

Navigating Stakeholder Ecosystems - Diversity of Insights in Medical Affairs

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Presenters



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Educational Objectives

This session will provide a learning opportunity for our audience by:

- Navigating the various key stakeholders in the healthcare landscape.
- Examining their relevance and impact on patient outcomes.
- Discussing methods of identifying and strategically engaging these groups.

Where have we come from?



Traditionally, Medical
Affairs has relied upon
“ivory tower”
academics

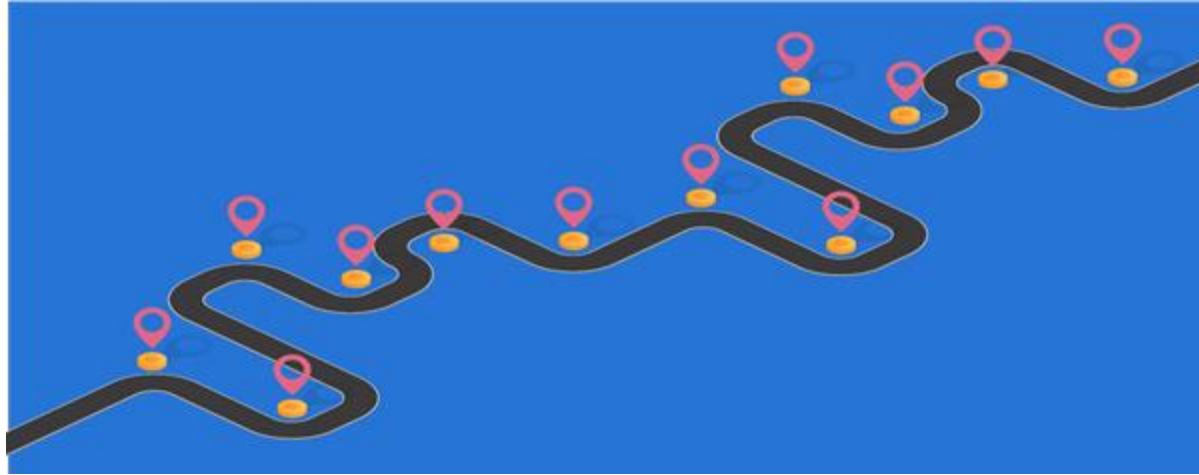
Where are we headed?



With the rise and ubiquity of technology, we are more connected than ever

We can convey and share information in a fast, reliable and meaningful way, better than previously possible

What should we consider in this new landscape?



As our connections grow easier, new clusters of influence begin to arise

This is prompting us to change the way we engage traditional thought leadership and methods for engaging new types of leaders

What are your superpowers??

Let's take our engagements from...

This



This



to

What is required?

Identify the right people that help treatments move through the US healthcare ecosystem.



What is the landscape today?



