



— 5TH ANNUAL —

IN MEDICAL AFFAIRS



January 27-28, 2026



convene™ Philadelphia, PA

Harness the Power of AI to Elevate Medical Affairs, Empower Stakeholders for Success, and Achieve a Competitive Edge in the Evolving Digital Landscape

FEATURED SPEAKERS



Pooja Smith

Senior Project Manager
BIOMERIEUX



Vivek Mukhatyar

Generative AI Medical Engagement Lead
PFIZER



Tony Lan

Global Scientific Content Team Lead, General Medicine
MERCK



Sourav Dutta

Chief Growth Officer
CACTUS LIFE SCIENCES



Karen Ng

Medical Information Specialist
NOVO NORDISK



Carl de Luca

Medical Affairs Director-Oncology, Insights and Data Analytics
REGENERON



David Williams

Founder & CEO
KAI



Apeksha Patel

Medical Director, Solid Tumors, Oncology
NOVARTIS



Bee Pandya

Medical Excellence Consultant and Coach
NEOPTIMA



Srinivasan Krishnan

Director, Digital Technologies
REGENERON



Elia Lima-Walton

Principal Product Manager Healthcare Generative AI
MAYO CLINIC



Nandini Sabharwal

Director, Migraine Therapeutic Area
PFIZER



Neha Shah

Senior Director, Medical Affairs and Chief Patient Office Technology
VERTEX PHARMACEUTICALS



Eddie Power

CEO
EMPOWER MEDICAL



Renu Juneja

President
ADPAL LLC



Anthony Sousa

Medical AI Lead
BOEHRINGER INGELHEIM



Arta Subagiarta, MD

Associate Medical Director, Hemophilia
SANOFI



Patrina Pellet

Co-CEO
MSL MASTERY



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MOMENTUM
Events

TOP REASONS TO ATTEND

- AI** Learn how to use AI, how to apply it and the resources needed to leverage it successfully into your Medical Affairs strategy.
- AI** Improve customer engagement, patient outcomes and strategic product launches by empowering medical teams with critical data.
- AI** Streamline data synthesis by employing AI to create better insights and content.
- AI** Create and deliver impactful and patient-accessible medical content to improve HCP relationships and patient outcomes.
- AI** Optimize your Field Medical team reducing the paperwork burden, maximizing their HCP engagement capabilities.

JOIN US FOR THE 5TH AI IN MEDICAL AFFAIRS

As the producer of the 5th AI in Medical Affairs Summit, I want to personally invite you to join us for what promises to be the most impactful gathering yet at the intersection of artificial intelligence and medical affairs.

This isn't just another conference—it's the definitive forum where industry leaders, data scientists, and medical affairs innovators converge to shape the future of AI-driven strategy, evidence generation, and stakeholder engagement.

We're curating a high-impact experience designed for forward-thinking professionals like you. Momentum is building fast, reserve your seat soon!



Jonathan Banchs

[Signature]
VP, Content & Experience
MOMENTUM EVENTS



www.aimedicalaffairs.com

REGISTER TODAY



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**IN MEDICAL
AFFAIRS**



DAY ONE | January 27, 2026

7:45 AM REGISTRATION AND NETWORKING BREAKFAST

8:45 AM CHAIRPERSON OPENING REMARKS



Vivek Mukhatyar
Generative Ai Medical Engagement Lead
PFIZER



Neha Shah
Senior Director, Medical Affairs and Chief Patient Office Technology
VERTEX PHARMACEUTICALS

9:00 AM DO MEDICAL CONVERSATIONS MATTER? HOW DO WE KNOW?

Explore How Human Connection is the Catalyst for Impact, Showing you How to Transform Standard MSL-HCP Interactions into Trust-Based Partnerships that Drive Meaningful Behavioral Change



Bee Pandya
Medical Excellence Consultant and Coach
NEOOPTIMA



David Williams
Founder & CEO
KAI

9:45 AM CASE STUDY: REALISTIC AI IMPLEMENTATION PLAN

Focus on Individual Upskilling, Community Building, and Enterprise AI Projects, Towards Incremental Change



Anthony Sousa
Medical AI Lead
BOEHRINGER INGELHEIM

10:15 AM NETWORKING BREAK

10:45 AM PANEL DISCUSSION: FROM CHANGE MANAGEMENT TO UPSKILLING LEADERSHIP

Invest Time and Resources to Teach and Provide the Skillset so Leaders in Medical Affairs Understand and Collaborate. It Takes a Village!



