



# 20 ISMPP WEST 20

**THE WINDS OF CHANGE: NAVIGATING UNCHARTED TERRITORY  
FOR MEDICAL COMMUNICATION PROFESSIONALS**

From Presentations to Conversations: Creating Dialogue in  
Virtual Congress Settings

John "Zeke" Czekanski, Darin Dobler, Wil Glass, Travis Hicks

October 1-2, 2020 • Virtual





# Session Faculty



John "Zeke" Czekanski  
Managing Partner, Citrus Scientific &  
Head of Global Strategy,  
CiTRUS Healthcare Communications  
Group



Wil Glass, PhD  
Associate Vice President, Global  
Medical Communications,  
AbbVie



Darin Dobler, PhD  
Executive Director, WW Congress Strategy,  
WW Medical Capabilities,  
Bristol Myers Squibb



Travis Hicks  
Director Of Web Operations,  
American Society of Clinical  
Oncology (ASCO)

# Society Perspective: Facilitating Engagement in the Brave New World of Virtual Congresses

*Travis Hicks*

*Director Of Web Operations*

*American Society of Clinical Oncology (ASCO)*



# Going Virtual: ASCO20

- Split ASCO Annual Meeting into two separate conferences
- All content pre-recorded
  - 50 sessions broadcast with chat Q&A
  - More than 140 offered as on-demand
  - First time poster presenters had video content

Video Slides

**Switch maintenance in mUC:  
Phase II trial  
HCRN GU14-182**

Metastatic UC  
At least stable disease  
≤ 8 cycles of platinum-based chemotherapy  
Patients with PD excluded

Randomize 1:1  
Stratification  
Lymph-node size, metastases (Y/N)  
Response to 1<sup>st</sup> line chemo (CR/RR vs SD)

n=52

n=55

"Treatment Break"

Placebo q3 weeks x up to 24 months

Crossover allowed at progression

Pembrolizumab 200 mg IV q3 weeks x up to 24 months

2020 ASCO ANNUAL MEETING ASCO20 Elizabeth R. Plimack, MD, PhD, et al. ASCO 2019

Video Transcript ▾ [Is this transcript helpful?](#)

Search transcript 🔍

00:00

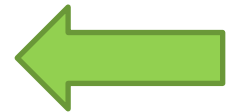
On behalf of the ASCO scientific program committee, we've invited Dr. Elizabeth Plimack to discuss this important abstract. Dr. Plimack is the chief of the Division of Genitourinary Medical Oncology, a professor in the Department of Hematology Oncology, and a director of the GU Clinical Research Program at the Fox Chase Cancer Center in Philadelphia, Pennsylvania.



# Initial Foray into Content Engagement

- Limited time, limited options
- Able to add some direct interactions
  - Connect with presenter
  - View disclosures
  - Claim CE/MOC

Discussant:	Elizabeth R. Plimack, MD, MS
Meeting:	2020 ASCO Virtual Scientific Program
Session Type:	Plenary Session
Session Title:	Plenary Session
Track:	Special Sessions
Engage:	<a href="#">View Disclosures</a> <a href="#">Contact Presenter</a>





# POLL: What Has Been Your Greatest Challenge?



- Lack of two-way conversations with attendees
- No engagement between poster presenters and attendees
- Inability to build relationships with new researchers
- Lack of exposure for new research
- Difficulty coordinating video recordings of presenters
- Lack of post-meeting exposure for presenters and researchers
- Technology for delivering content doesn't meet expectations
- Other



# Challenges for ASCO

- Building a new experience on the fly
- Lack of real live engagement with presenters
- Pushing virtual attendees to virtual exhibit booths
- Availability of presenters for live chat Q&A
- Getting pre-recorded video in sufficient time

Digital Program: 2020 ASCO Virtual Education Program

Three days of broadcast sessions running August 8-10. Access a [downloadable view](#) of the live broadcast schedule as well as [navigation tips](#).

