



**Point - Counterpoint  
Debate**

# **Medical Communications as Drivers of Strategic Scientific Communications**

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# Housekeeping

## Questions for Presenters:

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

## Evaluations:

The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

## On-demand Availability of Webinar:

This webinar and the corresponding PowerPoint deck, as with all previous ones, will be available next week on-demand for members via the MAPS website content hub.

# 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

# Webinar



**LIVE**  
**Point - Counterpoint**  
**Debate**

Poll the audience in real time

**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

# 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

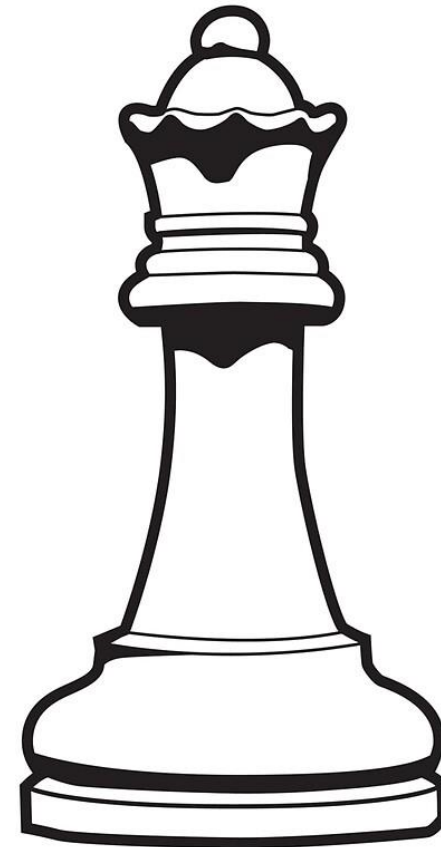


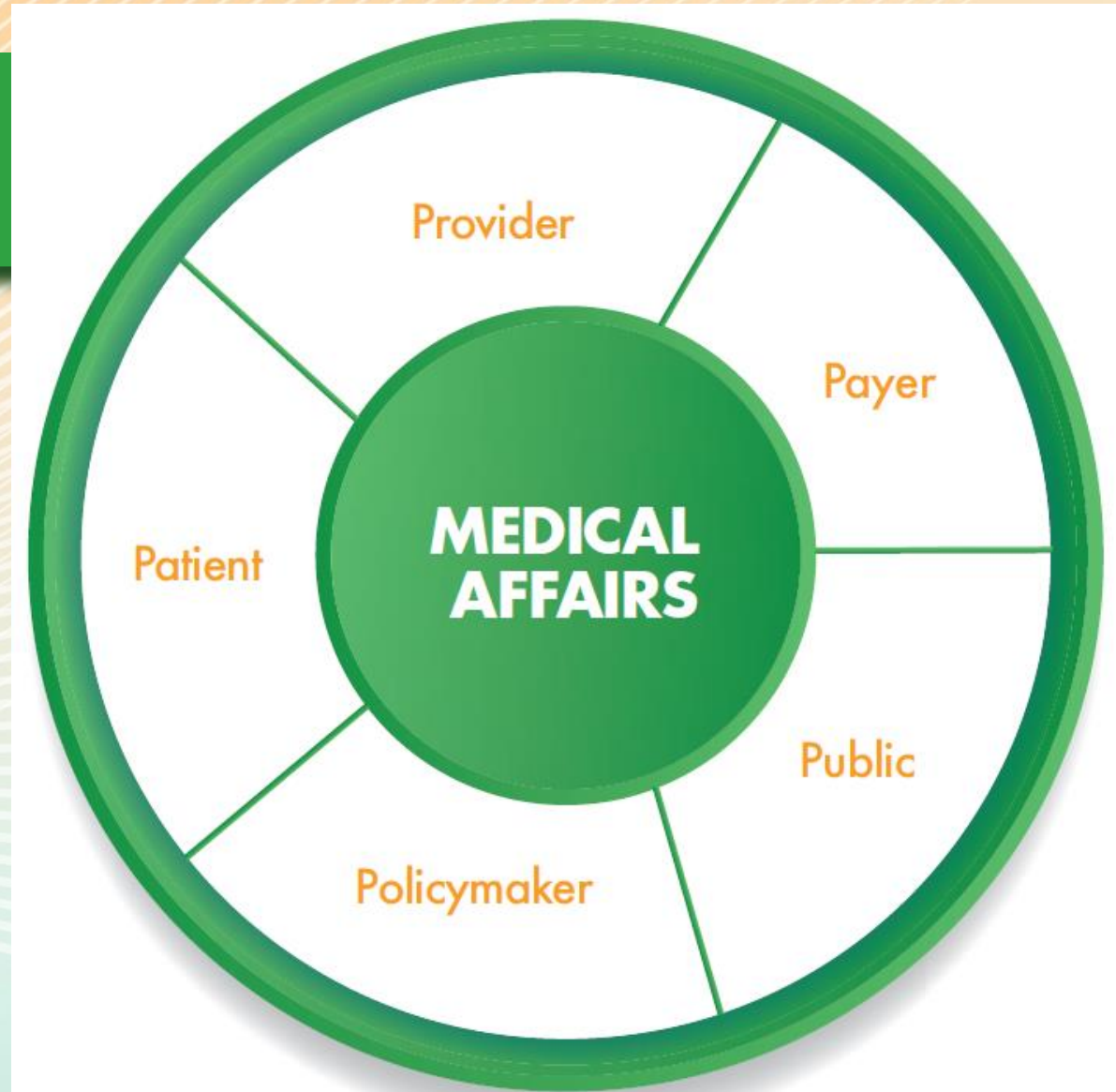
