

DIA 2009

THE 2009 DIA ANNUAL CONFERENCE

San Diego Played Host to the 45th Annual Drug Information Association Meeting

Thought Leaders Raise Their VOICE at DIA

EDITOR'S TAKE VIDEO CLIPS

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AUREUS RESEARCH CONSULTANTS

Alicia Pouncey

Alicia discusses using medical simulation for CRA training.



BIOCLINICA

Mark Weinstein

Mark talks about the intersection of medical imaging and electronic data capture.



CRITERIUM

Lawrence Reiter, Ph.D.

Lawrence discusses how CROs can differentiate themselves.



I3 INFORMATICS

Bill Gwinn

Bill offers insights on data mining for patients for clinical trials.



INVENTIV CLINICAL SOLUTIONS

Jaye Thompson, Ph.D.

Jaye discusses the adaptive outsourcing model.



MEDIDATA

Graham Bunn

Graham talks about EDC's impact on clinical monitoring.



OMNICARE CLINICAL RESEARCH

Nancy Meyerson-Hess

Nancy talks about strategic project management.



UNITED BIOSOURCE CORP.

Patrick Lindsay

Patrick discuss risk management.

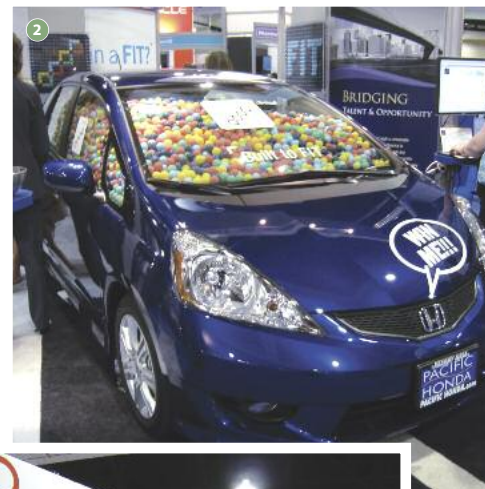
THE 45TH ANNUAL MEETING OF THE DRUG INFORMATION ASSOCIATION in San Diego from June 21-25, 2009, hosted 775 exhibitors. The annual meeting drew 7,500 attendees who had the opportunity to attend more than 350 sessions led by 1,025 speakers, focusing on issues affecting global drug discovery and development. Sessions included hot topics such as adaptive trial design, biomarkers, clinical safety and pharmacovigilance, the Critical Path Initiative, Lean Six Sigma, pharmacogenomics and personalized medicine, and pharmacovigilance and risk management.

This year's event included an inspirational keynote address by Dr. Nancy Snyderman, chief medical editor at NBC News. New this year, was the creation of three mega-tracks designed to enhance the quality of the presentations, minimize overlap of similar session topics in different tracks, and promote broader discussion and a fuller understanding of the topics presented. Megatracks included: Information Technology, Clinical Research, and Advertising/Marketing/Medical Communications. Also for the first time, DIA offered an online component to the annual meeting that featured more than 100 participants.

The 46th annual meeting is scheduled for June 13-17, 2010, in Washington, D.C. ♦



PharmaVOICE welcomes comments about this article. E-mail us at feedback@pharmavoice.com.



1. More than 7,500 attendees converged in San Diego for the 45th DIA Annual Meeting. 2. inVentiv encourages attendees to guess the number of ping-pong balls contained in Honda Fit, as part of its Built to Fit campaign.

3. INC was just one of more than 775 exhibitors at this year's conference. 4. Attendees stop by the Quintiles' booth to learn about the company's new products and services.

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