



>> NOW SPEAKING: **Kelly Malloy**

Vice President, Product Strategy, ANJU Software



From Support Function to a Strategic Pillar, Medical Affairs is Defying Convention by Breaking Down Silos



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Presenters



Kelly Malloy

VP, Product Strategy
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Beena Wood

VP, Product Management
ANJU Software



Chet Bhatt

Executive Director, Global Medical
Amarin Corp



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

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

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



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Educational Objectives

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

- Why and how medical affairs teams are evolving to become strategic pillars
- How adaptive technology and processes support Medical Affairs' mandate to deliver information
- How Medical Affairs professionals can use new technology to create vision and value for their companies



>> NOW SPEAKING: **Beena Wood**

Vice President, Product Management, ANJU Software

FROM SUPPORT FUNCTION TO STRATEGIC PILLAR

Medical Affairs is Defying Convention by Breaking Down Silos



The Life Sciences industry is facing a fundamental transformation from a product orientation to an outcome orientation.

Medical Affairs professionals are emerging as **the natural “owners” of scientific knowledge and data within the organization** and across the lifecycle. This potential offers Medical Affairs the opportunity to leave behind its former status as principally a support function and to forge a new role as a primary strategic pillar of the organization alongside Research and Development, Commercial, and Market Access

- A vision for Medical Affairs in 2025, McKinsey & Company



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Vice President, Product Management, ANJU Software

MEDICAL AFFAIRS: ENVIRONMENTAL TRENDS & NEEDS



Looking forward, Medical can drive improved patient experiences and outcomes

POLL QUESTION

How much data do you think you (as an individual) are generating each day?





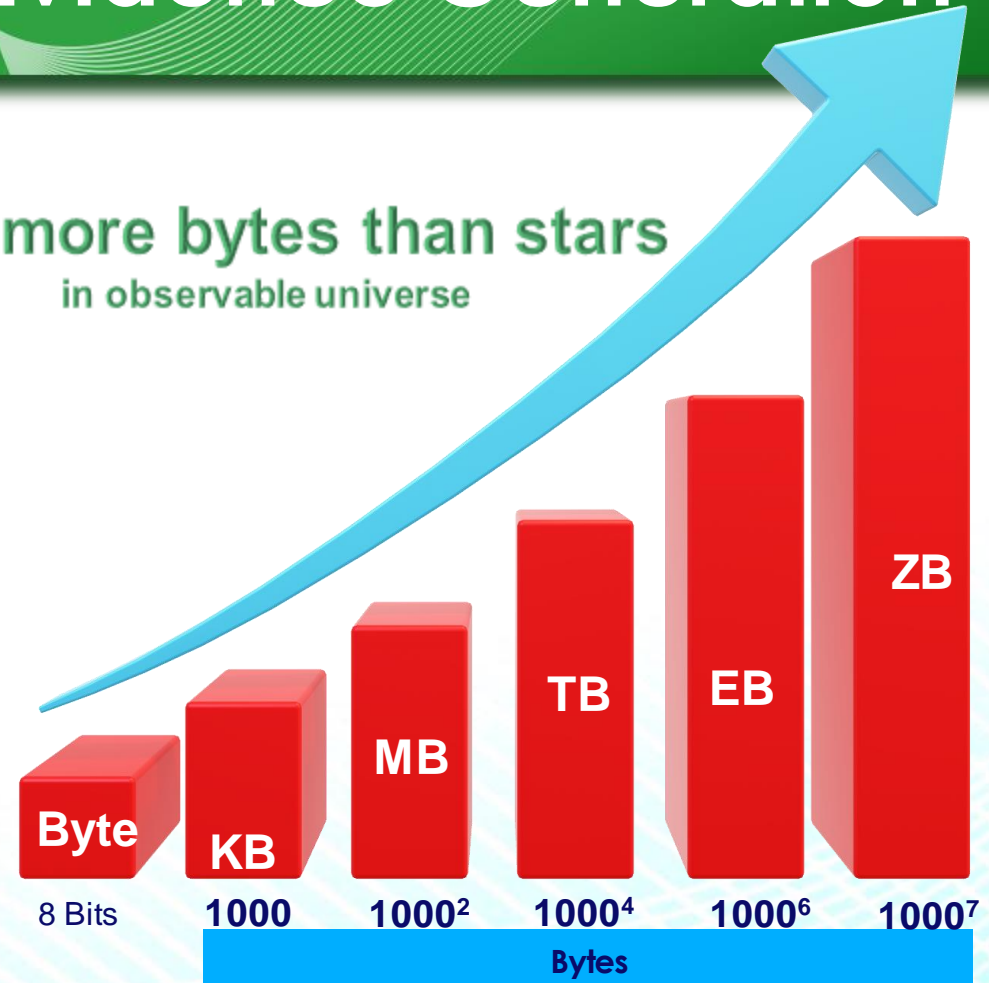
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Deliverable 1: Innovative Evidence Generation



