



MAPS 2018 Miami Workshops

Attendees Choose 3 to Attend (each are 90 minutes)

[Visit our Website for the full agenda & faculty bios.](#)

Building a Medical Affairs Acumen Tool to Articulate Functional Value to Business Partners

FACULTY:

Ann Ford, JD

Chief Ethics and Compliance Officer, Deputy General Counsel

Medline Industries

Ilyssa Levins

President/Founder

Center for Communication Compliance

DESCRIPTION:

Life Sciences is facing new challenges that require bold thinking at this time of change. You can more effectively position MA as integral to the industry's long-term impact by articulating your functional value to business partners. Join us and co-create an acumen tool for accelerating your professional success as trusted leaders and business partners for optimizing patient outcomes

LEARNING OBJECTIVES:

At the end of the workshop, attendees will:

- Know why strategic acumen and innovative thinking are as important as medical expertise when driving change in today's environment
- Be able to collaborate with colleagues to create a new tool for medical affairs professionals that improves leadership agility and performance
- Will have new talking points and triggers for driving conversations about patient outcomes which resonate with internal and external executives
- Have laid the foundation for a critical, practical tool to support the growth and success of medical affairs professionals

SCHEDULE:

Monday, February 26, 10:30-12:00

Tuesday, February 27, 10:45-12:15



Capabilities and Competencies in the New Medical Affairs: A Roadmap to Success

FACULTY:

Charlotte Kremer, MD, MBA

EVP and Head of Medical Affairs

Astellas Pharma Inc.

Mary Alice Dwyer, PharmD

VP, Global Medical Excellence, Global Medical Affairs

AstraZeneca

DESCRIPTION:

Over the last decade, the scope and expectations of Medical Affairs (MA) function in pharma has been increasing significantly and it is expected that external changes will drive this even further. While in the past, MA departments in pharma may have been the home to physicians, pharmacists and scientists who responded to questions and shared their knowledge upon request, these days MA professionals are expected to understand the scientific and clinical needs of external customers, to create and execute MA plans, to be proactive business partners to internal stakeholders like the Clinical Development and the Commercial organizations and ultimately create and demonstrate value for patients and physicians through advancing the understanding of safe and appropriate use of treatments.

MA professionals have been successful in capturing this momentum, and have further shaped and evolved the function appropriately to meet these new expectations. However, with this evolution also come challenges; the capabilities and skills that were sufficient in the past, such as clinical experience and medical knowledge, will no longer be sufficient to match these new expectations.

What are these newly required competencies? Do we, as MA professionals, have consensus of what these are? How do we address the external changes in the digital space, in data generation in the real world? How do we develop these in ourselves, in our respective organizations? How do we grow and develop the talent in MA to be ready to meet the new expectations?

This workshop will review the evolution of MA, will introduce and discuss the capabilities required for success and will present some real-life examples of how certain pharma companies have taken this on board through Learning and Development targeted for MA.

LEARNING OBJECTIVES:

Workshop attendees will leave with:

- An overview of the future expectations for Medical Affairs
- A better understanding of what the new capabilities and skills are to be successful in the present and future Medical Affairs function
- Ideas on how to implement capability building through Learning and Development for MA professionals

SCHEDULE:

Tuesday, February 27, 10:45-12:15



Let's Get Digital. A Step-by-Step Guide to Building Your Next Tech Program: Best Practices and Unmet Needs in Medical Affairs

FACULTY:

Michael Banks, MD

Managing Director

BESTMSLs

Annie Bell

Medical Affairs Manager

Thermo Fisher Scientific

Gail Cawkwell, MD, PhD

Chief Medical Officer and

Vice President of Medical Affairs

Purdue Pharma

DESCRIPTION:

Medical Affairs professionals often desire to utilize novel approaches to solve problems, but the rapidly changing landscape can make innovative technology projects seem complicated and overwhelming. This workshop will introduce learners to current and future trends in digital media consumption among HCPs, suggest how to leverage emerging technology to engage HCPs and generate ideas for programs that can be implemented today. After a short interactive presentation, attendees will divide into groups, where they will discuss current unmet needs for their medical affairs teams and their customers, and then design programs to address these needs. A presenter nominated from each team will present the group's best idea and the unmet need(s) it fulfills for the organization or customers. The audience will vote on the best idea and the winner will receive a certificate and prize. Attendees will leave with a tech program "starter kit" which will help define their current practices, future state vision, and enable rapid development of a medical affairs technology solution.