Browse sessions by keyword

Filter: Track Type

Showing 1-30 of 90 sessions View

Opening Session ⋮

Opening Session: COVID Roundtable with Drs. Skip Burris, Cliff Hudis, and Ned Sharpless Followed by the David A. Karnofsky Memorial Award and Lecture

Track(s): Special Sessions Chair(s): Howard A. Burris III, MD, FACP, FASCO | Sarah Cannon Research Institute and Tennessee Oncology CE/MOC: 1.5 View all 6 Presentations →

Education Session ⋮

Sorting Through the Maze of Treatment Options for Metastatic Castration-Sensitive Prostate Cancer



# Future Looks Bright

- All live Q&A panels
- Pre-recorded poster sessions being the norm
- Longer shelf-life for on-demand content
- Ability for presenters to engage with attendees outside of conference time
- Live 2-way networking opportunities
- Potential for larger audiences as organizations pursue hybrid model
- Potential for dual delivery to engage a global audience





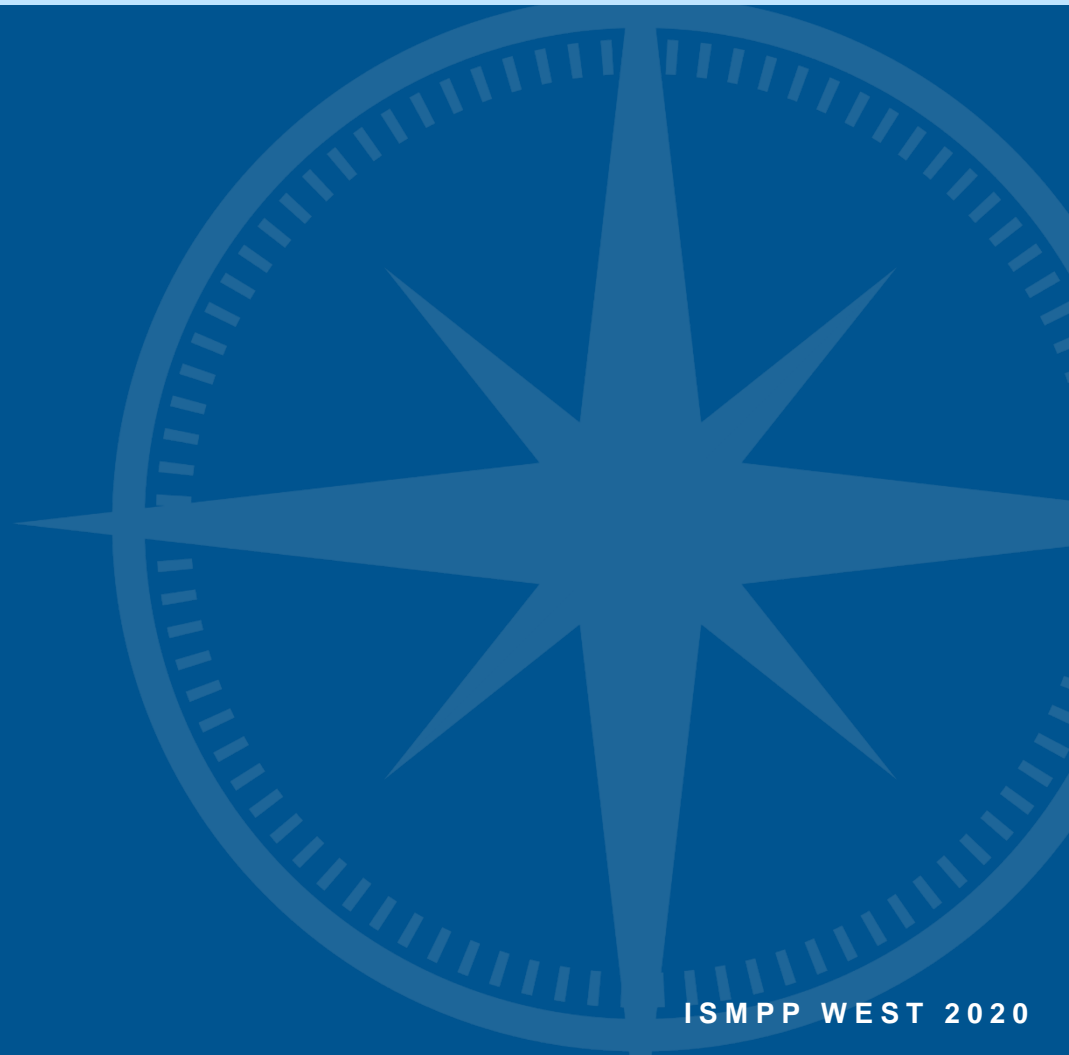


# Key Takeaways

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- Live Q&A panels well received
- Meeting sponsors searching for new ways for presenters to engage virtually with attendees
- Engagement may expand beyond conference dates
- Virtual delivery not going away!

