Medical Communications as Drivers of Strategic Scientific Communications
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Presenters

**Moderator:**
Brian Falcone, PhD
Executive Vice President
Oxford PharmaGenesis, Inc.

**Speaker:**
Leonard Valentino, MD
President and CEO
National Hemophilia Foundation

**Speaker:**
Fatima Ahmad, PharmD
Head of Medical Communications
Spark Therapeutics
Foster discussion about the role of Medical Communications as a Strategic Medical Affairs leader.

Increase knowledge around how Medical Communications can contribute value to elevate Medical Affairs to a State-of-the-Art function.

Build Advocacy for MA Therapeutic Area (Strategy) and Medical Communications as Thought Partners.

Poll the audience in real time.
Educational Objectives

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

**Objective 1 – The What:** The attributes of an evolved Medical Communications function, and the critical capabilities that make it a **driver** of strategic, asset-aligned scientific communications

**Objective 2 – The Why:** How a **Super Team** of MA Therapeutic Area (strategy) and empowered Medical Communications can amplify the value of MA deliverables

**Objective 3 – The How:** The **rationale and approach** for developing a strategic Medical Communications Strategy and its components
Audience polling question 1

Please select the one option that best describes your understanding of Medical Communications:

A. Medical Communications develops and drives an integrated scientific communication **strategy** in collaboration and thought partnership with Medical Strategy

B. Medical Communications is best known for executing scientific communications **tactics** articulated and directed by Medical Strategy

C. Medical Communications are mainly only responsible for **publications** and/or **booths**

D. Other
Point

Medical Communications as a Support Function to Medical Strategy

Leonard Valentino, MD
President and CEO, National Hemophilia Foundation
Communicating the Value of Medical Affairs

A MAPS White Paper

- Externally-oriented medical and scientific leaders
- Represent the real-world clinical needs of patients, healthcare professionals, and other decision makers
- Forward-looking strategy across the product lifecycle and diverse functional groups

The Elevator Pitch

MA professionals are externally-oriented medical and scientific leaders who represent the real-world clinical needs of patients, healthcare professionals, and other decision makers across internal scientific and commercial partners. Their forward-looking strategy across the product lifecycle and diverse functional groups act to advance patient care and ensure the well-being of patients. They do this by interpreting and contextualizing emerging data, generating real-world evidence, engaging in peer-to-peer scientific dialogue, identifying clinical practice insights, and educating healthcare providers and other decision makers on the safety and effectiveness of products.

Medical Strategy

- Subject matter expertise
- Comprehensive perspective of the therapeutic area
- Understands the medical need
- Represents the patient voice
- Interprets the research & clinical data
- Creates the deliverables to meet the medical needs
Patient Insights

Insights
Evidence Generation
Evidence Dissemination
Governance & Compliance
Medical Leadership

Anchored in Science
Ensuring Safe and Appropriate Use of Medicines

A ‘fit for future’ Medical Affairs organization

- Patient centered insight generation
- Evidence generation
- Evidence dissemination throughout the product lifecycle
- Healthcare product and service advancements
- Technological innovations
- Governance and Compliance
- Medical Leadership
Information Age

- Validated evidence is the key
- Sourcing data from multiple channels
- Curation and analysis of data
- Management and use of multi-channel data and insight
- Enhanced decision-making
- Strategic planning
Evidence dissemination

Medical Strategy

- SCIENTIFIC EXCHANGE
- KEY OPINION LEADER (KOL) ENGAGEMENT
- MEDICAL INFORMATION
- PUBLICATIONS
- CONTINUING MEDICAL EDUCATION
MA Strategy and deliverables

Clinical Development/R&D

Medical Affairs Strategic Imperatives
(Aligned with Asset Strategic Imperatives)

Therapeutic Area Medical Strategy

KOL Engagement
Advisory Boards
Treatment Guidelines

Professional Society Support

Scientific Messaging
Medical Education
FMA Resources

Publications
Congress Planning

Scientific Messaging
Medical Education
FMA Resources

Registries
Counter-Point

Medical Communications as Drivers of Strategic Scientific Communications

Fatima Ahmad, PharmD
Head of Medical Communications, Spark Therapeutics
An empowered Medical Communications Function

What are the attributes of an evolved and empowered Medical Communications function?

What are the critical capabilities that make it a driver of strategic, asset-aligned scientific communications?

- Ability to build a cohesive scientific story and consistent thread
- Develop and drive consistent scientific messaging across multiple platforms
- Identify and involve the appropriate Subject Matter Experts (SMEs) at the right time

Empowerment through:

- Being present in the right cross-functional forums, connected to relevant stakeholders
- Active thought partnership and advocacy from Medical Strategy
Medical Affairs: The Bridging Function

Medical Affairs
Generate, Integrate & Communicate Scientific Evidence

Other Internal Stakeholders
Additional MA functions

External Stakeholders:
Patients, HCPs, Payers, Government Agencies, Advocacy Groups, Medical Societies

R&D, Clinical Development
Medical/TA Strategy

Medical Communications
Commercial
Super Team: MA Strategy + empowered Medical Communications amplifies the value of MA deliverables.
Integrated Medical Communications Strategy

- Insights
- Activities
- Deliverables
- Results
- Impact/Metrics

Scientific Communication Platform
Wrapping up…..

• Collaboration and thought-partnership between Medical Strategy and Med Communications elevates the strategic value of each function

• Upcoming: how to build an integrated Medical Communications Strategy
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Thank you!

Questions?