**Patient Reported Outcomes
and Healthcare Related QOL**



Treaters



**Health Economics and
Population Health**



Rising Stars



**Healthcare
Organizations**

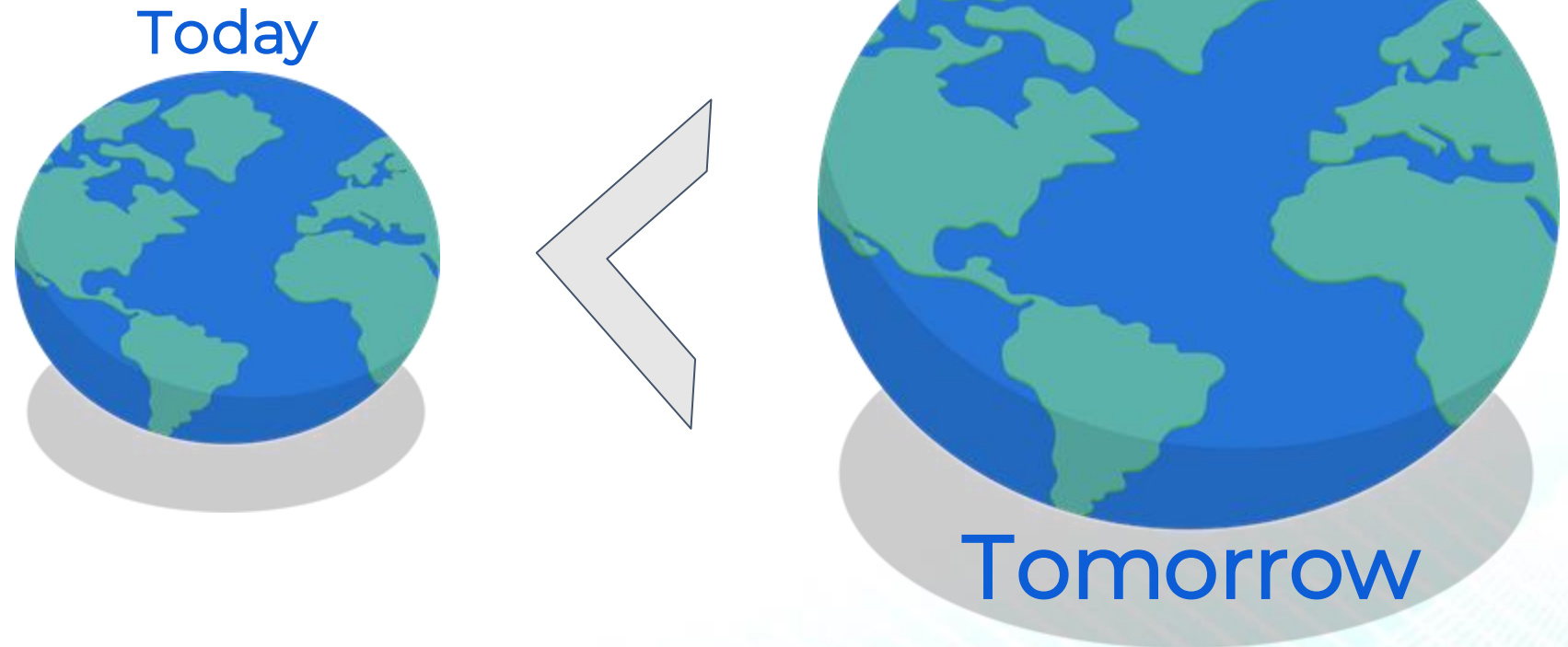


**Key
Decision
Makers**

How can these people help break clinical inertia?

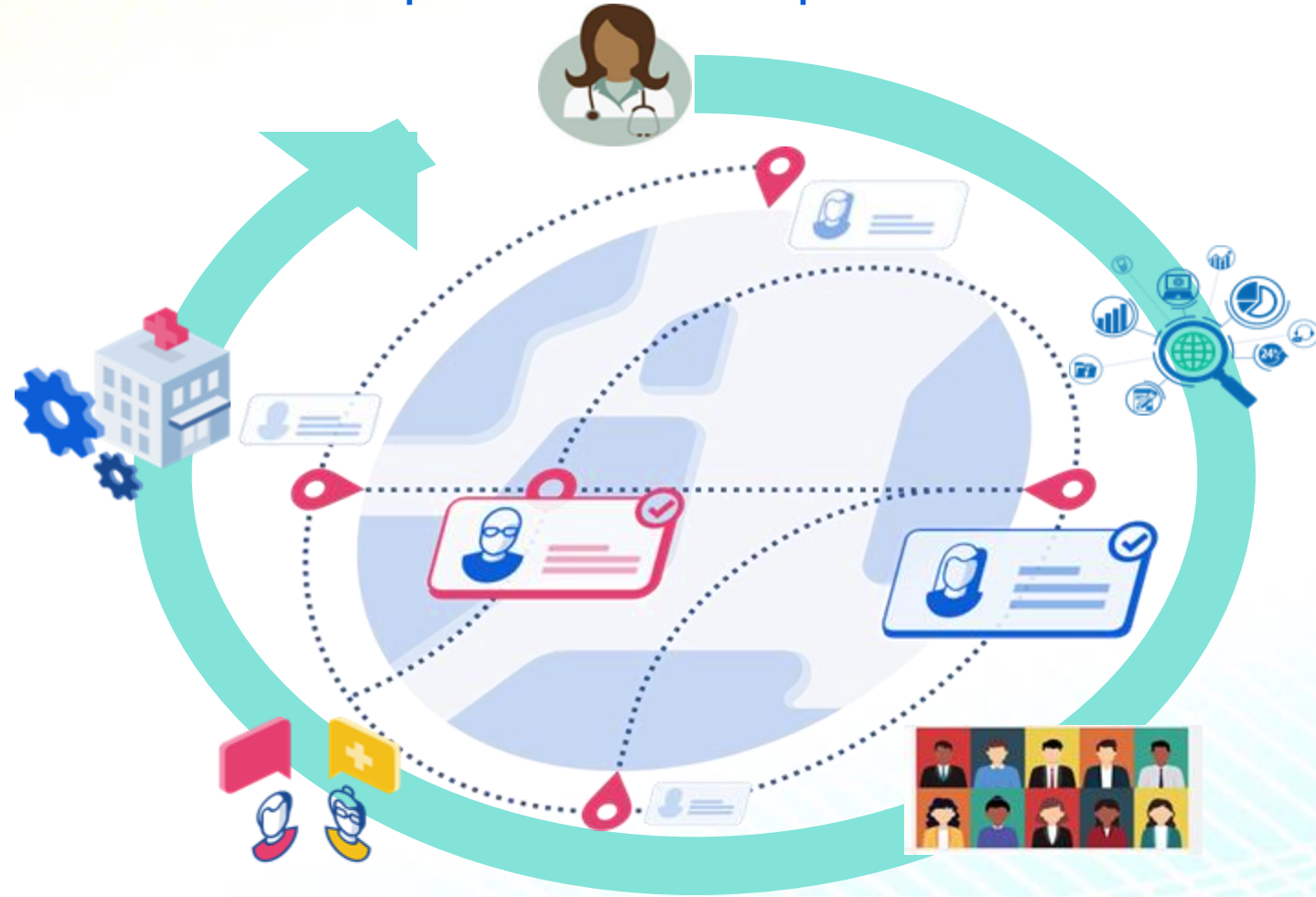
Why Change?

1. Career diversity
2. Racial diversity
3. Gender diversity



However you get there

You need a cohesive plan and up-to-date information



Conclusion

- Where our industry has come from is very different from where it is headed, thanks to global technology and innovation.
- Our modern stakeholders are no longer the sole keepers of information, rather the influence on its dissemination and value
- When considering unique engagements, it is critical to use the strategy that incorporates diversity of thought to drive business impact



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Thank you!
Questions?