**Thank you!**



# A Brave, New World of Medical Congresses

*Darin Dobler, PhD*

*Executive Director, WW Congress Strategy, WW Medical Capabilities,  
Bristol Myers Squibb*



# Disclaimer

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- Information presented reflects the personal knowledge and opinion of the presenter and does not necessarily represent the position of current or past employers

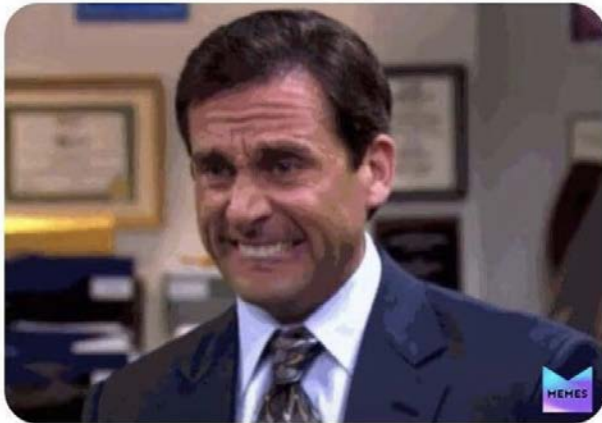


# 2020... Something is different

Time traveler: What year is it?

Me: 2020

Time traveler:



- Global quarantine and social distancing guidance have restricted large gatherings
- Medical conferences have gone completely virtual in 2020 (and beyond?)
- Meeting organizers, pharma & biotech companies, HCPs, medical communications, and patient groups are all trying to adapt to this new world



# The Shift to Virtual

[Eur Radiol.](#) 2020 May 16 : 1–3.

doi: [10.1007/s00330-020-06933-3](https://doi.org/10.1007/s00330-020-06933-3) [Epub ahead of print]

PMCID: PMC7229876

PMID: [32417951](https://pubmed.ncbi.nlm.nih.gov/32417951/)

## Medical conferences in the post-COVID world: a challenge, and an opportunity

European Society of Radiology (ESR)

▶ [Author information](#) ▶ [Article notes](#) ▶ [Copyright and License information](#) [Disclaimer](#)

The current COVID-19 pandemic has struck humanity like a biblical or historical plague, with a rapidity rarely seen even during those previous events. From apparent beginnings in the Far East at the end of 2019, it has spread throughout the globe, causing over 3 million confirmed cases (with a much-higher probable prevalence) and over 200,000 deaths at the time of writing (April 27, 2020). Protective measures (personal and societal) to reduce the impact of the pandemic have impacted greatly on daily life in most parts of the world and have already produced enormous economic consequences for individuals, businesses and countries, with more to come. Uncertainty regarding the duration and geographical spread of the pandemic, the time needed to control it and the future availability of a cure or vaccine makes precise future planning impossible in virtually all aspects of life. We truly are living in “interesting times”.





# ESMO 2020



WELCOME TO THE ESMO VIRTUAL CONGRESS 2020

 **Toni Choueiri, MD** @DrChoueiri · Sep 19

I absolutely ❤️ #ESMO20 log-in page: a pure virtual reality —you wonder in the “congress hall” (but don’t get lost like I normally do), u click on where u want to go: auditorium, exhibit hall, e-posters, Live-streaming. Well-done Prof. Peters @peters\_solange & @myESMO Staff!