Arta Subagiarta, MD
Associate Medical Director, Hemophilia
SANOFI



Eddie Power
CEO
EMPOWER MEDICAL



Pooja Smith
Senior Project Manager
BIOMERIEUX

11:30 AM INTERACTIVE GROUP SESSION: IT'S ALL ABOUT PROMPTING

This Interactive Session Will Give You the Tools to Maximize Your AI Efforts by showing the Power of Prompting The Right Way



Vivek Mukhatyar
Generative Ai Medical Engagement Lead
PFIZER



Patrina Pellet
Co-CEO
MSL MASTERY



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DAY ONE | January 27, 2026

1:00 PM LUNCH BREAK

2:00 PM SESSION BY CACTUS LIFE SCIENCES



Sourav Dutta

Chief Growth Officer
CACTUS LIFE SCIENCES

2:30 PM BEYOND INSIGHTS: AI AS A STRATEGIC COMPASS

Using AI to Synthesize Diverse Medical Data Streams and Guide Decision-Making.



Carl de Luca

Director, Insights and Data Analytics- Oncology Field Medical Affairs
REGENERON

3:00 PM NETWORKING BREAK

3:30 PM CASE STUDY: SUCCESSFUL AI ADOPTION FOR MEDICAL AFFAIRS

Analyze the Requirements Needed to Have the Right AI Tools Added to Your Medical Affairs Functions

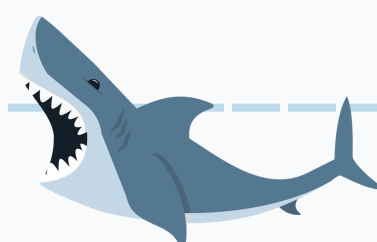


Karen Ng

Medical Information Specialist
NOVO NORDISK

4:15 PM LET'S PLAY! SHARK TANKISH 2.0

A Game-Themed Session Where our Expert Panel will Decide Which Attendee Has the Better Idea to Add AI into Med Affairs Reality Successfully



5:45 PM COCKTAIL RECEPTION

6:30 PM DAY ONE ENDS

WHO SHOULD ATTEND

This event is designed for pharmaceutical, biotech, and medical device professionals with responsibilities in the following areas:

- Medical Affairs
- AI
- Medical Affairs Digital Innovation and Excellence
- Digital Strategy
- Digital and Data Enablement
- Digital Transformation
- Health Innovation
- Medical Director
- Medical Excellence
- Medical Information
- Medical Customer Experience
- Data and Technology
- Medical Customer Experience
- Data & Technology
- MSL
- Medical Capabilities
- Medical Advisor
- Medical Operations Associate
- Customer Experience & Franchise Lead
- Data Analytics Associate
- HEOR
- Field Medical Team



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DAY TWO | January 28, 2026

8:00 AM **NETWORKING BREAKFAST**

8:50 AM **RECAP OF DAY ONE AND WELCOME TO DAY 2**



Vivek Mukhatyar
Generative Ai Medical Engagement Lead
PFIZER

9:00 AM **CASE STUDY: AI, NOT JUST A BUZZWORD-BUT A SCIENTIFIC CATALYST**

Discover the Power of Organizational Scaling and Adoption to Impact Patient Outcomes



Apeksha Patel
Medical Director, Solid Tumors, Oncology
NOVARTIS

9:45 AM **SPONSORED SESSION**

10:30 AM **NETWORKING BREAK**

11:00 AM **INTERACTIVE SESSION: AGENT CREATION TEAM ACTIVITY**

In This Team-Oriented Session, Each Team will Compete for Bragging Rights for Which One Created the Most Complete and Original Agent



Nandini Sabharwal
Director, Migraine Therapeutic Area
PFIZER



Patrina Pellet
Co-CEO
MSL MASTERY

12:30 PM **LUNCH & LEARN: FREE TOOLS DEMO**

Explore the Budget-Friendly Applications and Tools that Can Help you Become more Effective and Strategic in your Day-to-Day

1:30 PM **CASE STUDY: AI OUTSIDE OF PHARMA**

Learn from Outside Pharma about AI Implementation, Change Management, Metrics and ROI. The Complete Journey!



Elia Lima-Walton
Principal Product Manager Healthcare Generative AI
MAYO CLINIC



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DAY TWO | January 28, 2026

2:00 PM T-3000.....MERGING THE MSLS WITH AI (YOU GET MASIL....)

Augmented MSLS? Digital Twins? Let's Break it Down and Discuss and Remove the Fear Around Using AI to Advance Your MSL Career

2:30 PM DEEP DIVE INTO LLMS

Understanding How these Models Work is Essential in Setting Realistic Expectations Around Results and Outcomes



Tony Lan

Global Scientific Content Team Lead, General Medicine
MERCK

2:45 PM FIRESIDE CHAT: HCPs USING AI TO MAKE DECISIONS

Discuss the Importance and the Impact of having HCPs Using AI Tools and How it Affects the Role of Medical Affairs



Vivek Mukhatyar

Generative Ai Medical Engagement Lead
PFIZER

3:15 PM DAY TWO ENDS

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Lauren Arcady

VP, Sales
lauren@momentumevents.com
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