LEARNING OBJECTIVES:

- Know the developing trends in digital consumption in the pharmaceutical industry
- Understand current best practices in digital delivery in medical affairs and beyond
- Analyze unmet information needs of key target audiences
- Identify innovative approaches to meet the information consumption needs of key stakeholders

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Maximizing MSL Value with Internal Customers – Executing Field Activities Aligned With Corporate Strategies

FACULTY:

Jacob Runyan, MSc, MBA/HCM
Director, Scientific Communications
Boehringer Ingelheim

Kyle Kennedy
Vice President, Customer Strategy
The Medical Affairs Company

DESCRIPTION:

Field-based medical teams are often disconnected both physically and strategically from “corporate”. How does that affect your day-to-day activities, and how do internal stakeholders perceive what you do? In this interactive workshop you will work in small groups to identify challenges in aligning your activities with the corporate strategy, learn to recognize key internal customers and how their needs are supported by your activities, and how field insights can bring critical value to internal customers. Some of the key questions that will be addressed:

- Who are your internal customers?
- How are your insights from the field being shared within the organization? With whom? In what form or format?
- Do your activities align with the company’s core strategies and critical success factors?
- A Scientific Platform lays the foundation for any and all communication strategies; it is the heart of any product-related communication that supports a company’s product usage and value. Is your company’s Scientific Platform shared with you? Do you have opportunity for input during development?

LEARNING OBJECTIVES:

Upon the completion of this workshop the participants will be able to:

- Identify and describe if/how field activities are linked to the company’s core strategies and critical success factors
- Determine whether their company uses a formal scientific platform
- Understand the importance of field insights to internal customers
- Describe formal processes for capturing insights and disseminating information

SCHEDULE

Tuesday, February 27, 08:45-10:15



Global Alignment in an Era of Complex Therapeutic Portfolios: Is It Possible to Achieve a Borderless, Unified, Scientific Voice?

FACULTY:

Paul Tebbey, PhD, MBA

Therapeutic Area Head, Oncology

AbbVie

Leon Rozen, MD

Senior Medical Director, Global Oncology

AbbVie

Anna Walz

CEO

MedEvolve

DESCRIPTION:

This workshop will focus on the challenges and opportunities surrounding the creation, communication, and dissemination of high level, multi-product, multi-indication therapeutic platforms that must span across varied geographic regions and regulatory landscapes. This complex scientific communications challenge coupled with the unique regulatory and cultural differences between regions can make alignment across a global medical affairs organization seem impossible. This workshop will present a real-world success story and then invite participants to share their experiences and best-practices associated with developing, organizing, and distributing complex, layered scientific narratives in a global medical affairs setting.

LEARNING OBJECTIVES:

Upon Completion of this workshop attendees will be able to:

- Identify best practices for creating and communicating complex, multi-product, multi-indication, scientific platforms
- Gain appreciation for early involvement of global stakeholders in the scientific narrative development process
- Obtain a working knowledge of how to apply best practices to develop unified scientific narratives that can be used across regions and regulatory environments

SCHEDULE:

Tuesday, February 27, 08:45-10:15



Facilitating the Data Journey in Medical Affairs: Applying Analytics and Getting Answers

FACULTY:

Robert J. Matheis, PhD, MA

Executive Director, Head of Global Scientific Communications

Celgene

Matthew Lewis, MPA

EVP and Global Practice Lead, **ApotheCom: A Huntsworth Health Company**

Kelly Malloy

Sr. Director, Client Partnerships and Strategic Analytics, **ApotheCom: A Huntsworth Health Company**

Craig Burgess

Director, Business Solutions and Data Analysis, **ApotheCom: A Huntsworth Health Company**

DESCRIPTION:

This workshop will present a number of scenarios common to the medical affairs environment that field-based personnel, home-office staff, solution providers, associations and other stakeholders are likely to encounter, and the role of data, analytics and insight generation in supporting better decisions. All learning objectives will be satisfied through examples provided in the observation and demonstration of key stakeholders in the medical affairs environment. The workshop will be led through a combination of small-group exercises, hands-on group activity, discussion, brainstorming and mini-shares.

LEARNING OBJECTIVES:

Upon completion of this workshop, attendees will be able to:

- Recognize common frameworks for identifying data, distilling it into useful information and generating insight in a medical affairs setting
- Identify factors used to ensure medical affairs teams can remain up to date in their assigned therapeutic areas, including keywords, tagging, filtering, summaries and scoring mechanisms
- Measure the value of a learning module that integrates interactivity and online scoring
- Determine the value of both social and scholarly impact of a peer-reviewed publication, classifying which measures are available at what time following publication and to what degree each correlates with impact of a publication and overall success
- Confirm the sequential value of bibliometric and sociometric approaches to key opinion leader identification
- Apply data-centric thinking in their work environment, following conclusion of the workshop

SCHEDULE:

Tuesday, February 27, 08:45-10:15



Thinking Smarter: Multichannel Communications and Behavioral Science, The Perfect Partners for Smarter Communications

FACULTY:

David Hogben
Head of Multichannel
Complete HealthVizion

Maria Vander Sande
Account Director
Complete HealthVizion

Additional industry panelist to be announced.

