Abbott) Lyra XIE(Medical Affairs Director, Chiesi Pharmaceutical) Kurt FAN(Medical Affairs Director, Fibrogen) Xiaodong SUN(Medical Director, Aspen) Michael JIANG (Medical Head, Eisai China) Pony CHEN (Medical Affairs Director, Greater China, Reckitt Benckiser Pharmaceuticals) Weiliang SHAO (Head of Medical, Santen China)

新书发布会 New Book Launch Ceremony (7月17日下午)

戴溥 公共事务 & 医学事务副总裁 萌蒂制药大中华区

Pu JI, Vice President, PA, PR&MA, Mundi Greater China

张莹 医学事务总监 第一三共

Amber ZHANG, Medical Affairs Director, Daiichi Sankyo

于淼 高级医学总监 费森尤斯卡比

Miao YU, Senior Medical Director, Fresenius Kabi

- 16:00-16:30 **《医学事务优秀案例荟萃》新书发布 (中英文)**
《Collection of Best Practice in Medical Affairs》New Book Release (Bilingual)

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会议资料 The Meeting Information

WILEY

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7月1日前报名享受团体优惠如下：

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大会 + 会前研讨会价格 (5-9 人) 4500 元人民币 / 人

大会 + 会前研讨会价格 (10 人以上) 3500 元人民币 / 人

仅参加 7 月 15 日会前研讨会价格 800 元人民币 / 人

7月1日后：

大会 + 会前研讨会价格 6000 元人民币 / 人

非研发制药公司：

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仅参加 7 月 15 日会前研讨会价格 2000 元人民币 / 人

R&D pharmaceutical company:

The group discount is as follows if you register before July 1:

Conference + pre-conference forum price (1 person) RMB 5500 / person

The price of conference + pre-conference forum (2-4 persons) is RMB 5000 / person

The price of conference + pre-conference forum (5-9 persons) is 4500 RMB/person

The price of conference + pre-conference forum (more than 10 people) is 3500 RMB/person

The price is 800 RMB/person only for attending the pre-conference forum on July 15

If you register after 1 July:

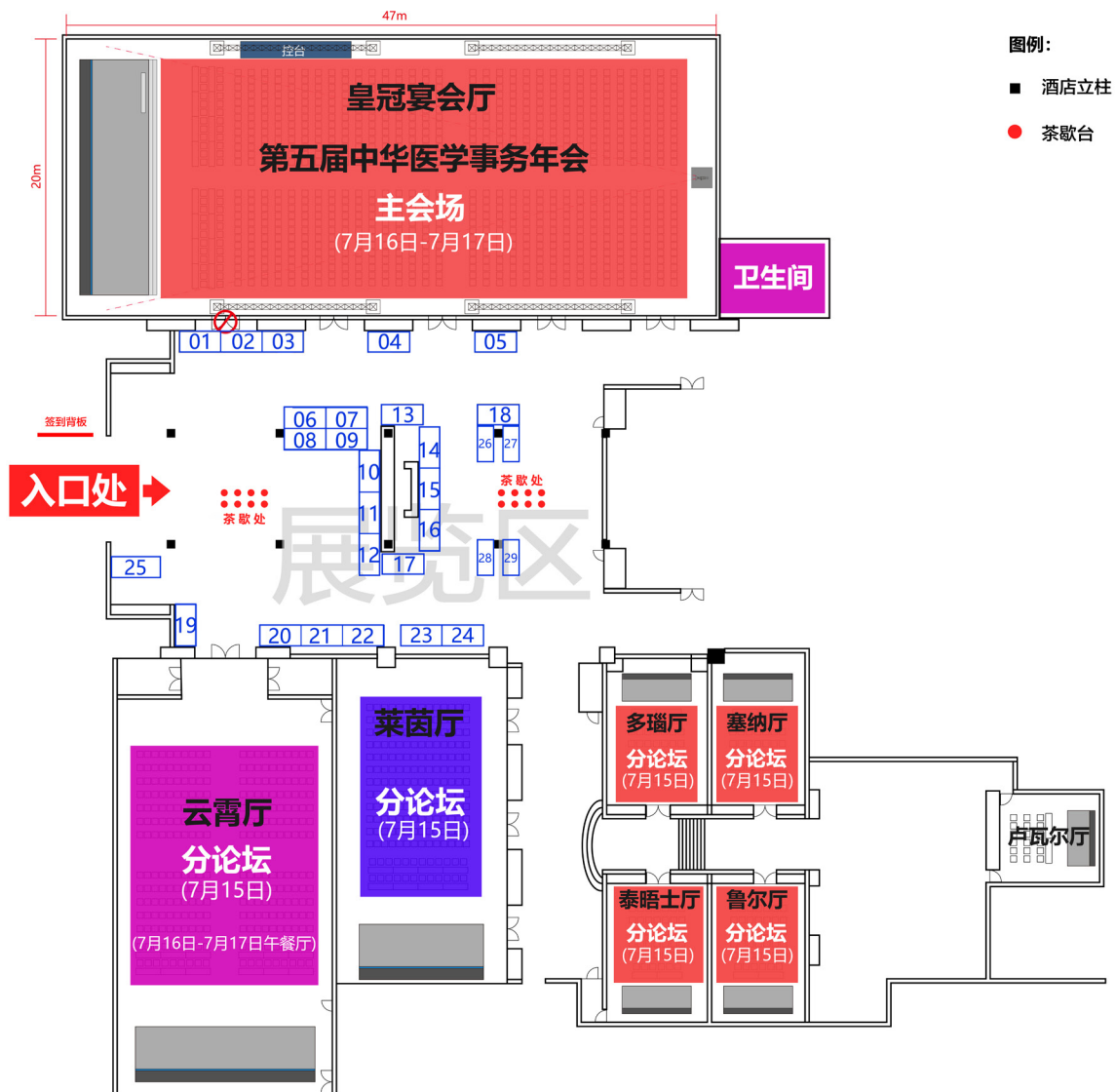
The price of conference + pre-conference forum is 6000 RMB/person

Non-R&D pharmaceutical companies:

The price of conference + pre-conference forum (1 person) is 8000 RMB/person

The price of attending the pre-conference forum on July 15 is RMB 2000 /person only

第五届中华医学事务年会导视图及展位示意图





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