## The Elevator Pitch

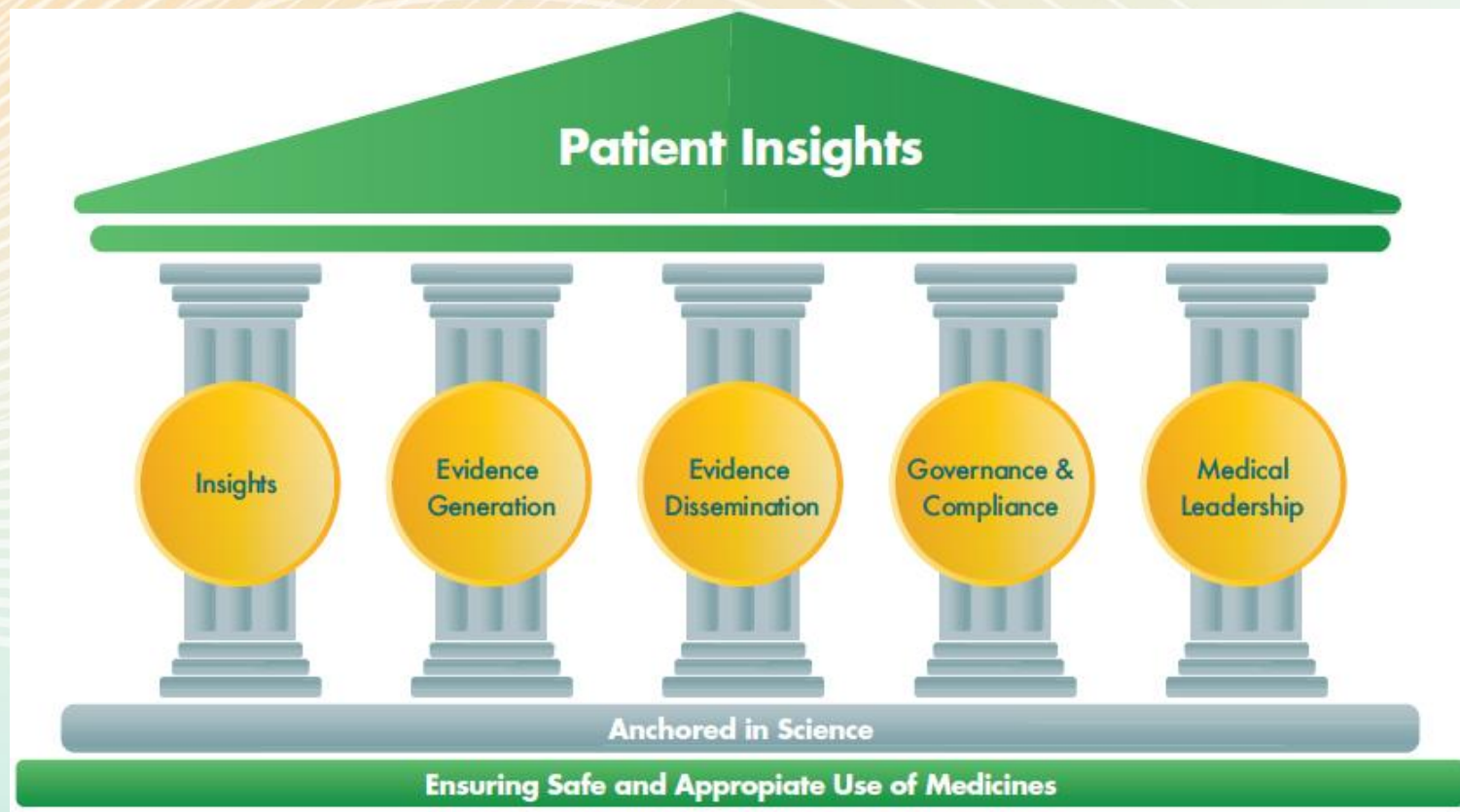
MA professionals are externally-oriented medical and scientific leaders who represent the real-world clinical needs of patients, healthcare professionals, and other decision makers across internal scientific and commercial partners. Their forward-looking strategy across the product lifecycle and diverse 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