DESCRIPTION:

Behavioral science helps us understand how people interact, react, process data, and make clinical decisions. The application of behavioral science combined with effective multichannel communications will increase the level of positive behavior change with your stakeholders, and help establish/reinforce critical relationships. Developing “personas” for your stakeholder groups will allow you to provide smarter, more personalized communications. This unique and exciting workshop will provide a mix of interactive presentations on behavioral science principles and their application in multichannel communications and break-out sessions to apply these principles to a real-world medical affairs communications scenario.

LEARNING OBJECTIVES:

By the end of this workshop, attendees will:

- Recognize the evidence and science underlying human behavior
- Understand the principles of human decision-making, including the differences between conscious and unconscious decision-making
- Be clear on the intersection between behavioral science and multichannel communications
- Understand the importance of developing multiple personas for the relevant stakeholder groups
- Be able to identify areas to apply multichannel communications and behavioral science together for smarter communications

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Payer Perspective in Use of Real World Evidence (RWE)

FACULTY:

Stephen Dodge, PharmD, MBA

Associate Vice President - Field Medical Affairs

Merck

Mark LaLeike, MS

Managing Director

Scientific Commercialization

DESCRIPTION:

Traditionally, Medical Affairs has had a very targeted role in conversations with payer organizations, working primarily to communicate clinical and scientific content. The relationships between the pharmaceutical/biotech industry and payer organizations continues to evolve; and Medical Affairs is positioned to take on a greater role in the conversation to ensure patients have appropriate access to novel therapies. As the availability and understanding of real world data grows both payers and manufacturers struggle with how to improve patient access while managing cost to the healthcare system. We have seen manufacturers invest in RWE programs expecting benefits in market access and have also seen payers not consider these data in their reimbursement decisions. To provide more value from these research efforts, we believe that Medical Affairs teams should strengthen their understanding of payer perspectives and their consideration of RWE in reimbursement decisions. This workshop focuses on providing additional context and case examples directly related to health economics and market access for commercial payers in the US.

LEARNING OBJECTIVES:

At the end of this session, attendees will be able to:

- Strengthen understanding of their organization's Market Access group with respect to targeted payers and treatments, e.g., use of specific questions to understand priorities, market access strategy, etc.
- Apply Evidence Development Framework to evaluate potential value of RWE programs
- Address potential/perceived constraints in context of company policies, US regulations and ethical consideration

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Monday, February 26, 10:30-12:00



OK, So What's Next?: How MSLS Can Take Charge of Their Career Development

FACULTY:

Joyce Ryan, DNP, MSN, FNP, RN
Former VP, Medical/Clinical Affairs
Sage Products, Now Part of Stryker

David Jencen, PhD
Principal
Jencen Field Medical Consulting

DESCRIPTION:

The availability of career path choices, and the resources necessary to achieve them, is correlated to employee satisfaction and retention. This is no different for the MSL; however, their career pathways may not be easily discerned. Successful MSL career development requires earnest self-appraisal, management commitment, realistic career path options, and a culture that embraces MSL advancement.

This interactive workshop will be facilitated by 2 individuals with extensive experience as both MSLS and MSL managers. Format will be short didactic presentations interspersed with audience participation, culminating with a hands-on exercise dedicated to developing your own MSL career plan.

LEARNING OBJECTIVES:

Upon the completion of this workshop the participants will be able to:

- Utilize techniques to identify your strengths and weaknesses
- Identify methods to learn about opportunities within your company
- Learn about various career paths available to MSLS, and the behaviors, competencies, and skills necessary to achieve them
- Identify methods for securing management commitment to your career goals
- Outline a career development plan

SCHEDULE:

Monday, February 26, 10:30-12:00



Measuring the Impact of Medical Information: New Metrics for the Medical Affairs 2.0 Paradigm

FACULTY:

LaVerne Mooney, DrPH, MPH

Director, Publications

Pfizer

Sara Rouhi, MS

Director of Engagement & Advocacy

Altmetric

DESCRIPTION:

The Medical Affairs 2.0 paradigm is reshaping how corporate R&D evaluates its prelaunch efforts. With medical information available 24/7 across thousands of digital resources from Wikipedia to Medscape, companies are turning to new medical affairs strategies and metrics to ensure they can effectively measure the efficacy of their scientific messaging and reach key stakeholder audiences prelaunch.

Not only are key stakeholders seeking medical information online directly, they are increasingly going to third parties to “filter” medical information for them, using social media and trusted practitioners who blog or write in the news to recommend content critical to their practice or their care.

