

BUILDING A NEXT GENERATION COMMUNITY OF MEDICAL AFFAIRS WITH MENTORSHIP

May 26, 2021



>> NOW SPEAKING: **Tim Mikhelashvili, Moderator**

CEO & Co-Founder, Amedea Pharma, Inc.

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>> NOW SPEAKING: **Tim Mikhelashvili, PhD**

CEO & Co-Founder, Amedea Pharma, Inc.

Introductions



Tim Mikhelashvili
CEO and Co-Founder,
Amedea Pharma, Inc.



Suzanne Giordano
VP, Head of Field Medical
Sunovion
Pharmaceuticals



Leon Rozen
Certified
High Performance Coach,
DrLeon.Coach



Walid Younes
GCC Medical Cluster Lead
Kyowa Kirin



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Kyowa Kirin

MAPS Mentorship Working Group Members



Tim Mikhelashvili
MAPS Mentorship WG Lead
CEO and Co-Founder at Amedea
Pharma, Inc.



Walid Younes
GCC Cluster Medical Lead at Kyowa
Kirin



Sue Giordano
Head, Field Medical at Sunovion



Lauren Kennedy
Medical Manager, Psoriasis at AbbVie



Greg Christopherson
Vice President, Medical Affairs at
Medline Industries



Leon Rozen
Certified High-Performance Coach at
DrLeon.Coach



Marc Rubinstein
Medical Director at
Instrumentation Laboratory



Gisela Mautner
Chief Medical Officer at
Noxo Pharma



Sasha Safronova
Medical Director and Head of Medical
Affairs at Boehringer-Ingelheim



Robin Winter-Sperry
CEO Scientific Resilience
**MAPS Board Member and
Membership Committee
Chair**



Rosy Maria
**MAPS Membership Committee
Secretariat and Chapter Relations
Manager**



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Educational Objectives

After completing this Webinar, participants will be better able to:

- Understand the importance of mentorship in professional development and future evolution of Medical Affairs based on personal insights from experienced leaders across the globe
- Review actionable steps and real world case studies critical in advancing along a mentorship relationship
- Learn about the available resources and outcomes of the next generation mentorship across Medical Affairs

GOALS OF THE MAPS MENTORSHIP PROGRAM

- To stimulate **PERSONAL and PROFESSIONAL GROWTH** of Medical Affairs
- To **UPSKILL** across different functions of Medical Affairs
- To strengthen the Medical Affairs **COMMUNITY** through collaboration

THE MENTORSHIP PROGRAM VISION

WHAT?

- Stronger sense of belonging,
- Patient and Medical Affairs advocacy
- Next generation community

HOW?

- *Education*
- Continuous *feedback*
- *Self-reflection*

WHY?



A MENTOR'S VISION

"MENTORVISION" WHAT DO THEY SEE IN YOU?



JERRY ACUFF

He said you're far more qualified to do this and I am but they didn't give it to you

POLL QUESTION #1

- Where have you seen improvement in yourself as a result of a mentorship relationship or program in the past?
 - Medical Affairs Competencies
 - Emotional Intelligence
 - Career Advancement
 - Industry Understanding
 - All of the above

QUESTION 1

What are the most important things you have learned as a mentor or mentee?



>> NOW SPEAKING: **Suzanne Giordano, PhD**
VP, Head of Field Medical, Sunovion Pharmaceuticals

Question #1

What are the most important things you have learned as a mentor or mentee?



>> NOW SPEAKING: **Walid Younes**

GCC Medical Cluster Lead, Kyowa Kirin

Question #1

What are the most important things you have learned as a mentor or mentee?



>> NOW SPEAKING: **Leon Rozen, MBBS, FRCPA, CHPC**
Certified High Performance Coach, DrLeon.Coach

Question #1

What are the most important things you have learned as a mentor or mentee?

POLL QUESTION #2

- How has the amount of personal feedback and mentorship you receive directly changed in the last 5 years?