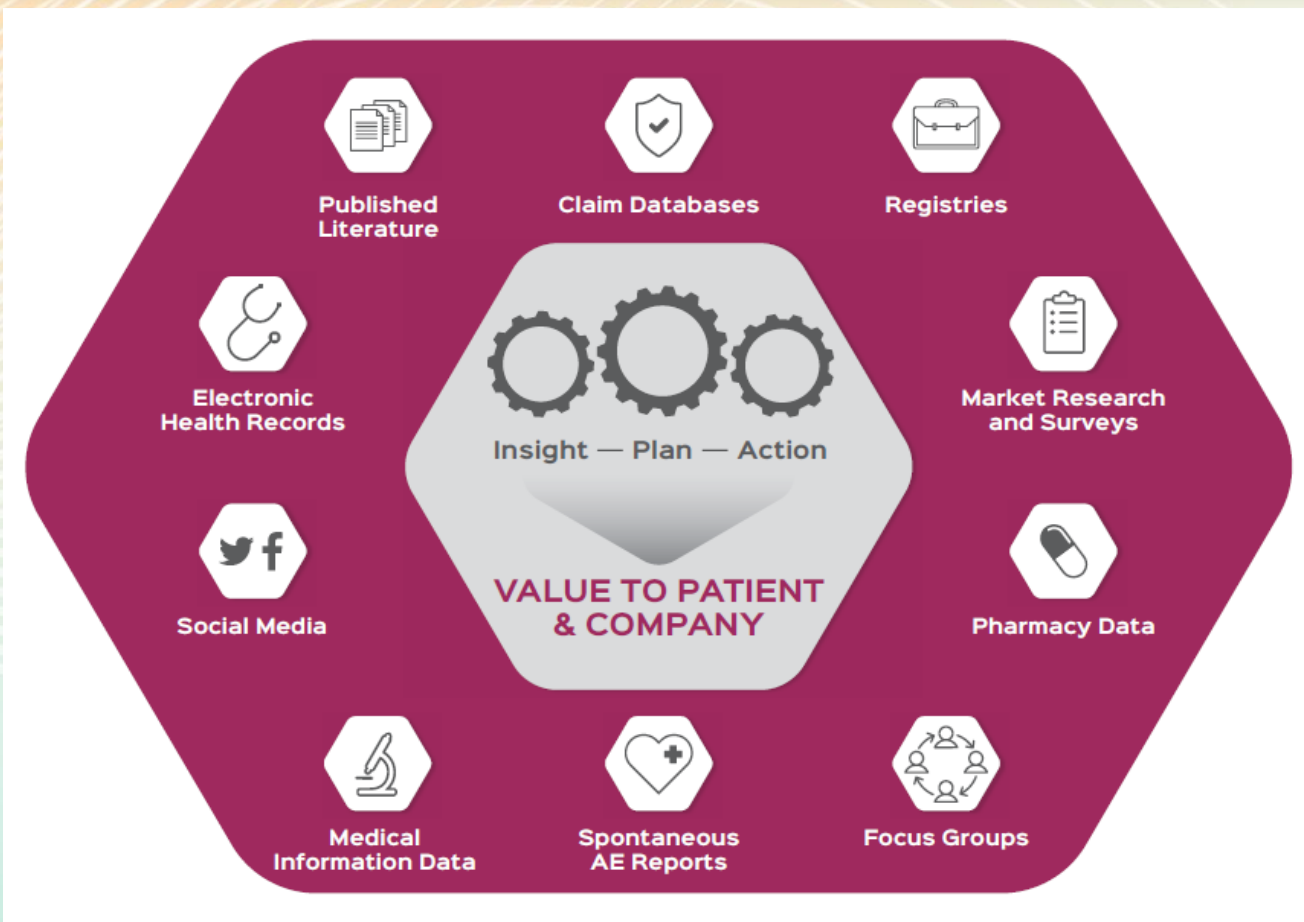




# A 'fit for future' Medical Affairs organization



- 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

## Medical Strategy



SCIENTIFIC  
EXCHANGE



KEY OPINION  
LEADER (KOL)  
ENGAGEMENT



MEDICAL  
INFORMATION



PUBLICATIONS



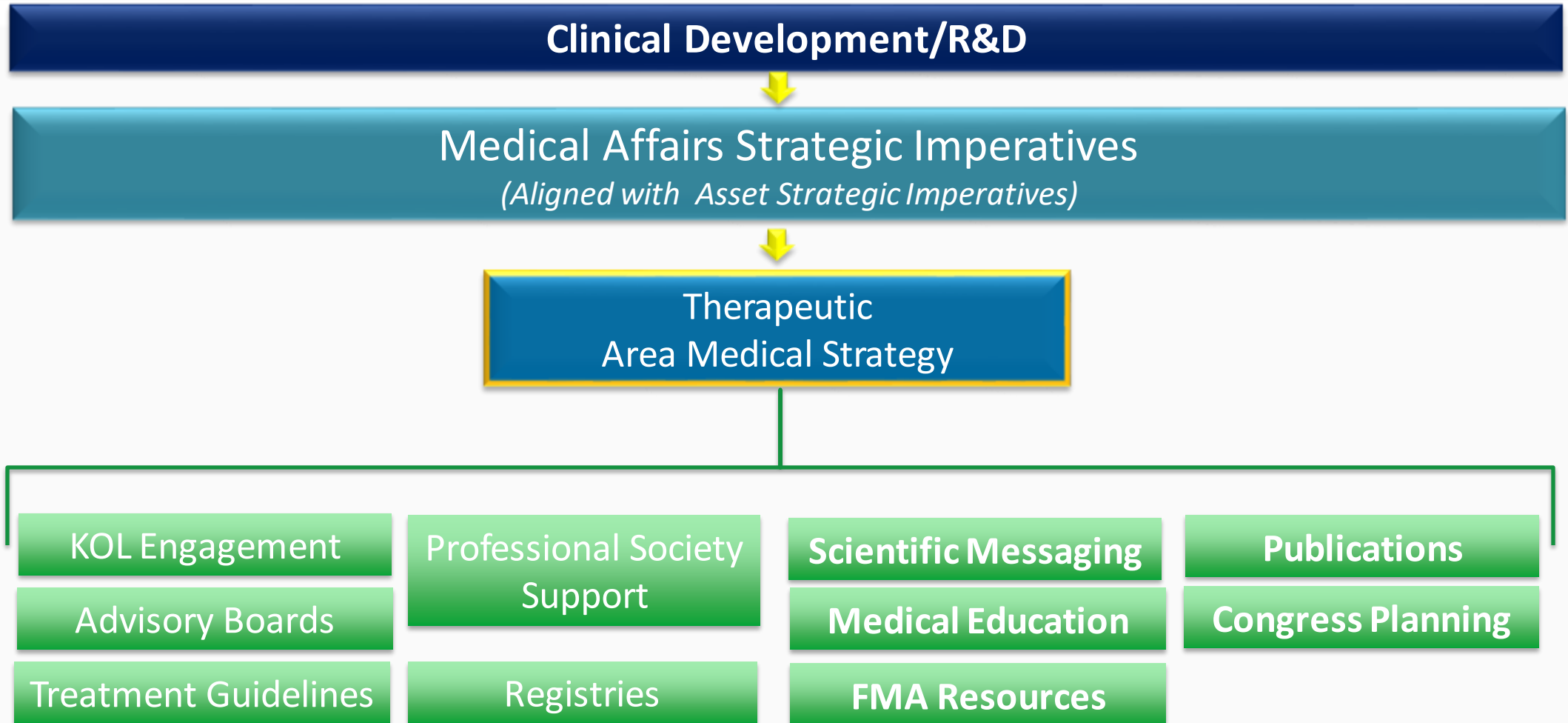
CONTINUING  
MEDICAL  
EDUCATION



# MA Strategy and deliverables

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# 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

**R&D, Clinical Development**

**Commercial**

 **Medical/TA Strategy**

 **Medical Communications**

**External Stakeholders:**

Patients, HCPs, Payers, Government Agencies, Advocacy Groups, Medical Societies

# Super Team: MA Strategy + empowered Medical Communications amplifies the value of MA deliverables

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Clinical Development/R&D

Medical Affairs Strategic Imperatives  
*(Aligned with Asset Strategic Imperatives)*

