**The Growing Impact of MSLs**

8.30-9.00: **Registration and Morning coffee**

9.00-9.15: **Chairpersons Welcome and Opening Remarks**

*J. Vassiliadou & A. Chaniotis, members of the EL.E.F.I BoD*

9.15-10.15: **The MSL Role Fundamentals**

*Moderator: A. Karantzas, Medical Mgr, GSK*

* Skills and Knowledge required to deliver Excellence *K. Giannouli, MSL, Astra Zeneca*
* Building and Maintaining long-term relationships with external stakeholders *Ioanna Nikoloutsou, Field-facing medic, GSK*

10.15-11.15: **MSL good practices: Sharing Ideas & Initiatives**

* Build, manage and lead MSL Teams *G. Mitas, Medical Manager, AbbVie*
* Named Patient Programs: the role of the MSL *A Desiniotis, EMEA Med Advisor, Janssen-Cilag*
* Clinical Trials: the role of the MSL, *V. Tsironi, MSL, Janssen-Cilag*
* How to effectively cope with challenges regarding internal & external perceptions of the MSL role*? S. Tsalavos, MSL, Roche*

11.15-11:30 ***Refreshments Break***

11.30-12.30: **Measuring MSL Impact: the KPIs Discussion**

*Moderator: A. Chaniotis, Knowledge Dissemination Mgr, Janssen-Cilag*

*Discussion Panel: D. Tsopka, Regional MSL Excellence Lead, Astra Zeneca; J. Vassiliadou, Medical Director, GSK; A, Dakouras, MSL Team Leader, Roche*

12.30-13.30: ***Networking Lunch***

13.30-14.30: **The MSL Career Path: Hearing from the Leaders**

*Moderator: V. Baroutsou, WEC Chief Scientific Officer, Novartis*

*Claudia Bremer, Global Field Medical Excellence Director, NVS,*

*Peter Hans Killian, MSL Manager, GSK*

14.30-15.30: **The evolution of the MSL role**

*Moderator: Tina Antachopoulou, Medical Director, AbbVie*

*Discussion Panel: N. Theofanidis, MSL, NVS; A. Papadakis, MSL, Actelion, A. Karantzas, Medical Manager, GSK; A. Chaniotis, Knowledge Dissemination Mgr, Janssen-Cilag*

15.30-16.00: ***Refreshments Break***

16.00-16.30: **Chairpersons Closing Remarks**

*J. Vassiliadou & A. Chaniotis, members of the EL.E.F.I BoD*