

Thinking forward: The long-term impact of 2020 on the world of medical affairs

Disclaimer



The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.

Introductions



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Session objectives



Explore the long-term impact of 2020 on medical affairs

Discuss the implications for innovation in evidence generation, dissemination, and community engagement and the consequences for team design and skill mix

Consider how cognitive agility can be enhanced across teams to facilitate the transition to new ways of working

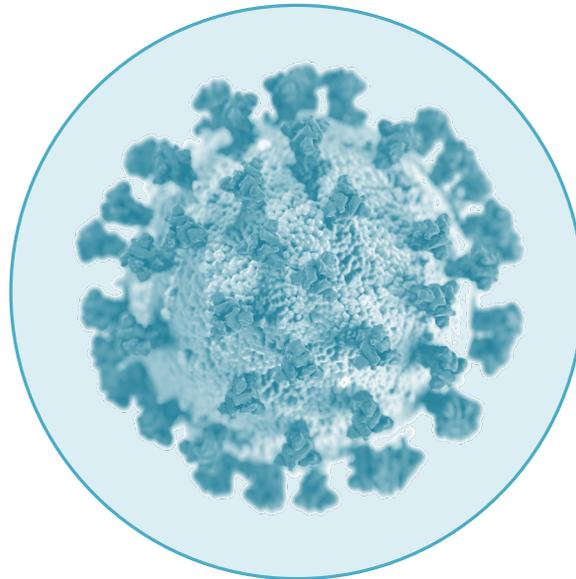
Gain insight from the MAPS community on the legacy of the pandemic and wider social change on medical affairs



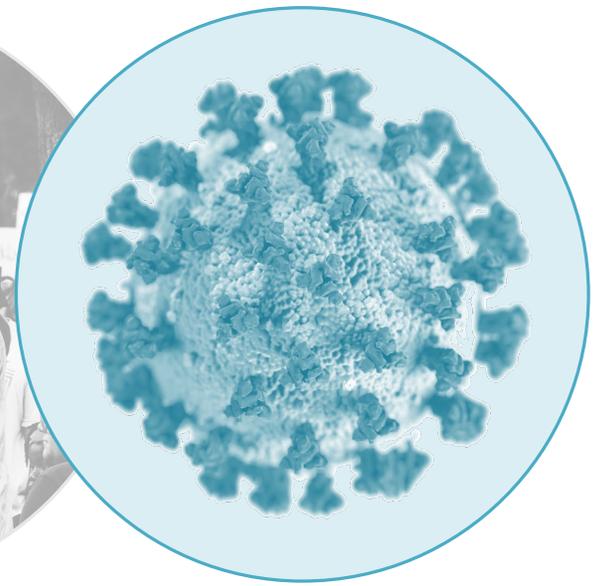
**A year to
remember**

At the moment, the whole world is aligned in the fight against COVID-19

eC^odemy



But we should not forget that this is one part of an already exceptional year



So what happens now?

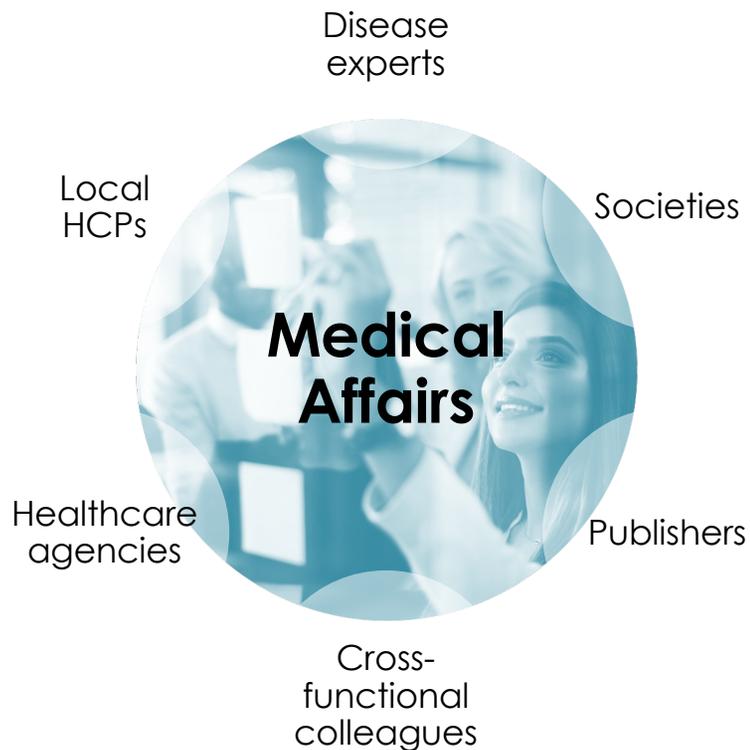


Once the dust has settled, what really will have changed?