Therapeutic  
Area Medical Strategy

Medical  
Communications

Scientific Communication Platform

KOL Engagement

Advisory Boards

Treatment Guidelines

Professional Society  
Support

Registries

Scientific Messaging

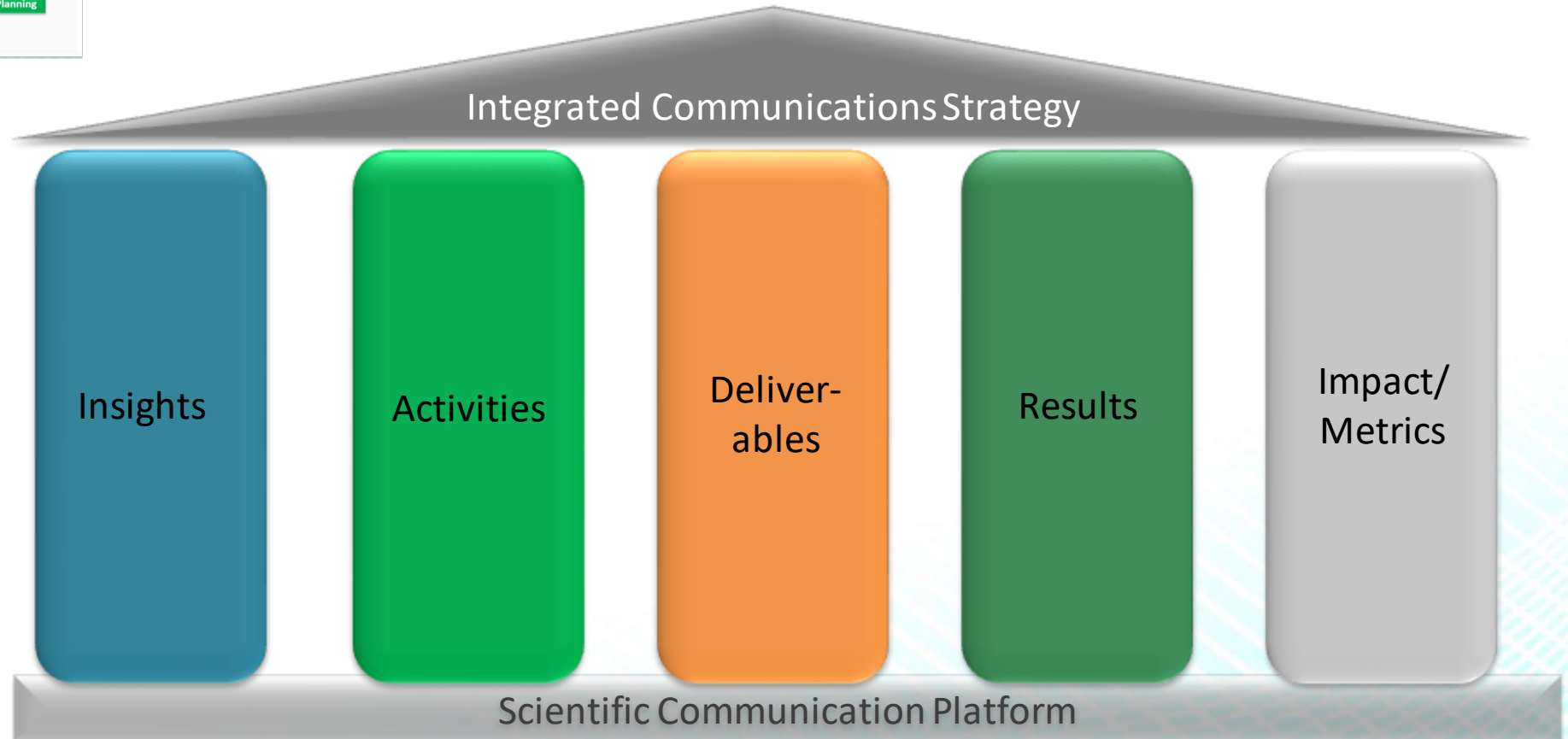
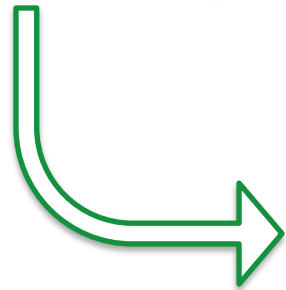
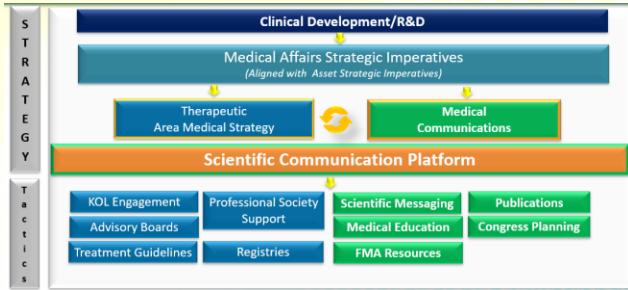
Medical Education

FMA Resources

Publications

Congress Planning

# Integrated Medical Communications Strategy



# 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



# Audience polling question 2

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

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**Thank you!**  
*Questions?*