MAPS 2017 Annual Meeting Highlights & Learnings
Welcome and Thank You For Joining Us

“Help shape our society and let your voice be heard”

MAPS President Bio

• 2016-2017 President of the MAPS
• 25+ years of experience in the pharmaceutical industry
• Board-certified medical oncologist and hematologist
• Senior Vice President, Head of Global Medical Affairs Oncology at Eisai Pharmaceutical Company
• Experienced in multiple therapeutic areas includes operational and strategic product development from Phases I through IV and the diverse disciplines of medical affairs and product commercialization
• Was selected as one of the 100 Most Inspiring People in the Pharmaceutical Industry (PharmaVOICE; 2015)
• Was Staff physician in the Department of Hematology and Medical Oncology at the Cleveland Clinic Foundation, where he supervised numerous studies in oncology and symptom control
• More than 50 medical publications in journals and books
• Bachelor’s degree from Cornell University, medical degree from the University of Cincinnati Medical School internship and residency in internal medicine at Case Western Reserve University and fellowships in hematology and oncology at the University of Chicago Hospitals and Clinics

Kirk Shepard
Conference Overview

- **Align on the basics of Medical by establishing the core competencies**
- **Review the value of Medical throughout the product lifecycle**
- **Innovative Solutions in Medical**

**Key Note Speakers** (MAPS Executive Leadership)

**Case-Base Workshops** (Day 2 & 3)

**Real-Time Sentiment Tracking** (Surveys)

**Added Value:** Differentiated Medical Conference Experience
What sets it apart

**Involved Presenters**
Many of our speakers are part of the ELC and have been instrumental in designing the meeting agenda.

**Live Input**
We will be conducting live surveys each day to obtain input on the value of the society and its offerings to help shape our future.

**Continuous Engagement**
We are hosting an elective session on Day 3, where everyone is encouraged to attend and provide feedback to help shape the future of our meetings and the society as a whole.

**Thoughtful Discussion**
We are focusing on workshops – rather than traditional presentation styles – to encourage conversations among presenters and participants.
Expectations

- We see you as ‘charter’ members, instrumental to a successful launch of MAPS
- We expect active engagement and participation from you throughout conference
- Want to hear your voice and get real-time feedback (what resonates with you, what is valuable, what do you want to hear more of)
Vision
To lead the Life Sciences Industry in the transformation and elevation of the Medical Affairs function to be a partner with its commercial and R&D colleagues

Mission
To advance our profession and increase its impact by:
- Developing a network of Medical Affairs professionals and encouraging collaboration
- Fostering advocacy for Medical Affairs, both internally and externally
- Promoting excellence in Medical Affairs
- Developing guidelines to set and improve standards
- Providing education that supports the practice of Medical Affairs
Our Executive Leadership Committee

Kirk Shepard, MD
Senior Vice President, Head of Global Medical Affairs Oncology
Eisai

Gail Cawkwell, MD, PhD
Chief Medical Officer and Vice President of Medical Affairs
Purdue Pharma

Ramin Farhood, PharmD, MBA
Vice President, Head of Global Medical Affairs
AveXis

Thérèse McCall, PhD, MBA
Global Medical Affairs Strategy and Communications Leader

Robin L. Winter-Sperry, MD
MS Franchise Strategy & Tactics Global Medical Affairs Sanofi Genzyme

Victoria Elegant, MBBS, DRCOG, FFPM
Vice President and Region Head Medical, JAPAC, Amgen

Ann Ford, BSN, JD
Chief Ethics and Compliance Officer
Medline Industries, Inc.

Robert J. Matheis, PhD, MA
Executive Director and Head of Global Scientific Communications
Celgene Corporation

Michael Milane, MD, MBA
VP of Medical Affairs Biofrontera

Ornah Levine-Dolberg, MD
Vice President & Global Head of Medical Affairs, Research & Development
Glenmark Pharmaceuticals
Exhibitors and Sponsors
What you can expect

MAPS is committed to bringing value to our members and profession by:

- Networking: Meeting and collaborating with current and future leaders of the Medical Affairs space
- Standards & Best Practices: Developing guidelines to set and improve standards
- Advocacy: Fostering advocacy for Medical Affairs, both internally and externally
- Education & Thought Leadership: Providing education and encouraging professional collaborations that support the practice of Medical Affairs
- Partner Relationship Building: Bridging communications with the vendor and supplier communities
Looking towards future offerings

- **Community Network**: Virtual networking platform for peers to make connections, share messages, and stay up to date on career moves and advancements.

- **Vendor/Supplier Marketplace**: Listing of certified Medical Affairs vendors with descriptive information regarding their service offerings.