Will there really be a 'new normal'?

Or deep down do we just want things to go back to how they were before?

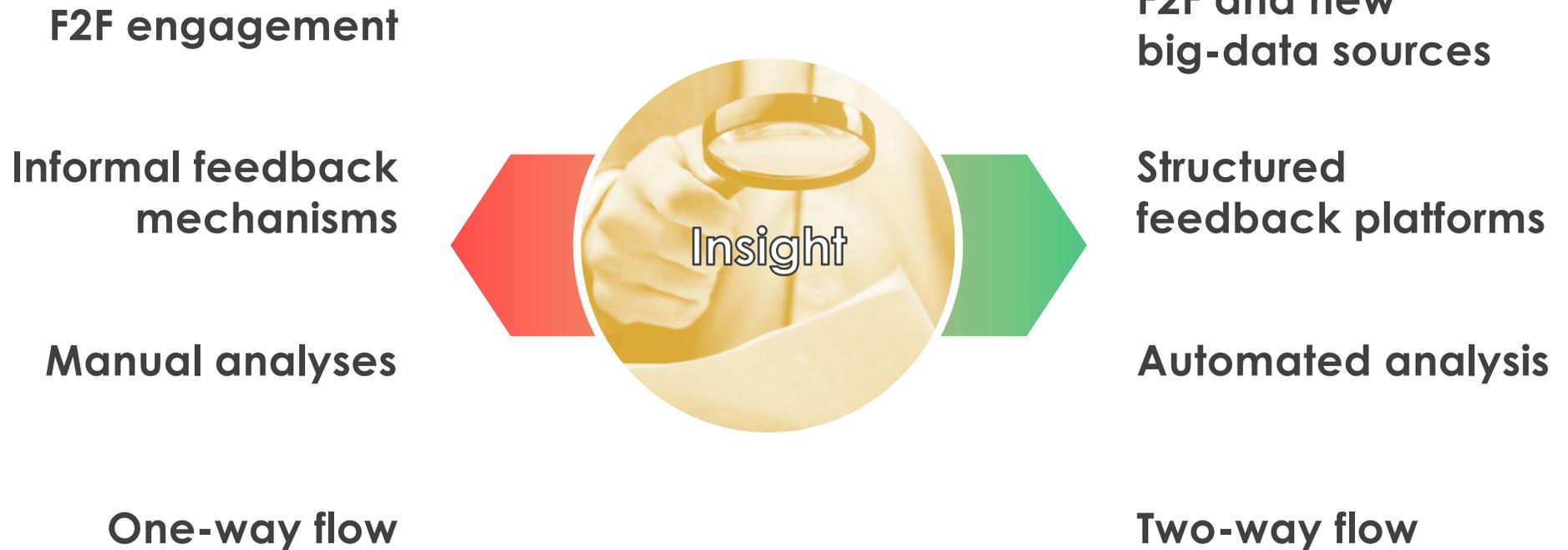
Who should decide our long-term vision?



Who led the digital transformation of your company?

- A) CEO
- B) CTO
- C) COVID-19**

What could the impact be?



What could the impact be?

Single point in time

**Traditional or
innovative**

Global or local

Restrictive policies



**Engagement
ecosystems**

**Omnichannel
content experiences**

Glocal

Flexible policies

What could the impact be?



What could the impact be?



What does this mean for our teams?



