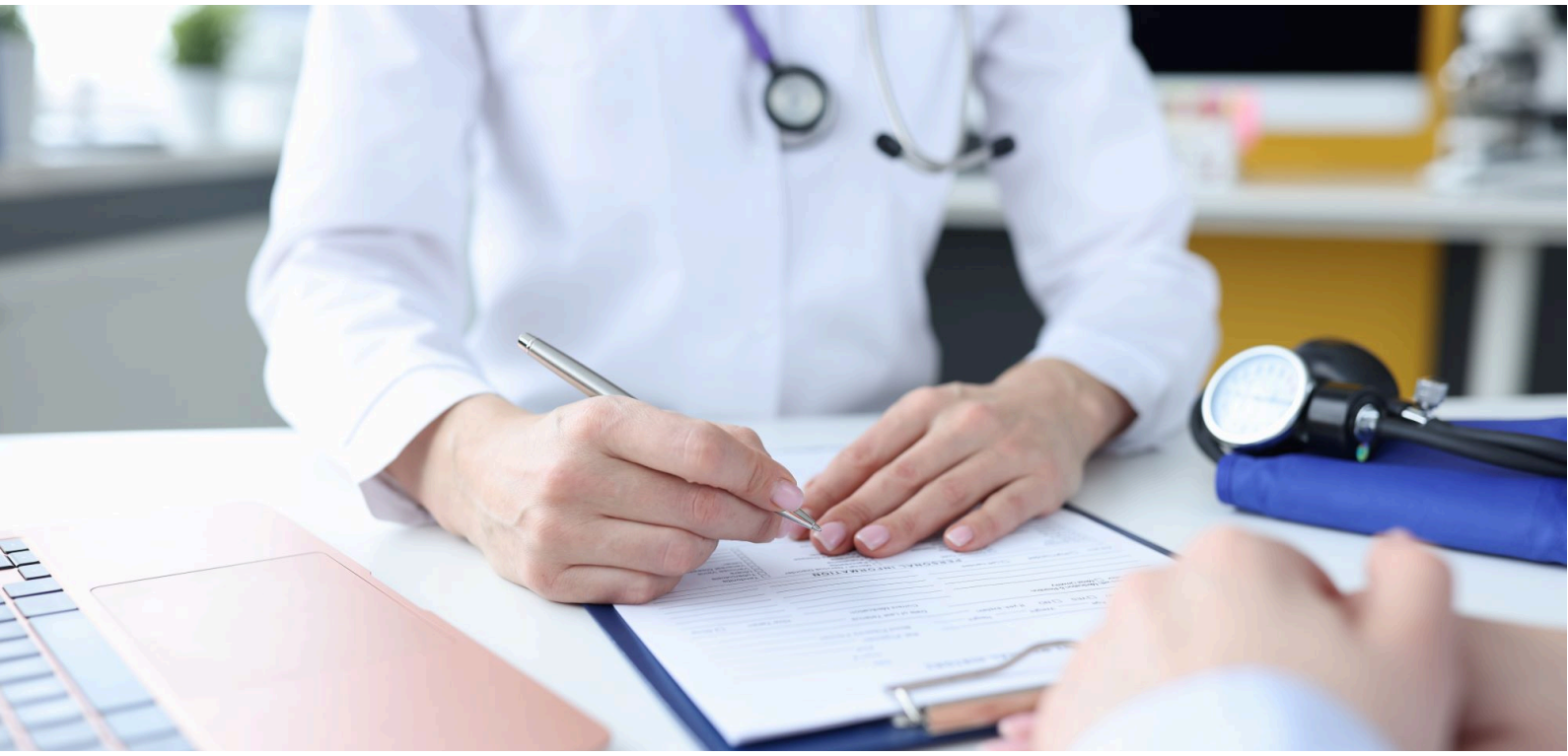
IPI Academy

MANAGEMENT forum



Presented by
Management Forum

An Essential Overview of Medical Information

21 June 27
+ 2 December 27

In this one-day course, understand everything from the role of medical information to the guidelines for medical information and advertising.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

Medical information is an important and key element of drug safety. This programme has been designed for individuals and teams that answer medical enquiries as part of their daily work, as well as new medical information specialists who are starting a career in medical information. The course will go through some important basic aspects and explain the legal requirements for a Marketing Authorisation Holder (MAH) to offer a medical information service in Europe. It will give practical information on how to provide an efficient medical service with linkage to other areas such as marketing, regulatory and drug safety. This programme provides essential guidance on various aspects of the important role of medical information.

