

# Company-Led Education *...what is in the name?*



>> NOW SPEAKING: **Deirdre Jordan, Moderator**

Medical Affairs Excellence Lead, Sandoz International GmbH

## Introductions



**Deirdre Jordan**

Moderator

Medical Affairs  
Excellence Lead,  
Sandoz International  
GmbH



**Ogün Sazova, MD**

Presenter

Country Medical Director  
UK & Ireland  
Napp Pharmaceuticals



**Ivan Desviat, MBA, CHCP**

Presenter

Medical Education  
& Outcomes Measure Director,  
AbbVie



**Marc Sirockman**

Presenter

President, MedEvoke



**Sarah Funderburk, PhD, CMPP**

Presenter

Medical Insights Director, Caudex



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# Housekeeping

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Please submit questions throughout the presentation using the Q&A button in your control panel.

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## Webinar Objectives

**At the end of today's webinar, participants will have a better understanding of:**

- What is company and Medical Affairs led education and how it is perceived by the audience
- What are the different perspectives existing among regulators, industry, and agencies
- The potential for disease state medical education by Medical Affairs



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# Webinar Agenda

<b>Welcome and Introduction</b>	<b>5 min.</b>
Introduction to company-led education	10 min.
Panel Discussion: The promotional and non-promotional, education and medical education discourse in our industry	10 min.
Case Example – A focus on disease awareness	15 min.
Open Q&A	15 min.
Closing thoughts	5 min.
Close	

# ICE BREAKER



Global





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## Polling Question 1



In your opinion, are the differences between medical education and promotional education clear?



Yes



No



It depends



**“When your intentions are pure,  
so too will be your success.”**

— Charles F. Glassman MD

# Introduction to Company-led Education



>> NOW SPEAKING: **Ogün Sazova, MD, Presenter**

Country Medical Director UK & Ireland, Napp Pharmaceuticals

## What is External Medical Education?

- External medical education is the provision of diverse tools and approaches to healthcare professionals (HCPs), payers, and patients/caregivers, through funding for independent medical education (accredited or non-accredited) or pharmaceutical company led medical education that addresses identified knowledge or competency gaps
- These initiatives can be a proactive or reactive exchange of information and can be delivered through various programs, training or research-designed education and is critical to enhance medical practice and improve patient outcomes

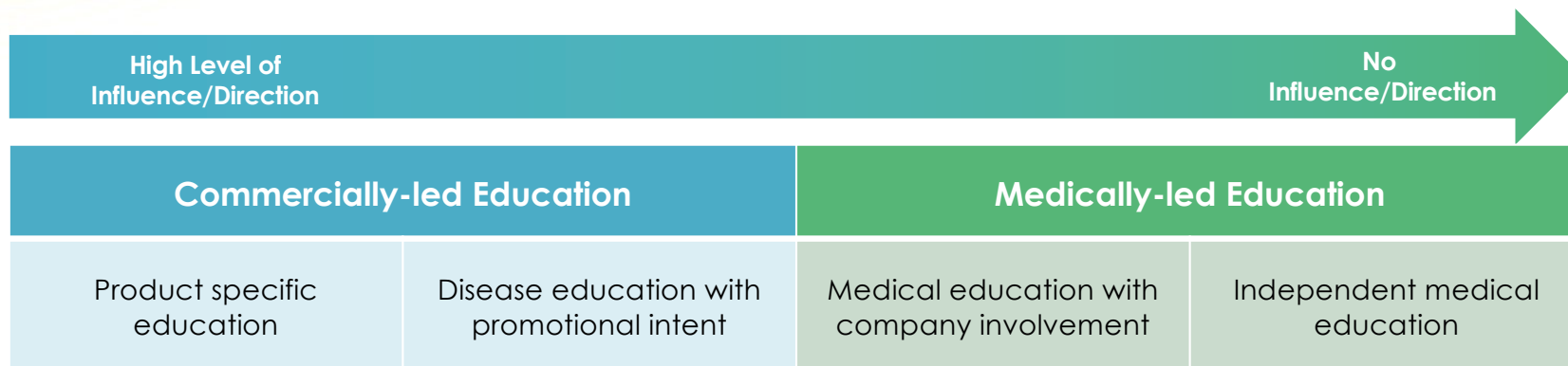




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Country Medical Director UK & Ireland, Napp Pharmaceuticals

## External Education Overview



Any effort, including education, is promotional if the primary intention is to influence opinion about a medicine.

Medical education must not be promotional!