40 x more bytes than stars
in observable universe





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Deliverable 2: Accelerate Access to Treatments





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Deliverable 3: Transform & Personalize Medical Engagement

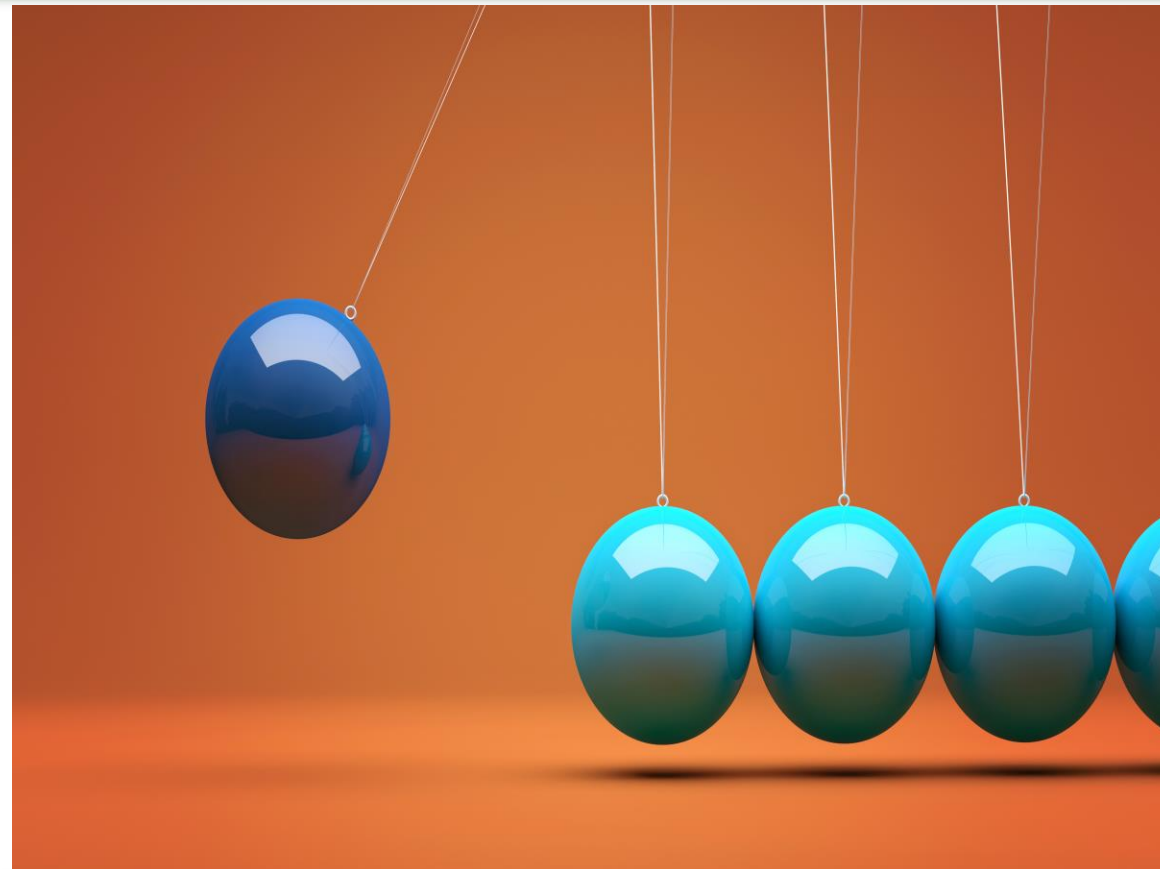




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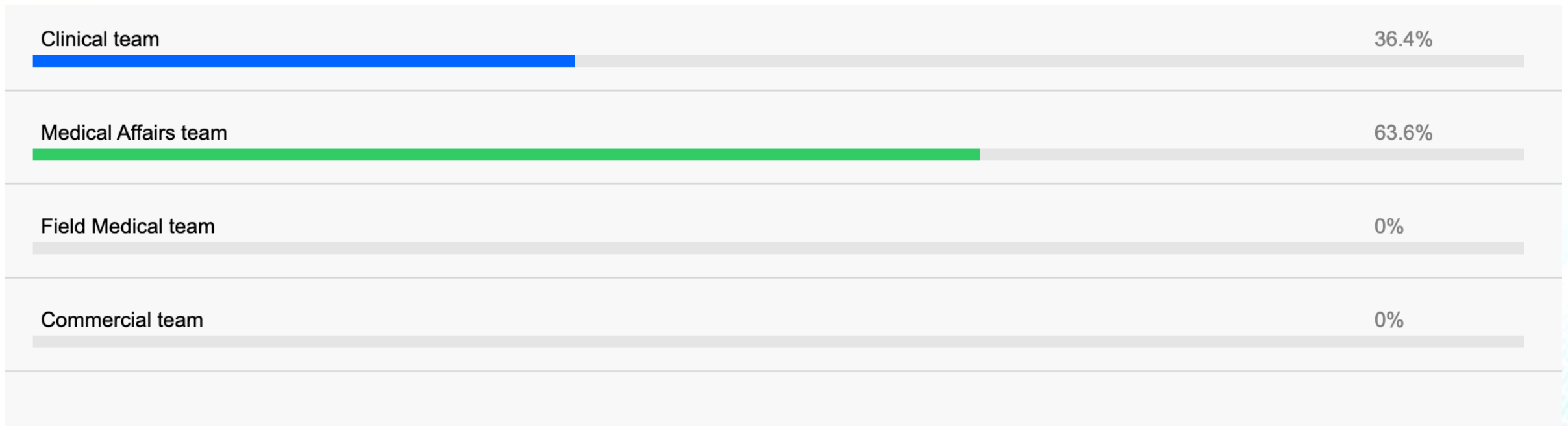
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Deliverable 4: Leadership for Maximum Impact



POLL QUESTION

Whom do you believe are the “owners” of scientific knowledge and data today with your organization?





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Executive Director, Global Medical, Amarin Corp

BRIDGING SCIENCE TO CLINICAL PRACTICE



ENGAGE

In a scientific dialog to better understand patient needs and treatment gaps

EDUCATE

By providing trusted, balanced Medical Intelligence to drive better treatment decisions

EVIDENCE

Leveraging “Total Evidence Package” to inform treatment pathways to benefit patients



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Executive Director, Global Medical, Amarin Corp

KEY TO STRATEGIC EXECUTION & VALUE

EVIDENCE

- Clinical Data Access
- Publication / Abstracts
- HEOR / RWE Data
- Total Evidence Package
- Communication Plan

*Ease of Access to
Company Generated Data*

ENGAGEMENT

- Differentiating Medical...
- Engagement Plan
- ID Scientific Leader
- Discussion Topics
- Insight Generation

*Access to key stakeholders
identified in the plan*

EDUCATION

- Identification of Gap
- Medical Intelligence
- Branded / Disease State
- One Medical Voice
- Optimize Reach / Value

*Access to trusted content &
channels for effective education*



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Executive Director, Global Medical, Amarin Corp