Decreased substantially

Somewhat decreased

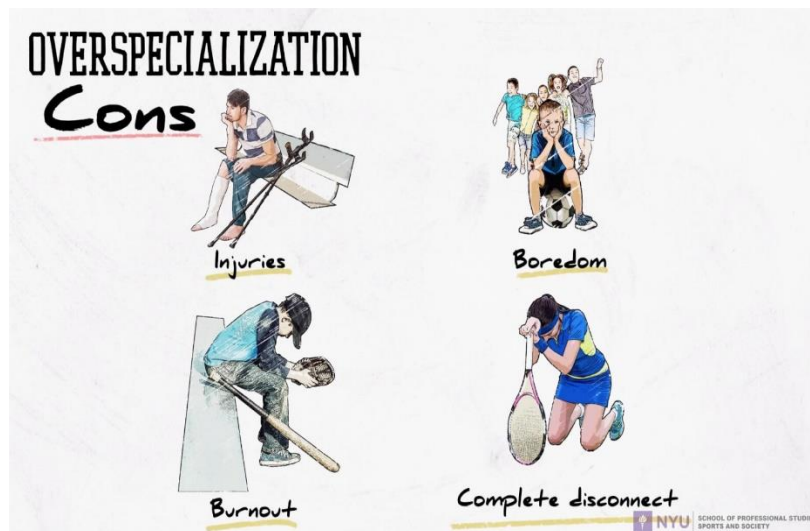
No change observed

Somewhat increased

Increased substantially

Why MENTORSHIP is CRITICAL today

- We are spending more time **ALONE**
- We are more **DISTRACTED** than ever
- We are **OVER-SPECIALIZED**



QUESTION 2

How has new technology and our digital era changed how we experience mentorship in Medical Affairs today?



>> NOW SPEAKING: **Walid Younes**

GCC Medical Cluster Lead, Kyowa Kirin

Question #2

How has new technology and our digital era changed how we experience mentorship in Medical Affairs today?



>> NOW SPEAKING: **Leon Rozen, MBBS, FRCPA, CHPC**

Certified High Performance Coach, DrLeon.Coach

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>> NOW SPEAKING: **Suzanne Giordano, PhD**
VP, Head of Field Medical, Sunovion Pharmaceuticals

Question #2

How has new technology and our digital era changed how we experience mentorship in Medical Affairs today?

QUESTION 3

How do you define success in a mentorship relationship versus failure?



>> NOW SPEAKING: **Leon Rozen, MBBS, FRCPA, CHPC**

Certified High Performance Coach, DrLeon.Coach

Question #3

How do you define success in a mentorship relationship versus failure?

THE THREE MENTORSHIP VARIABLES

- **RELATIONSHIPS**

- What level of dialogue and collaboration will the Mentor – Mentee reach?
- What kind of distinct MAPS Mentorship Experience do we want to create?
- How can the program stimulate a deeper and stronger Membership Community?