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Country Medical Director UK & Ireland, Napp Pharmaceuticals

# Medically-led Education

	Scientific/Non-Promotional		Independent Medical Education	
	Collaborations or partnerships	Company-led medical education	Continuing education grants	Fellowships
<b>Accreditation</b>	Accredited/non-accredited	Accredited/non-accredited	Accredited/non-accredited	Not applicable
<b>Review Process</b>	Appropriate governance and transparency requirements	As directed by internal company policy. Usually includes compliance/governance, medical, legal, maybe at local, regional and global level	Grant Review Committee	Grant Review Committee
<b>Focus</b>	Research or addressing healthcare challenges	HCP Education	Addresses HCP performance gaps or health care system quality gaps and patient outcomes. Impact on medical community and patient access.	Building healthcare capacity/specialist training
<b>Faculty Selection</b>	Scientific committees	Company and medical communications agency	External organization/CE provider/societies etc.	Universities/societies
<b>Funding</b>	Medical	Medical	Medical	Medical
<b>Example(s)</b>	Corporate memberships such as Biologics and Biosimilars Collective Intelligence Consortium, preceptorships	Satellite symposia, webinars, scientific standalone meetings, corporate memberships	Live or enduring activities, Quality Improvement (QI) initiatives, virtual learning communities	Conquer Cancer Foundation, Young Investigator Award



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## Polling Question 2



In your opinion, is it acceptable if company-led medical education efforts lead to market growth, as long as the primary intention is not to promote medicines?



Yes



No



It depends



>> NOW SPEAKING: **Ogün Sazova, MD, Presenter**

Country Medical Director UK & Ireland, Napp Pharmaceuticals

## The Role of Medical Affairs Professionals in External Education

- Medical Affairs' role is to plan and lead non-promotional external education through independent and company-led medical education programs, educating stakeholders and helping to address competency gaps in order to enable them to make better treatment decisions and to improve patient outcomes
- Within external education, the role of Medical Affairs professionals varies based on the level of independence and the extent of involvement, policies, compliance requirements and skills needed



# The Promotional and Non-promotional Education and Medical Education Discourse in Our Industry

A panel discussion



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Medical Affairs Excellence Lead, Sandoz International GmbH

## Polling Question 3



In your opinion, should medial education provided by Medical Affairs be considered promotional?

Yes  No  It depends

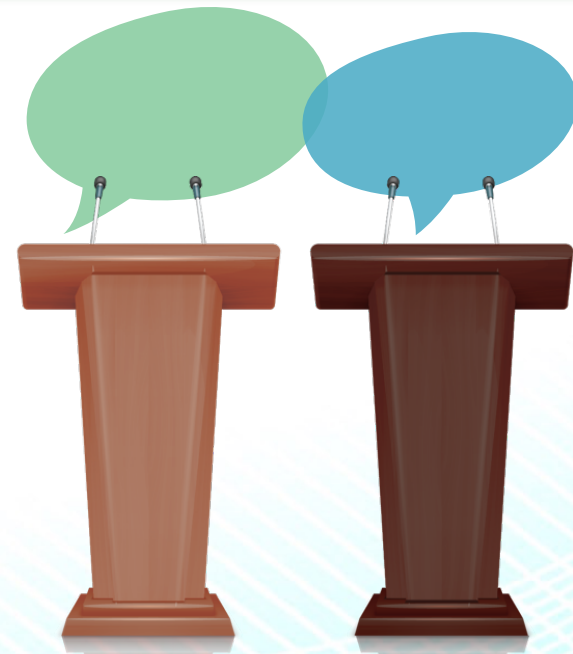


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# Medical Affairs Education: The Promotional Debate

- Considering what we have just heard (in the introduction) would you agree that all medical education delivered by Medical Affairs is always non promotional?



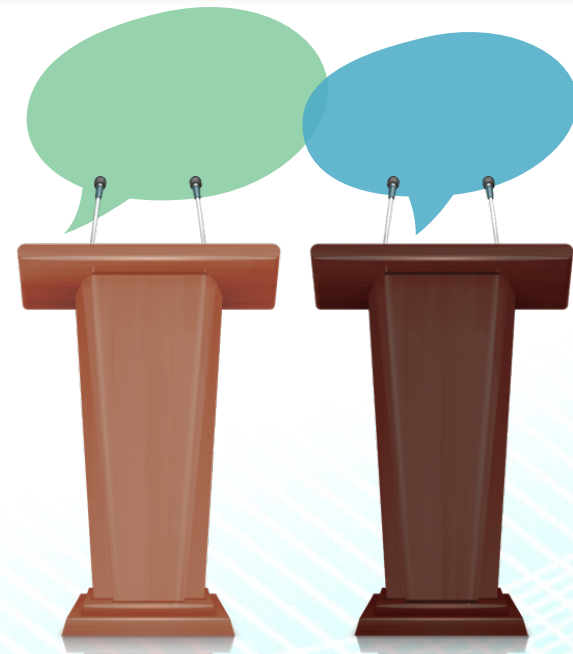


>> NOW SPEAKING: **Ivan Desviat, MBA, CHCP, Presenter**

Medical Education & Outcomes Measure Director, AbbVie

## Medical Affairs Education: The Promotional Debate

- Yes, all Medical Affairs-led education should be non promotional. It should be fair and balanced, objective, and based on rigorous scientific reference data or evidence that reflects current medical or clinical practice
- ...And yet, regulatory agencies in different countries may rule the programs/materials being promotional regardless of their nature judging only by the originator





