

DIA Celebrates 50 Years of Innovation at Annual Meeting in San Diego



From [June 15-19, 2014 at the San Diego Convention Center](#), join Microsoft and a community of life sciences professionals who share a

common goal to foster innovation leading to the development of safe and effective medical products and therapies for patients.

Microsoft CEO Satya Nadella has said, “Our industry does not respect tradition—it only respects innovation.” He was talking about the technology industry, of course, but this statement is also true for the pharmaceutical industry. Both industries need to keep evolving to meet our customer and stakeholder needs. So we’re excited to invent the future—which is part of the [DIA 2014](#) theme—together with your life sciences company.

Visit Booth #1125 for an Experiential Healthcare Journey



[Watch how Novartis](#) is managing mobility using an assortment of Windows devices that are designed for specific use cases: meeting both user needs and departmental budgets.

There is a lot of buzz around the Microsoft [devices](#) bar. Check it out and see what we have designed for life sciences professionals who have been telling us they want one device they can use on the road, at home and in the office. At our “touch and try” stations you can play with a variety of models and discover why companies like Novartis are adopting Microsoft mobile strategies to meet research, sales and clinical needs.

Microsoft will also be hosting several of our partners to help you experience healthcare transformation including: [cloud services](#), [patient engagement](#), [compliance in the cloud](#), [clinical trials](#), and [big data and analytics](#).

Celebrate Microsoft’s Life Sciences Award Winners

At DIA on June 17th, winners for Microsoft’s 2014 Life Sciences Awards will be announced during a reception hosted by Microsoft. Now in its ninth year, these awards are presented annually to recognize excellence. Pharmaceutical, biotechnology, clinical resource organizations, and medical device companies using [Microsoft solutions](#) to realize business and information technology benefits with the goal of fighting serious health ailments and bringing therapeutic breakthroughs to market faster are honored for their innovation.

Last year’s winners show-cased a “better together” theme with each of the recipients offering solutions that had been developed in collaboration with others: [Endo Health Solutions Inc.](#) who partnered with [iLink](#)

Systems; Infectious Disease Clinical Research Program (IDCRP) a partnership with DoD clinical and research centers and Mi-Co; Merck and Co., Inc. working with Ceiba Solutions, Inc.: and PPD collaborating with ePharmaSolutions. Congratulations again to these companies and good luck to the nominees for this year. Based on previous years' submissions, our team of judges, who represent some of the leading thinkers in our industry, will have a difficult task ahead of them as they select from a wide field of outstanding applicants.

Interested in More?

To learn more about Microsoft at DIA, [read the full blog](#) by Andrea McGonigle, Managing Director, Life Sciences, Microsoft and sign up to follow her on Twitter [@andreawork](#).



Andrea McGonigle @andreawork · May 15

Hope to see you at #DIA2014 where we can talk innovation & the future of life sciences: msft.it/6011i9Ah #pharma #health



To attend DIA this year, [register online](#) today.