

A Brief Report on Alumni Interaction Series 2023 – Lecture 12
(Bridging the gap - Connecting to the World)

Name of the presenter:

Dr Pooja Sudarsan PharmD
Medical Writer
Evidera
Pennsylvania, USA



Title of the presentation: “An Overview of the Medical Information Function in the Pharmaceutical Industry”

Date of the Presentation: 09.12.2023

Program Organized by: Dept. of Pharmacy Practice & Pharmacy Education Unit, JSS College of Pharmacy, Ooty.

As a part of the Alumni interactions 2023, the series was held on 09.12.2023 by one of the proud Alumnus of Department of Pharmacy Practice, Dr. Pooja Sudarsan PharmD, Medical Writer, Evidera, Pennsylvania, USA. Dr. Pooja Sudarsan, PharmD, is a Medical Writing professional with over 3 years of experience in the pharmaceutical and healthcare industry. Currently serving as a Medical Writer at Evidera, a part of ThermoFisher Scientific, her role involves translating complex scientific and clinical information into clear and compelling documents. She has worked on projects that include developing, updating, and reviewing non-promotional medical information documents and management of medical information inquiries (MIR) from healthcare providers, ensuring compliance with regulatory guidelines, and maintaining the highest standards of accuracy and clarity in all written materials. In addition, Dr Pooja is trained in promotional medical review and has experience in MIR analytics and digital projects. She is committed to advancing medical communication and contributing to the successful dissemination of healthcare information.

Dr Pooja, an esteemed expert in the field of pharmaceuticals, provided a thorough exploration of the critical role played by the Medical Information function within the pharmaceutical industry through the virtual mode on google meet on 09.12.2023. The speaker shared her valuable insights on the pivotal role of Medical Information in the pharmaceutical industry, acting as a bridge between healthcare professionals, regulatory bodies, and the pharmaceutical companies. Dr Pooja highlighted the necessity for strict adherence to regulatory guidelines to ensure the dissemination of accurate and compliant information. The presenter addressed common challenges faced by the Medical Information function, such as data management, communication, and evolving regulations. Practical solutions and best practices were discussed to overcome these challenges effectively. Dr Pooja provided insights into how emerging technologies, such as artificial intelligence and data analytics, are being integrated into the Medical Information function to enhance efficiency and provide more personalized responses to inquiries.

Dr Pooja then concluded her presentation by taking up queries from the audience and staff, Department of Pharmacy Practice. Around 83 participants fruitfully benefited through this event.