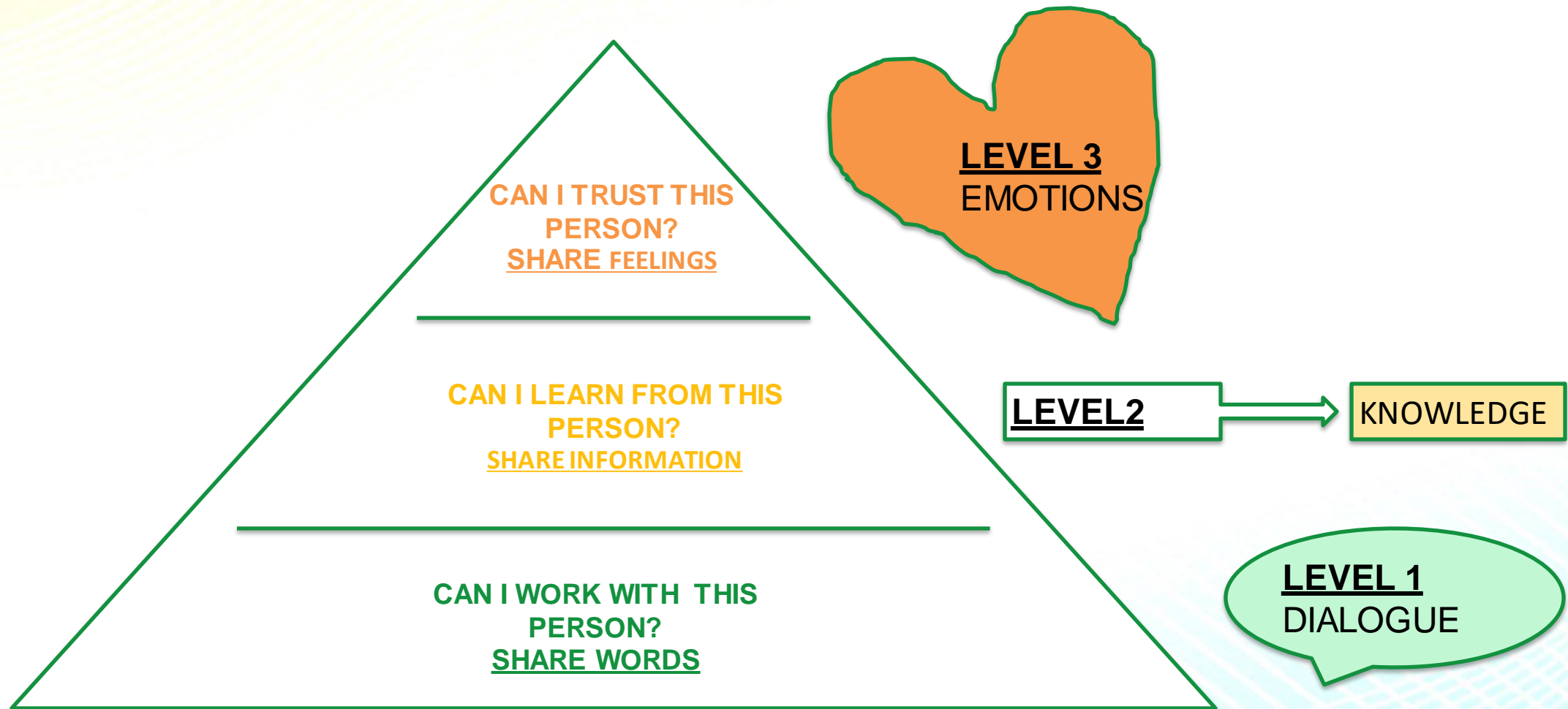
- **RESOURCES**

- What kinds of resources will be developed? For whom?
- What kinds of feedback and metrics will be collected? When?

- **EXPECTATIONS**

- What is the behavior or minimal commitment that will be acceptable?
- How will the Mentorship WG intervene if the Mentorship Contract is breached?

3 LEVELS OF COLLABORATION IN MENTORSHIP





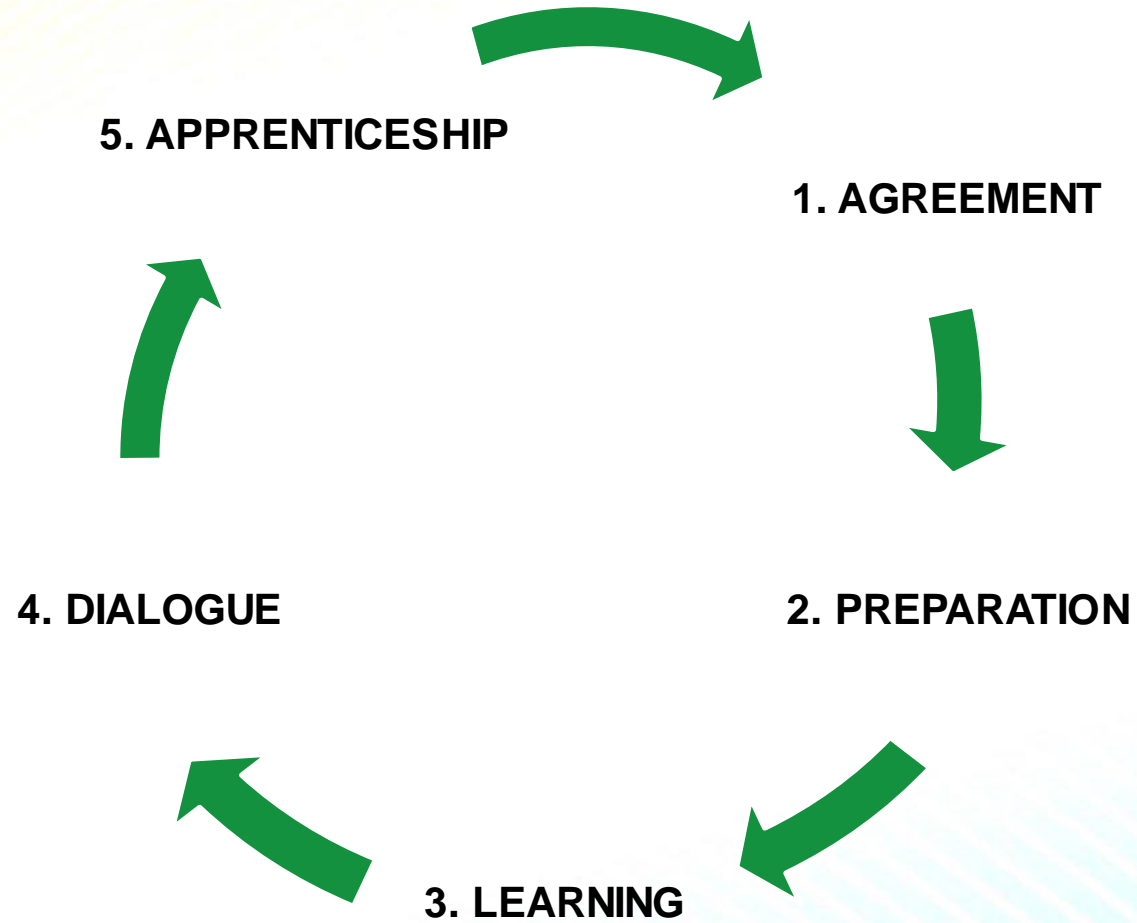
>> NOW SPEAKING: **Walid Younes**

GCC Medical Cluster Lead, Kyowa Kirin

Question #3

How do you define success in a mentorship relationship versus failure?