Benefits of attending

- **Understand** the role of medical information
- **Know** the legal requirements for a Medical Information Service
- **Discuss** standard responses, FAQs and complex questions
- **Clarify** the guidelines for medical information and advertising
- **Receive** practical advice on Black Triangle Products and additional monitoring

Who should attend?

- Personnel whose role includes answering medical enquiries
- New medical information specialists
- Regulatory affairs
- Drug safety, especially those who have a dual drug safety/medical information role
- Marketing personnel involved in promotional sign-off, product launches

Programme

An introduction to the role of medical information

- The legislation requiring an MAH to offer a Medical Service
- The education and training of the Medical Services team
- Availability of the Medical Service

Medical information service

- Standard responses
- Frequently Asked Questions (FAQs)
- Company internal information
- Complex questions

Medical information allied services

- Medical information and ADRs
- Medical information and product quality
- Competitor analyses
- Routine literature searching

Medical information and advertising

- What is a promotional item?
- Longevity of promotional items
- Off label usage
- Product Claims

Medical information and safety

- Black Triangle products and additional monitoring
- Patient and Health Care Practitioner (HCP) education programmes
- Safety and special situations
- Understandable Information
- Education and product risk minimisation

Presenter



Graeme Ladds

Graeme Ladds, Director of PharSafer, has over 30 years' experience in the pharmaceutical industry. He began his career in 1989 at Ashbourne Pharmaceuticals as Head of Drug Safety & Medical Information, before going on to become Head of Global Pharmacovigilance at Shire Pharmaceuticals.

He later founded his consultancy and specialist CRO, PharSafer Associates Ltd, where he has supported companies in establishing pharmacovigilance systems, conducting audits across Europe and the USA, developing SOPs, acting as a QP, and supporting regulatory inspections.

Since 1994, Graeme has also been involved in the monitoring of medical devices, including drug–device combinations, structural devices and electrical medical devices. His experience spans clinical trials and global device vigilance, alongside pharmacovigilance activities across both clinical development and post-marketing phases.

Course dates

21 June 27	**Live online** 09:00-16:30 **UK (London)** (UTC+01) *Course code 17249*	GBP **649** ~~749~~ EUR **909** ~~1,049~~ USD **1,043** ~~1,199~~ **Until 26 Apr**
2 December 27	**Live online** 09:30-17:00 **UK (London)** (UTC+00) *Course code 17552*	GBP **649** ~~749~~ EUR **909** ~~1,049~~ USD **1,043** ~~1,199~~ **Until 07 Oct**

How to book

Online:
ipi.academy/2242

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Reviews

★★★★★

Very useful for my daily work, very interesting and informative! A must have workshop for deeper understanding in medical information.

Lena Hirth
Senior Associate Patient Safety & Consumer Service DACH
Perrigo Deutschland GmbH
Dec 4 2025

★★★★☆

Very useful education, great and experienced speaker who answers the questions, finds examples from practice and pace of talking makes it really easy to follow.

Tea Čurak
Medical Information Specialist II
Xellia d.o.o
Dec 4 2025

★★★★★

I enjoyed the webinar and the content, presentation and speaker was great.

Shelley Browning
Regulatory and PV Manager
Weleda
Nov 29 2024

★★★★★

Graeme was brilliant, in particular his ability to use examples from personal experience, and that he could answer all our questions.

Alice King
Regulatory Affairs Associate
Creo Pharma Ltd
Oct 4 2016

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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