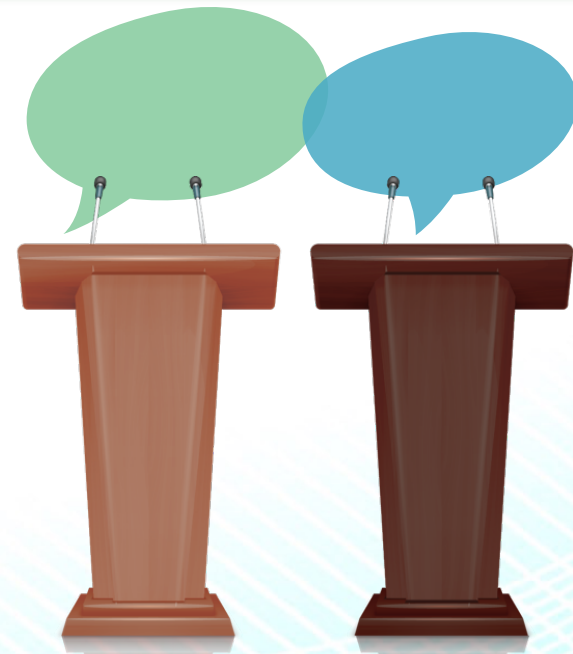


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# Medical Affairs Education: The Promotional Debate

- As a strategy and content agency, does your agency develop different types of education depending on who is the requester?



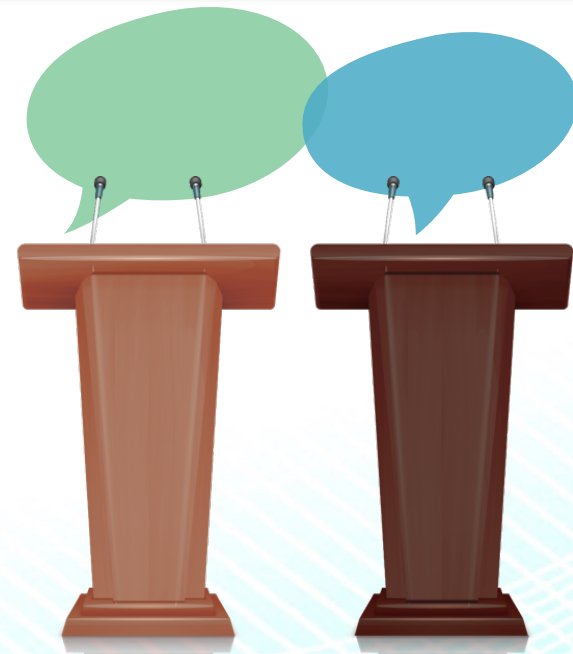


>> NOW SPEAKING: **Marc Sirockman, Presenter**

President, MedEvoke

# Medical Affairs Education: The Promotional Debate

- Branded vs unbranded?
- Medical Affairs vs Commercial?
- Company-led vs independent-led?





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Medical Affairs Excellence Lead, Sandoz International GmbH

# The Role of Industry in Education

- What do you think is the role of industry in providing medical education?
- How can we overcome the perceived bias?





>> NOW SPEAKING: **Ivan Desviat, MBA, CHCP, Presenter**

Medical Education & Outcomes Measure Director, AbbVie

# The Role of Industry in Education

- As an integral part of developing innovative clinical solutions to patients, the industry has an unmatched expertise and duty to share this knowledge with the clinical & research community
- Medical Affairs is uniquely positioned to provide relevant unbiased education that hopefully will enhance public perception







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Medical Affairs Excellence Lead, Sandoz International GmbH

# The Role of Industry in Education

- What are the quality principles that any agency should follow when developing medical education content?