How does a company keep a finger on this digital pulse that moves 24/7/365 in all major languages across the internet? Alternative metrics — that is, indicators of engagement with online research products — are playing a critical role in helping companies measuring their efficacy in these digital spaces.

This workshop will introduce attendees to what alternative metrics are, where they can be found, key providers, what they indicate, and what they mean in terms of audience targeting and information dissemination. Attendees will walk through case studies in small groups, evaluating real Altmetric data for their own companies.

This will be vendor-neutral overview highlighting all major data providers – free and paid – and the differences in what their data demonstrate and how to access that data.

LEARNING OBJECTIVES:

Upon completion of this workshop attendees will:

- Be familiar with alternative metrics are, where they can be found, who provides them, and what they mean
- Have experience with medical affairs use cases including KOL identification, share of voice analysis, and information dissemination strategies
- Have a comprehensive overview of alternative metrics providers

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Managing Up/Down Boomers, GenXers and Millennials in Medical Affairs

FACULTY:

Sharon Richardson

Former VP, Head of US Medical Affairs

Shire

Whitney Morris

ThinkingAhead Executive Search

DESCRIPTION:

Our workplace landscape is an ever changing one. As Baby Boomers begin to retire, GenXers move into senior leadership and Millennials move into the workplace how can we most effectively manage our teams up and down through the generations identifying motivations and unique talents and attributes to each generation.

This workshop will touch on something many are not, the different generations in a workshop. The days of generational hierarchies are gone. In order to have thriving, successful teams where we not only manage but lead and lead in alignment it is important to understand how to most effectively do this across all employees. The workshop format will include lecture, PowerPoint, an interactive portion and discussion.

LEARNING OBJECTIVES:

Upon completion of this workshop, attendees will be able to:

- Educate leaders/hiring managers/employees on the differences and motivations behind each generation
- Offer tools to help most effectively promote efficiency and productivity across the team while also retaining employees and attracting talent

SCHEDULE:

Tuesday, February 27, 08:45-10:15



Data Visualization and Multichannel Delivery—Let the Numbers Speak for Themselves

FACULTY:

Sarah Funderburk, PhD, CMPP

Scientific Division Lead

Caudex

Industry partner TBA

DESCRIPTION:

According to a 2015 study by Microsoft, the average attention span of an adult is approximately 8 seconds. For reference, the attention span of a goldfish is thought to be roughly 9 seconds. In our current digital age, communications need to be concise, clear and engaging; this includes messaging in visual formats. For many datasets and communication channels, that same old bar graph or table might not be the best way forward. The role that visual perception plays in reading and interpreting information differs significantly based on the representation selected, and different channels might require different visual formats for the greatest impact. This workshop will challenge attendees to strategically consider the desired impact of a message and how that should affect the visual format. Attendees will review exemplary case studies of data visualization, and then break out into small groups for exercises on visualizing messages and visual representation for different audiences and channels.

LEARNING OBJECTIVES:

Upon completion of this workshop, participants should be able to:

- Think critically about the impact of the message they are trying to convey when preparing data into a visual format
- Determine which scientific messages are best represented by a table and which are best represented by a graph
- Understand when and why to use one type of graph rather than another to achieve a perceptual 'take home message'
- Understand how different delivery channels can affect the impact of data visualization

SCHEDULE:

Tuesday, February 27, 08:45-10:15



Your Scientific Communication Platform Has Been Built. So Now What?

FACULTY:

Monicca Shanthanelson, PhD, CMPP

Director, Scientific Services

MedThink SciCom

Chari Dheepa, MS, CMPP

Senior Director/Team Leader, Global Medical Communications

Pfizer Oncology

DESCRIPTION:

The scientific communication platform (SCP) forms the core for all communications about a product and serves as the repository of available evidence to support preclinical, clinical/medical, and value statements, including those that are aspirational. Ensuring all stakeholders are aligned with the content and committed to its use is a critical success factor in establishing an effective SCP.

This workshop will encourage dynamic participation through a series of segments with brief, prompting presentations followed by group engagement exercises. For example, a facilitator will present set-up information on a specific topic or key question for ~5-7 minutes, and discussion in individual working groups will follow. Worksheets will be provided for participants to capture important learnings to serve as reminders when putting learnings into practice. As time allows, sharing of learnings between working groups will be incorporated.

LEARNING OBJECTIVES:

At the completion of this workshop, attendees will be able to:

- Describe the critical role stakeholder involvement plays in ensuring adoption of the SCP
- Describe ways to ensure continued relevance of your living SCP content
- Describe ways to ensure consistent usability of the platform
- Determine best practices for training key stakeholders

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