LEVERAGING DIGITAL TO ELEVATE STRATEGIC VALUE

Scientific Leader Engagement

Amplify interactions with SLs using digital channels

Increase stakeholder reach and effectiveness by digitally enabling Field Medical to remotely engage with Identified Scientific Leaders – aligned with engagement plan to enable Medical Strategy

**Do HCPs distinguish our science and how it helps patients (MoA)?
SLs we engage with are amplifying our message with their peers!**

Medical Education

Offer Constant Learning opportunities via digital platforms

Assess and identify education gaps relevant to business / medical strategy. Reach wider range of “target audience” leveraging digital platforms

Insights into changes in diagnostic pathway in practice from claims data

Medical Intelligence

Tailored and Relevant Content delivered leveraging digital

Need to differentiate between information (There is exponential growth of available medical data from myriad of sources) and Medical Intelligence we can deliver based on **“Total Evidence Package”**

Providing clear and consistent messaging on safety, efficacy and appropriate utilization of product?



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STAYING MEDICAL IS OUR CORE VALUE TO PATIENTS

Leveraging VALUE generated by VOLUME to provide a value narrative that resonates with our internal and external stakeholders



Collect, Collate and Compile Value Narrative that resonates with key stakeholders internally / externally

Measure Key Strategic Execution related activities

- *Clinical studies reflect messaging priorities*
- *Data publication is timely and in relevant congresses/journals*

Measure Medical Community Perceptions & Behaviors

- *MSL interactions are favorably changing perception*

Measure Medical Outcomes & Patient Journey

- *Derive detailed understanding of patient journey and collect all types of patient-reported data, e.g., claims and EMR data*

Measure Value of Medical Activities and Impact in enabling Business Strategy

POLL QUESTION

What insights would drive the most value for you or your organization?





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Executive Director, Global Medical, Amarin Corp

SITUATION & STRATEGIC NARRATIVE

Situation

- Gaps in current therapies
- Disease Burden
- Clinical Value
- Safety / Tolerability

+ Action +

- Evidence Package
- Education Plan
- Engagement and Insights
- Publication / Med Comms

Impact

- Alignment
- Mitigating Gap
- Elevating dialog and action
- Reach, Resound, Resonance



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JOURNEY FROM INFORMATION TO INTELLIGENCE



ENGAGING THE
FIELD



IDENTIFYING THE
EXPERTS



COMMUNICATING
THE DATA



PROVIDING
EDUCATION



DISSEMINATING THE
INFORMATION



SUPPORTING
PATIENTS

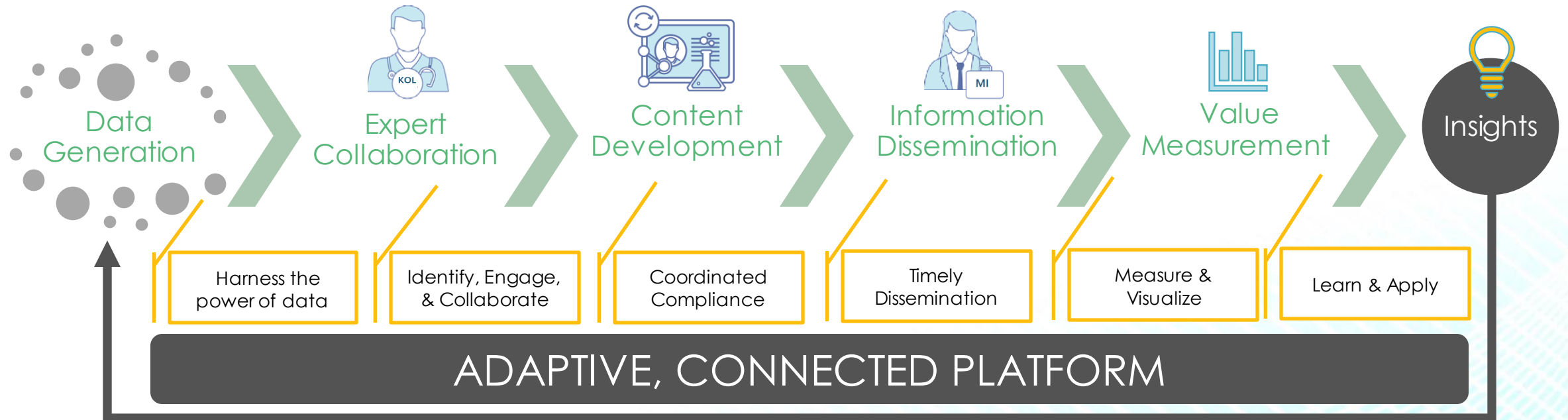


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BEST PRACTICES IN DELIVERING VALUE IN MA