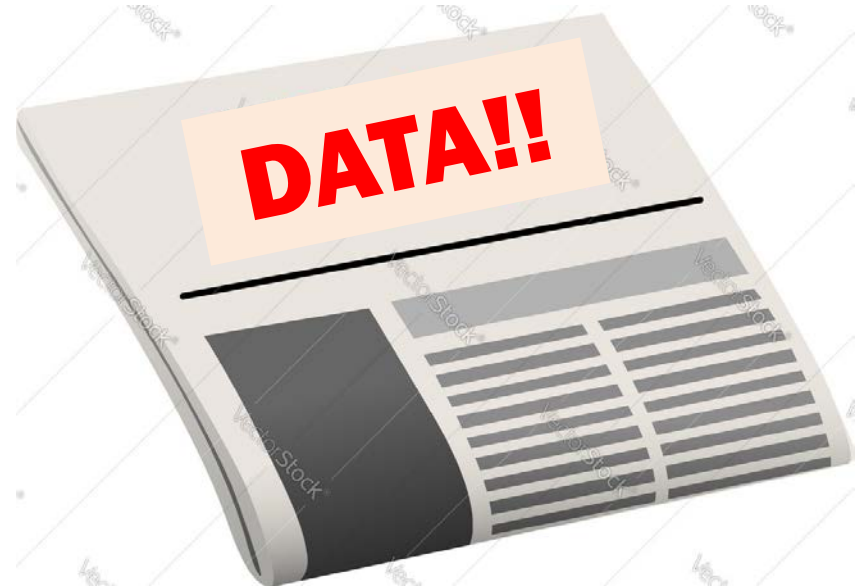
3 27 131





# Congress Strategy

- **What makes a great conference for a pharma or biotech company from a medical perspective?**
  - Share new data
  - Increase awareness of clinical trial recruitment
  - Engage HCPs
  - Demonstrate value of medicines to fill an unmet medical need
- **What makes a great conference for physicians and patient groups?**
  - See new data
  - Engage in peer discussion
  - Present new data
  - Learn more about clinical trials
  - Educate themselves about investigational treatments







# Communication is Key

- **Internal Communications**

- Pre-Congress awareness (what are we doing?)
- Engagement (where is the link?)
- Daily Bulletins (what happened today?)
- Post congress summaries (did we have a good congress?)



- **Medical Communications**

- Can get lost in the virtual setting
- Scientific narrative should be woven throughout all the materials in a compliant manner
- Digital materials and field medical engagement should be aligned

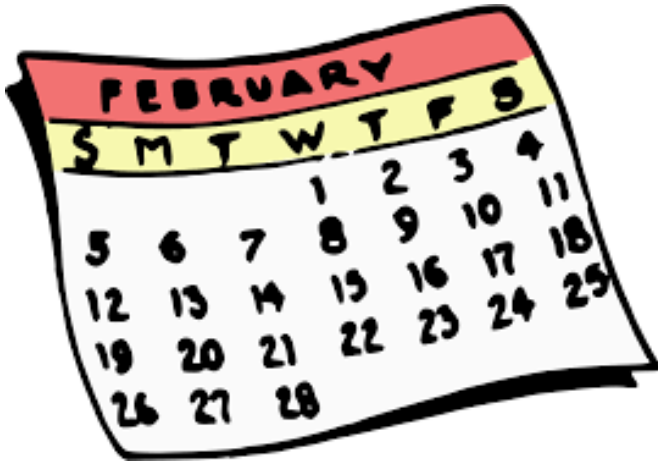
- **Virtual booths**

- Designed to appropriately showcase data and answer questions (HCPs and patient groups)



# The Timing is Off

- **We need a better sense of timing**
  - Sense of timing is off (HCPs aren't seeing or discussing data immediately), so when and how to get insights?

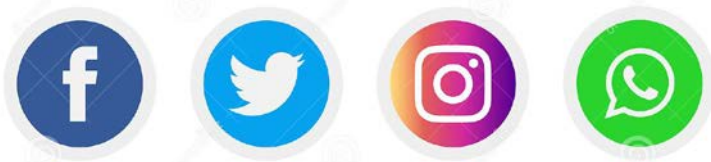


- **Just ask them what they want**
  - Find out what HCPs (other stakeholders) want from a virtual congress experience
    - Data, discussion
    - Pharma pipeline, clinical trials, product information
- **We all need data**
  - Surveys, discussions, meetings like this!
  - Innovation on the part of societies, pharma, biotech, HCPs, patients
  - Need to avoid information overload