>> NOW SPEAKING: **Marc Sirockman, Presenter**

President, MedEvoke

# The Role of Industry in Education

- Ethical, transparent and responsible engagement
- Needs-based, up-to-date, balanced and objective content
- Robust and standardized processes to deliver





>> NOW SPEAKING: **Ivan Desviat, MBA, CHCP, Presenter**

Medical Education & Outcomes Measure Director, AbbVie

## Summary – Position of External Education FAWG

- **Regulatory agencies** have diverse views on the classification of medical education developed by the pharmaceutical/biotech/device industry. Medical education and educational **materials are rarely defined by their intent, but by the originator or the supporter**. In this regard, industry-developed education/educational **materials are considered promotional in many markets regardless of their nature** and the internal function that develops them.
- Medical education may play a role in influencing the market growth of therapeutics by increasing the awareness of disease states, treatments, and changing guidelines. However, **the overall intent of medical education must not be to promote** company products, devices, or solutions, **but to improve healthcare professionals' (HCP) knowledge of relevant data and integrate this into clinical competencies and skills which optimize patient outcomes**.
- It is important to note that various functions within the industry develop educational materials and scientific programs. While the medical education developed by the **Medical Affairs function does so in a scientific, non-promotional manner**, there are components of education regularly developed or used by industry's commercial function to complement their solutions with a primary intent to increase market share and sales of a product.

# Case example: A Focus on Disease Awareness

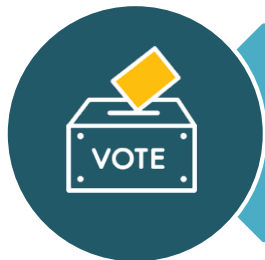




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## Write-In Polling Question 4



What are some examples of promotional disease state education?

*Please use the chat function for your answers*



>> NOW SPEAKING: **Sarah Funderburk, PhD, CMPP, Presenter**

Medical Insights Director, Caudex

# Promotional Disease State Education

## Examples:



Disease education  
as an introductory  
session to a product  
theatre



Journal advertorials  
focusing on a particular  
therapeutic pathway  
(the MoA of the asset  
to be promoted)



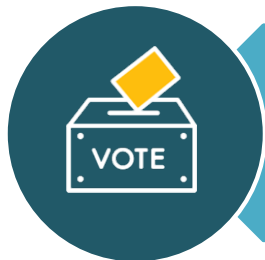
Unmet needs  
(unique to  
asset to be  
promoted)  
campaign



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## Write-In Polling Question 5



What are some examples of disease state medical education?

*Please use the chat function for your answers*



>> NOW SPEAKING: **Sarah Funderburk, PhD, CMPP, Presenter**

Medical Insights Director, Caudex

# Disease State Medical Education

## Examples:



Review publication  
on disease burden



Mechanism of  
disease video



Disease website for  
HCPs providing  
overview of patient  
unmet needs





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Medical Insights Director, Caudex

## Case Scenario: COVID-19 Vaccination

Let's imagine (hope) that your company is launching a COVID-19 vaccine in the next 6 months...

- We may think that the disease state is obvious, but education will still be critical to ensure individuals are protected
- As educators, what do we need to think about with regard to:

Epidemiology?

At-risk groups?

Concomitant medications and vaccination?



>> NOW SPEAKING: **Sarah Funderburk, PhD, CMPP,**  
**and Ivan Desviat, MBA, CHCP, Presenters**

## Discussion: COVID-19 Vaccination Education

- Who are the target audiences and what considerations need to be made for these groups?
- What are some ways to understand the educational gaps that need to be addressed for each of the groups?
- What are some of the likely educational needs for the different audiences?
- How can those needs be addressed in an impactful way?



>> NOW SPEAKING: **Sarah Funderburk, PhD, CMPP, Presenter**

Medical Insights Director, Caudex

## Potential Approaches: COVID-19 Education



Understand the learning styles of the target groups: primary care physicians, older patients, parents

01



Survey gaps in knowledge and challenges/fears regarding a vaccine

02



Develop appropriate materials to address educational needs, e.g.:

- Infographic(s) on immunity and community spread
- Lay summaries on vaccination science and immunity
- Educational video series on the importance of vaccination

03



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## External Education FAWG Resources

### eCademy Webinar

- [External Medical Education: Responding to the Challenges of COVID-19 and Planning for the Future](#)

### MAPS 2020 Miami Conference Series

- [The Role of Medical Affairs in External Medical Education: A Roadmap](#)

### Elevate Article

- [Medical Affairs Improves Patient Outcomes Through External Medical Education](#)

### Standards & Guidance

- The Impact Of Medical Affairs in Transforming External Medical Education to Advance Clinical Practice and Improve Patient Outcomes – Coming Soon 😊!



# Thank you!

Questions?

NOTE: The External Education FAWG will be presenting a breakout session on Day 2 of the EMEA meeting on November 10<sup>th</sup>, 2020 so please join our session to continue to learn more from each other on this topic... we hope to see you there 😊!