Leveraging Technology to Support Strategic Value

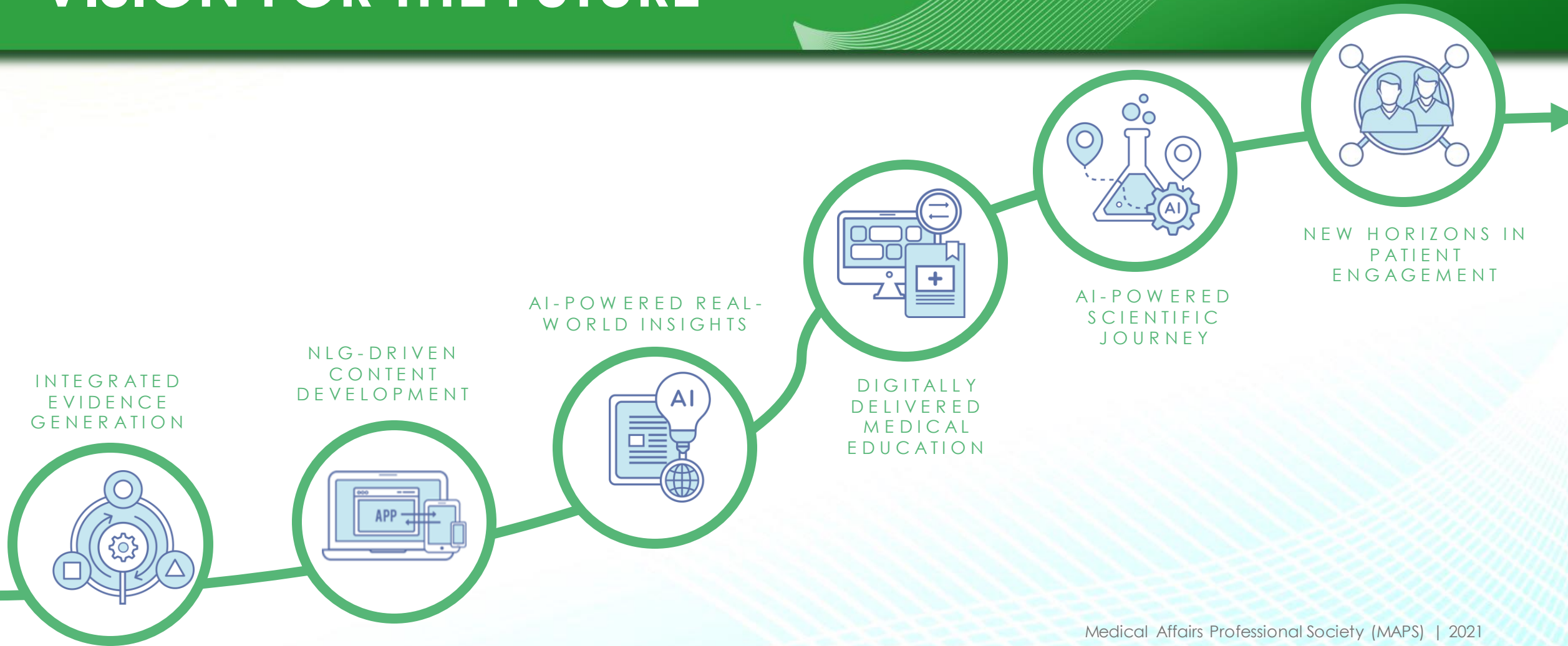




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VISION FOR THE FUTURE





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Thank you!
Questions?