MENTORSHIP CYCLE



**NEXT
DESTINATION**



>> NOW SPEAKING: **Suzanne Giordano, PhD**
VP, Head of Field Medical, Sunovion Pharmaceuticals

Question #3

How do you define success in a mentorship relationship versus failure?

MENTORSHIP Pitfalls to Avoid

- Expecting the Mentor to have all the answers
- Expecting the Mentee to know all the questions
- Ignoring structure and format of meetings, confidentiality or conflicts of interest
- Favoring trust and friendship too quickly over accountability
- Bypassing candid feedback due to lack of trust or safe dialogue

THE MAPS MENTORSHIP MODEL

TEACH

Formal Instruction

INVOLVE

Hands-on experience /
Apprenticeship

TELL

Feedback / Dialogue

Format



Formality Level

25%

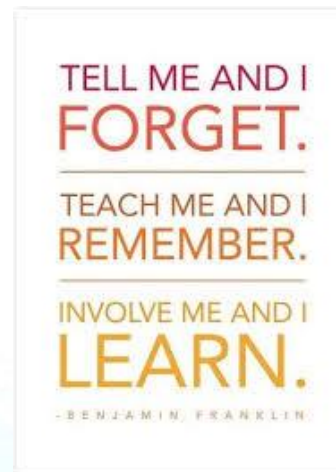
50%

25%

Time Spent

QUESTION 4

How do you select a mentor or mentee and cultivate the relationship over time?





>> NOW SPEAKING: **Suzanne Giordano, PhD**
VP, Head of Field Medical, Sunovion Pharmaceuticals

Question #4

How do you select a mentor or mentee and cultivate the relationship over time?

Mentor and Mentee Matching Process

- Both Mentors and Mentees complete their MAPS eMentorship profiles
- Every mentee is limited to 1 mentor and vice versa during every 6-month Mentorship
- Mentees and Mentors' compatibility of interests by MAPS Focus Area WGs and experiences impacts the choice of mentor and program



>> NOW SPEAKING: **Walid Younes**

GCC Medical Cluster Lead, Kyowa Kirin

Question #4

How do you select a mentor or mentee and cultivate the relationship over time?



>> NOW SPEAKING: **Leon Rozen, MBBS, FRCPA, CHPC**
Certified High Performance Coach, DrLeon.Coach

Question #4

How do you select a mentor or mentee and cultivate the relationship over time?

POLL QUESTION #3

- What top 3 skills do you feel will be most important to you to adapt to our changing environment in the future?
 - Patient Centricity
 - Evidence Generation
 - Digital Capabilities
 - Virtual Engagement
 - Time Management
 - Career Development

QUESTION 5

How can the MAPS Mentorship program impact the future of Medical Affairs and our industry?



>> NOW SPEAKING: **Leon Rozen, MBBS, FRCPA, CHPC**
Certified High Performance Coach, DrLeon.Coach

Question #5

How can the MAPS Mentorship program impact the future of Medical Affairs and our industry?

MENTORSHIP in the LEADERSHIP CONTINUUM

A LEADER HAS MANY ROLES:

COACH- - -MENTOR- - -MANAGER- - -SUBJECT EXPERT- - -MOTIVATOR- - -DECISION MAKER

COACH

- HIRED
- EPISODIC
- FORMAL
- DIRECTION
- SPECIALIZED



MENTOR

- SELECTED
- CONTINUOUS – **ONCE A MENTOR ALWAYS A MENTOR**
- INFORMAL
- DIALOGUE
- LESS SPECIALIZED



>> NOW SPEAKING: **Walid Younes**

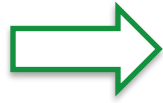
GCC Medical Cluster Lead, Kyowa Kirin

Question #5

How can the MAPS Mentorship program impact the future of Medical Affairs and our industry?

MENTORSHIP OUTCOMES

- SKILL DEVELOPMENT
- CAREER DEVELOPMENT
- PROBLEM SOLVING
- COMMUNITY
- TRANSFORMATION





>> NOW SPEAKING: **Suzanne Giordano, PhD**

VP, Head of Field Medical, Sunovion Pharmaceuticals

Question #5

How can the MAPS Mentorship program impact the future of Medical Affairs and our industry?

Final Thoughts and Questions!



MENTORSHIP: ONE DIRECTION, NOT ONE DIMENSION

EVERY MENTORSHIP PROGRAM HAS LIFE-LONG POTENTIAL

BEST MENTORSHIP REDEFINES COMFORT and COURAGE

LIVE Q & A Panel Discussion



Tim Mikhelashvili
CEO and Co-Founder,
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