# Virtual medical congresses are here to stay

- **A new group is emerging - Digital Thought Leaders**
  - How to identify them?
  - How to engage them?
  - Is the data easily shareable?
- **What level of influence does social media have in the era of virtual congresses?**
- **In the scientific space, we cannot engage in social media conversations as a company and we cannot ask our TLs to do so for us with regards to scientific publications but they can do it on their own (without our influence)**





# Key Takeaways

- Pharma, biotech, HCPs, patient groups, and all the stakeholders involved in medical congresses must adapt to the new era of virtual congresses
- Innovation should focus on enhancing internal and external engagement, new ways to share data, and how to develop effective digital communications keeping mind there are many compliance considerations in the scientific exchange space





Thank You

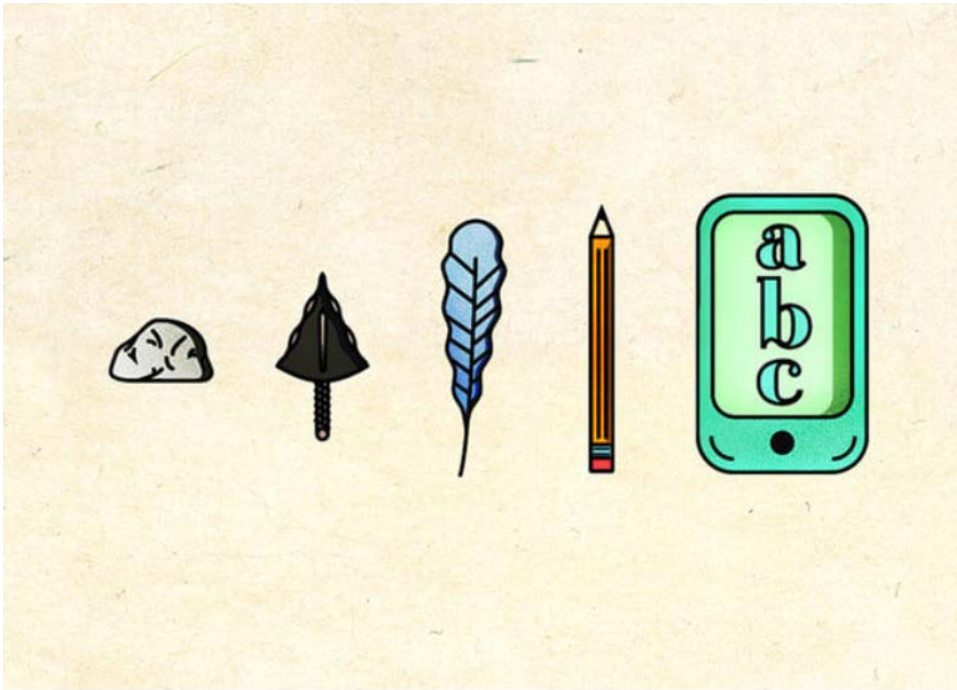
# Non-Traditional Engagement

*Wil Glass, PhD*

*Associate Vice President, Global Medical Communications,  
AbbVie*



# Evolving Engagement



Non-Traditional  
Engagement

Goals

Exploration

Trials

Measuring Success





# Goals For Engagement

1

Engage with  
HCDMs (Health  
Care Decision  
Makers)

2

Fill Knowledge and  
Equity Gaps

3

Ensure Field  
Medical Personnel  
can use the data







# Traditional Engagement

**ASCO**® AMERICAN SOCIETY OF CLINICAL ONCOLOGY

 **EASL**™  
The Home of Hepatology

**AAD** American Academy of Dermatology Association

October 21-25 | [www.idweek.org](http://www.idweek.org)  
 **IDWeek**™  
Advancing Science, Improving Care  
*Chasing the Sun*  
24 hours of COVID-19 followed by IDWeek

