

Make communications not war: *best practices for medical, legal and regulatory review*



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

Medical Insights Director, Caudex

Introductions



**Sarah Funderburk,
PhD, CMPP**

Moderator

Medical Insights
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**Mary Jane Chandler,
PharmD**

Presenter

Associate Director, US
Medical
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**Jessica Santos, PhD,
CIPP**

Presenter

Global Compliance and
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Derek Lavery, PhD

Presenter

Scientific Director,
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Questions for Presenters:

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This webinar, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.



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Webinar Objectives

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

- Potential hurdles of the MLR review process
- Roles, responsibilities and function alignment
- Our changing MLR environment and possible solutions



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Webinar Agenda

Welcome and Introduction	5 min.
Overview and potential hurdles to MLR review	10 min.
Stakeholders and cross-functional alignment	10 min.
Impact of working in the changing environment	15 min.
Open Q&A	15 min.
Closing thoughts	5 min.
Close	



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Icebreaker



**Two truths and
one lie**



Mary Jane Chandler

I was the captain of the first ever women's soccer team at my University



Jessica Santos

Once, Jessica was travelling from St. Petersburg to Lithuania, the car broke down in Latvia, and she rode donkeys to finish the journey



Derek Lavery

Derek grew up in the luckiest region in Scotland. There have been more than 40 lottery jackpot winners, including his neighbors!

Overview and potential hurdles to MLR review



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Polling Question 1

If you have experienced hurdles in the MLR review process, which one was the hardest to overcome?

A

Resourcing

B

Consistency

C

Reviewers using the correct “lens” for the material type/target audience

D

Other

E

I have never experienced hurdles

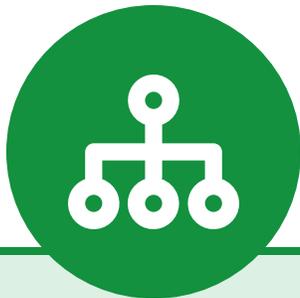


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Associate Director, US Medical Communications, Neurology & Immunology EMD Serono

Potential Hurdles

Our 3 main areas of focus for discussion:



Resourcing:
turnover and
workload



Maintaining
consistency/past
precedence



Using the correct
review lens for the
target audience and
type of material



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The Resourcing Hurdle



Resourcing: turnover and workload

- “Staffing up” for high-volume times
- Cross-training across MLR committees (commercial/medical)
- Vendor support
- Material tracking systems



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The Consistency Hurdle



Maintaining consistency/past precedence

- “Claims binders” (HCP, patient, medical)
- Thorough onboarding and transition
- “Gatekeeper” and meeting chair type roles
- “Super Users” of systems
- Pre-reviews, concept review – clear background on what is new and what has been previously approved



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The Review Lens Hurdle



Using the correct review lens for the target audience and type of material

- Thorough job descriptions
- Ensuring reviewers are reading said job descriptions
- Using different reviewers for different committee types (commercial vs. medical)

Stakeholders and cross-functional alignment



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Polling Question 2

1

Who are the stakeholders involved in medical, legal and regulatory review?

2

What are your challenges with alignment?



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Global Compliance and Quality Director, Kantar

Stakeholders and Cross-Functional Alignment

Discussion:

- Who are the stakeholders, what are their roles and how do you keep everyone in their lane?
- Understand different focus and contributions of the stakeholders and seek alignment and common objectives.



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Stakeholders and Cross-Functional Alignment

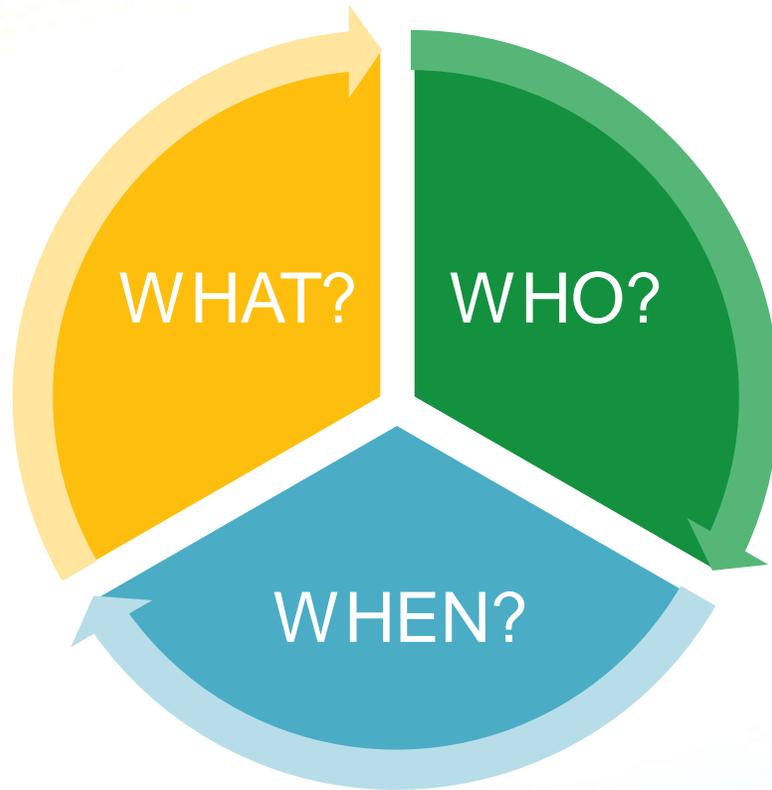




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Stakeholders and Cross-Functional Alignment



- Set up SOP
- Define stakeholders
- Define objectives of each stakeholder
- Illustrate the interception point of each stakeholder
- Establish the best method (meeting, SharePoint, sequential/parallel)

Impact of working in the changing environment



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Polling Question 3

What has been the most challenging aspect of MLR in 2020?

- A** Increased workload due to COVID-related materials
- B** Conducting virtual review meetings
- C** Reviewing content that has been created for digital/virtual use



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Scientific Director, Caudex

Impact of Working in the Changing Environment



- Increased volume of materials
 - COVID-focused content
 - Short turnaround required
 - Mostly reactive (Medical) materials



- COVID-focused committees or dedicated reviewers
- Prioritized agenda
- Narrow/tailored content
 - Short “lifetime” with regular updates?



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Impact of Working in the Changing Environment



- Creating content for a digital audience
 - Virtual sharing/detailing v.s. in-person
 - Social media
 - Modular content/“quick hits”
 - Impact of live events



- Clear objectives/use for materials
- Retain required content while keeping material succinct
- Leveraging the “best” from new technologies

Thank you!

Questions?