- **Medical Affairs Resource Library**: Packaged templates, tools, and guidance documents to support the transforming Medical Affairs function.

- **Ask The Expert**: A forum to submit inquiries to the MAPS ELC and subject matter experts (administered by operations team) for advice and consultation.

- **Educational Materials**: Archive of MAPS webinars and any whitepapers authored by the ELC.

- **Discussion Board**: An open forum for members to post questions to their peers within the community for direct insights and collaboration support.

- **Events and Recent News**: Calendar of upcoming events and conferences targeting Medical Affairs professionals with sponsored advertisements. News articles and industry literature.

- **Career Center**: Job posting and search engine tool. Career advice for the Medical Affairs professional.
How to get involved

“MAPS is not a single event or training but an ongoing active community”

MAPS Champion
• Become a champion for the society within your organizations

Identify Medical Innovation
• Help us identify innovation: let us know what you’re doing within your organizations that’s different to share with the rest of the community

Engage with the Network
• Participate in the MAPS Network community building efforts
• Attend webinars

Ensure your needs are heard
• Continue to shape what MAPS becomes by expressing your needs and interests

Recruit
• Attract and recruit current and future medical leaders
Day 2 Results: tools & resources that are most useful to you in your role

<table>
<thead>
<tr>
<th>Tool and templates (e.g., Medical Affairs plan and scientific platforms)</th>
<th>Functional methodologies (e.g., how to roll out COEs)</th>
<th>SOPs, checklists, and forms</th>
<th>Governance and charter documents</th>
<th>Tactical job aids (e.g., job descriptions, competency models)</th>
<th>Actionable insights and metrics</th>
<th>Access to subject matter experts</th>
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<td>42</td>
<td>18</td>
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<td>18</td>
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Additional Tools & Resources Requested:

- Tools to improve relationships with clinical and R&D
- Vendor reviews
- Training manuals to acquire and develop individuals new to Medical Affairs
- Global insights into the different questions/requirements by country
- Job postings
- Benchmarking and competitive intelligence
- Best practice presentations from service providers/agencies
- Training tools for Medical Affairs Professional
Day 1 Results: services & benefits important to members of MAPS

- Access to mentoring
- Best practices & success stories from Medical Affairs
- Information on guidelines, FDA insights, and compliance
- Training on Medical Affairs capabilities and competencies
- Continued regional events
- Networking opportunities
- Ability to form advocacy groups
- Function specific pathways (e.g., IITs, Pubs, MI)
Day 3 Prioritization Feedback

Please allocate 100 points across the following services based on their importance to you as a MAPS member:

- Networking: 24%
- Provider of standard tools, templates, and best practices: 19%
- Forums for peer collaboration opportunities (e.g., committees/working groups): 14%
- Solution provider insights and reviews: 11%
- Advocacy for the Medical Affairs position: 11%
- Establishing regional MAPS events and chapters (for knowledge sharing and networking): 11%
- Mentoring programs: 7%
- Medical Affairs certification and/or graduate program: 4%
### What additional topics would you like to have included at the next MAPS meeting?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Notes</th>
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<tr>
<td>Less of general overview of &quot;what is med affairs&quot; and more deep dives into specific aspects particularly the impact question.</td>
<td>Metrics workshop</td>
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<td>Heor best practices</td>
<td>Medical affairs in emerging markets A medical commercial debate</td>
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<td>Segment out specialties within. Ie, med info, pubs, MSL etc</td>
<td>More about metrics</td>
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<td>A least a couple of sessions geared towards medical device med affairs issue.</td>
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<td>More device related topics</td>
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<td>MA role in registries</td>
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<td>Topics related to careers in medical affairs and pharma</td>
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<td>Incorporate more break if held during business hours in order to check emails, make calls, etc.</td>
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## Day 3 Feedback – Next Annual Meeting

What additional topics would you like to have included at the next MAPS meeting?

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<th>A least a couple of sessions geared towards medical device med affairs issue.</th>
<th>Call center Med Info set up</th>
<th>More best prActice sharing More interactive Smaller round tables</th>
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<td>More HEOR-related topics in medical affairs.</td>
<td>More focused case studies</td>
<td>HEOR integration in Medical Affairs</td>
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<tr>
<td>Global MA activists</td>
<td>More depth on measuring value</td>
<td>Any updates to healthcare economics strategy</td>
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<td>RWE Global vs local 2 tracks -</td>
<td>Syndicated metrics analysis</td>
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*These committees will be created on an as-needed basis according to global geographic needs (eg, APAC, Central/South America).
Questions?

Email: Info@MedicalAffairs.org