 AMERICAN ACADEMY OF NEUROLOGY®





# Exploration

## Existing Virtual Congress

- Not ideal and some limits to innovation

## Company-Driven Website (data days)

- Too many limitations

## Company-Driven Webinars

- Not product specific

## Books

- Address underlying knowledge gaps

## CME

- Not product specific

## Virtual Poster Halls (non-congress)

- Offshoot of a CME activity

## Podcasts

- Drive traffic to a publication

## Others

- Continually looking for new avenues



# Non-Traditional Engagement

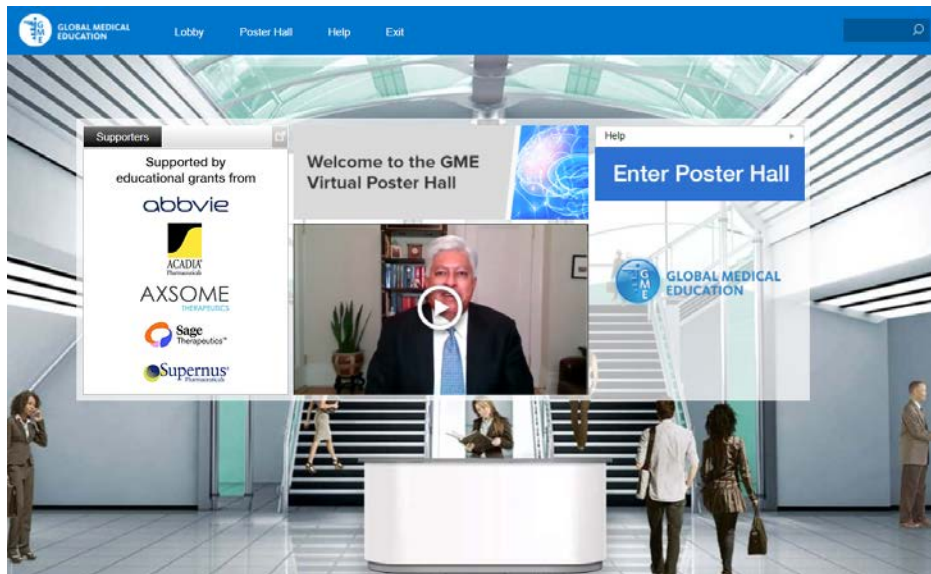


Enter Poster Hall





# CME Provider (non-CME): GME




- From Global Medical Education (Medscape)
- Submission cost is high
  - Submission is free/low cost to academic posters
- Abstracts are peer-reviewed
- Posters are “live” for 90 days
- Data can be used by field medical team



# CME Provider (non-CME): GME

GLOBAL MEDICAL EDUCATION Lobby Poster Hall Help Exit

## Posters

Bipolar Disorders	Dementia	Major Depression
The Broad Efficacy of Cariprazine Across Symptoms in Patients With Bipolar I Disorder: A Post Hoc Analysis	Dementia-related psychosis: Patient characteristics, HCRU and costs from a US administrative claims database	Major Depressive Disorder with Mixed Features and Treatment Response to Lurasidone: A Symptom Network Model
The Efficacy of Cariprazine in Patient Subgroups: A Post Hoc Analysis of 3 Bipolar Depression Clinical Trials	Ketamine	AXS-05, an Oral NMDA Receptor Antagonist with Multimodal Activity, in MDD: GEMINI Phase 3 Trial Results
Depressive Symptoms – Could it be Bipolar Depression? An Overview for Primary Care	The Centers of Psychiatric Excellence (COPE) Registry on Maintenance Treatment with Intravenous Ketamine	The Efficacy of Low-Level Transcranial Photobiomodulation in Major Depressive Disorder
The Rapid Mood Screener: A Novel and Pragmatic Screener Tool for Bipolar I Disorder	Development of a Real-World Ketamine Database Registry: Centers of Psychiatric Excellence (COPE)	Relations between Inflammation and Reward-Seeking Behaviors in Youth with Depression and Obesity
Efficacy of Cariprazine in Bipolar Depression in Patients With or Without Anxiety Symptoms	ADHD	The ROBIN Trial, A Phase 3, Double-Blind, Placebo-Controlled Trial of Zuranolone in Postpartum Depression
COVID-19	A pooled analysis of 4 phase 3, RCT studies assessing efficacy and safety of SPN-812	
Mental Health and COVID-19: Challenges and Solutions from the Centers of Psychiatric Excellence (COPE)	Multimodal mechanism of action of viloxazine: serotonin and norepinephrine modulating properties	





# CME Provider (non-CME): GME

- Video walkthrough and presentation of entire poster (5 mins MAX)
- Can download slides or poster
- No current method to connect with presenter

by Poster Hall Help Exit

OWS TO ADVANCE TO NEXT POSTER

Abstract  
Poster  
Slides  
Presenter Info

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The Centers of Psychiatric Excellence (COPE)  
Registry on Maintenance Treatment with  
Subanesthetic Doses of Intravenous Ketamine  
Treatment in Real-World Patients

Steven T. Szabo, MD, PhD  
Co-Founder  
Centers of Psychiatric Excellence (COPE)  
New York, NY

Steven T. Szabo, MD

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GLOBAL MEDICAL EDUCATION



# CME Provider (non-CME): NEI

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### CME Meetings

- NEI Max! Virtual November 5-8, 2020
- NEI Synapse April 16-18, 2021 Hollywood, FL

### Mobile Apps

- NEI Prescribe Make informed prescribing decisions
- NEI Learn Earn CME credits from your mobile device

### Certificate Program

- Master Psychopharmacology Program

### Online CME

- Featured Activities

### NEI Updates

Neuroscience Education Institute  
12,928 likes

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Neuroscience Education Institute  
22 hours ago

September is Suicide Prevention Awareness Month. In a previous episode of the NEI Podcast (Episode 42), we discussed elevated risk of suicide in first responders, with Dr. Ryan Waggoner:  
<https://neiglobal.libsyn.com/on-the-frontlines-of-fear-trau...>

NEIGLOBAL.LIBSYN.COM  
**NEI Podcast: E42 - On the Frontl...**  
In this episode we discuss Suicide Awar...

Like Comment 1

### Membership

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- Learn More

### Industry Updates

- Disease State Portal
- Virtual Poster Library

### Stay Current!





# CME Provider (non-CME): NEI

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You are leaving the accredited portion of the NEI Web site and entering a non-accredited area.  
NEI has reviewed the information and believes these resources have merit for the clinician even though the content may have originated from outside sources.

**PROCEED**





# CME Provider (non-CME): NEI

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## VIRTUAL POSTER LIBRARY

[Click here](#) on September 16, 2020 at 12:00 PM Pacific Time (PT) to join the live presentation of "Healthcare Provider Perspectives on Bipolar I Disorder Screening and the Rapid Mood Screener (RMS), a Pragmatic, New Tool "

Quote for "exact phrases"

Poster Category:  All  Young Investigators  Commercially Supported  Other

Abstract Type:  All  Clinical Case  Review  Clinical Research  Other

Sort order:  Newest to oldest  Alphabetical by title

[Submit a Poster](#)  
To be published in CNS

- PDF Download
- Video Presentation
- Specific Q&A Sessions





# Webinars

## PUBLICATIONS WEBINAR SERIES

- 1** Basics/Foundation of Publications:  
Steps to kickstart publication
- 2** Case Reports:  
Planning and writing manuscripts
- 3** Critical Appraisal:  
How to critically evaluate published papers
- 4** Review Articles:  
Planning and writing review articles, including Systematic Reviews

- No cost to participants  
Rising tide lifts all ships
- Engages HCDMs
- Helps HCDMs get their data published



# Webinars – Do they engage?

## PUBLICATIONS WEBINAR SERIES

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Planning and writing manuscripts
- 3 Critical Appraisal:  
How to critically evaluate published papers
- 4 Review Articles:  
Planning and writing review articles, including Systematic Reviews

- Held at 7pm local time
- 100 participants joined
- 78 participants remained for the full 90 mins



# Addressing Healthcare Inequity

## The New York Times

### *Dermatology Has a Problem With Skin Color*

Common conditions often manifest differently on dark skin. Yet physicians are trained mostly to diagnose them on white skin.





# Addressing Healthcare Inequity

- Problem
  - Due to educational gaps in clinician knowledge, not all patients receive the best possible care
- Solution
  - Sponsoring development of *The Spectrum of Dermatologic Disease*, a comprehensive textbook photo atlas presenting characteristics of skin conditions across the full range of racial and ethnic skin types.

DREAM

Driving Racial Equity in Aesthetic Medicine™

Inspired by the nationwide peaceful protests in calling for racial equity in all sectors of society, we identified ways in which we could leverage our collective experience and knowledge to make a tangible contribution to improving health equity.



# Non-Traditional Engagement



CME partners may offer a venue that is peer-reviewed

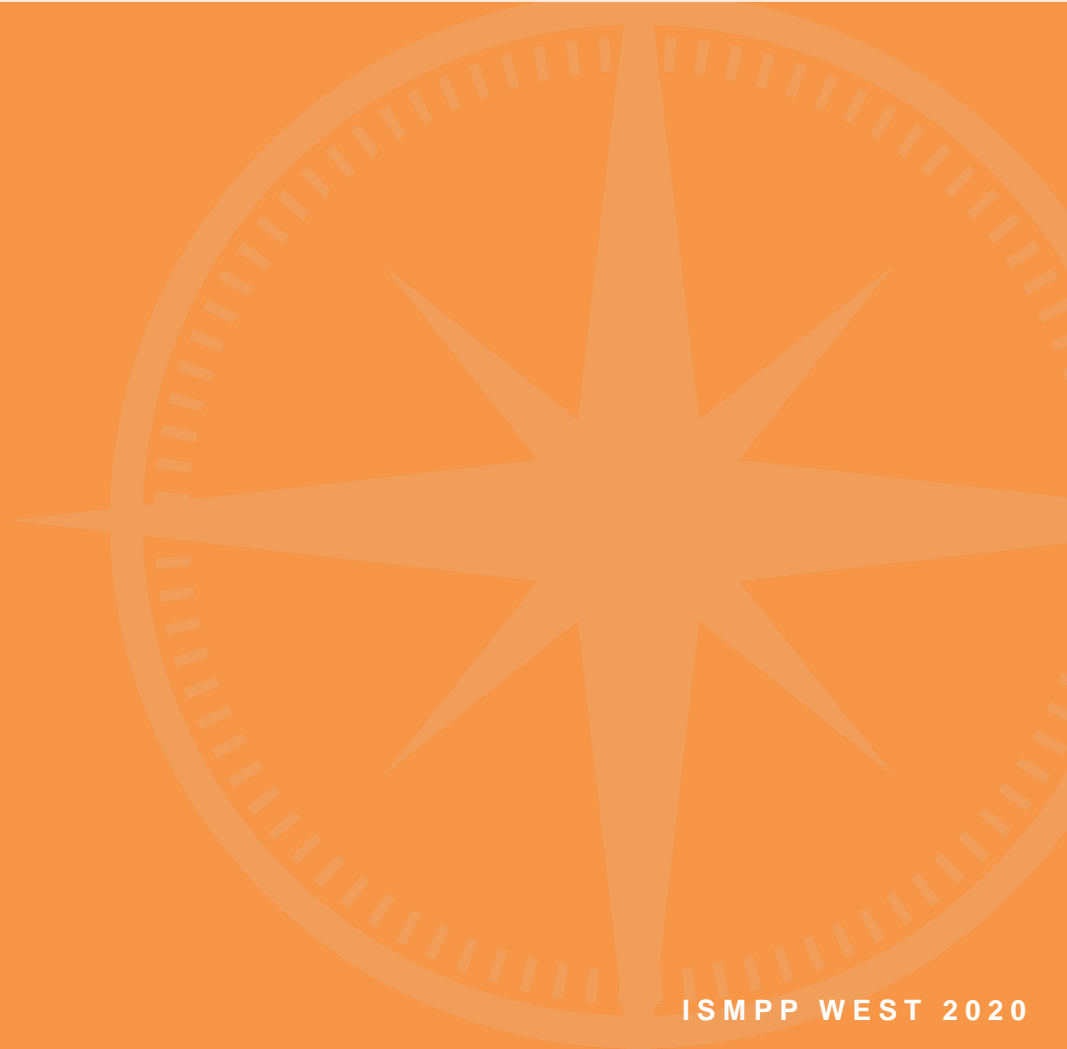


Webinars that are company-run offer a venue for discussion



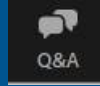
Keep a pulse on what is happening and look for those unique opportunities

**Thank you!**





# Questions



# Up Next:

*Brain Breaks and Exhibitor Gallery: 11:30 PT*

*Roundtables: 1:00 – 1:45, 2:00 – 2:45 PT*



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