**Skills mix
& training**

**Communication
infrastructure**

**New ways of
engaging**



**Cross-functional
collaboration**

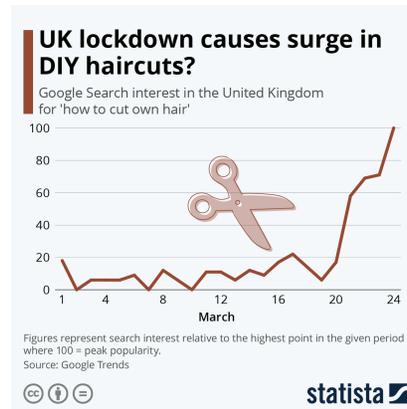
Empowerment

Agile thinking

2021 and beyond: Take stock, be honest and take the next step forward



Listen and
reflect



Test, measure
and **learn**



Empower and
embolden

**A new mindset for
success in this new world**

**Disruption.
The expected unexpected.**



**We need to
be prepared**

Cognitive agility: Making the disruptive less disruptive



The ability to change the way we think about a situation or the environment as things evolve around us.

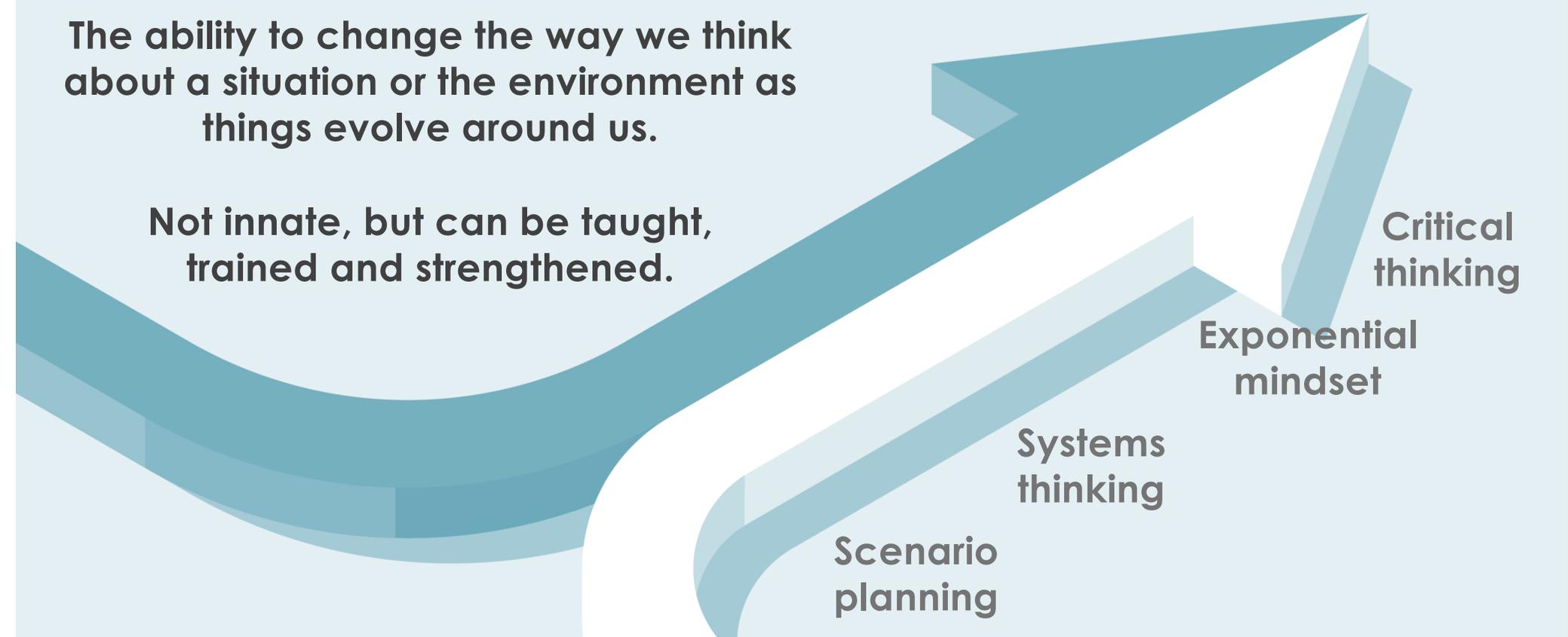
Not innate, but can be taught, trained and strengthened.

Scenario
planning

Systems
thinking

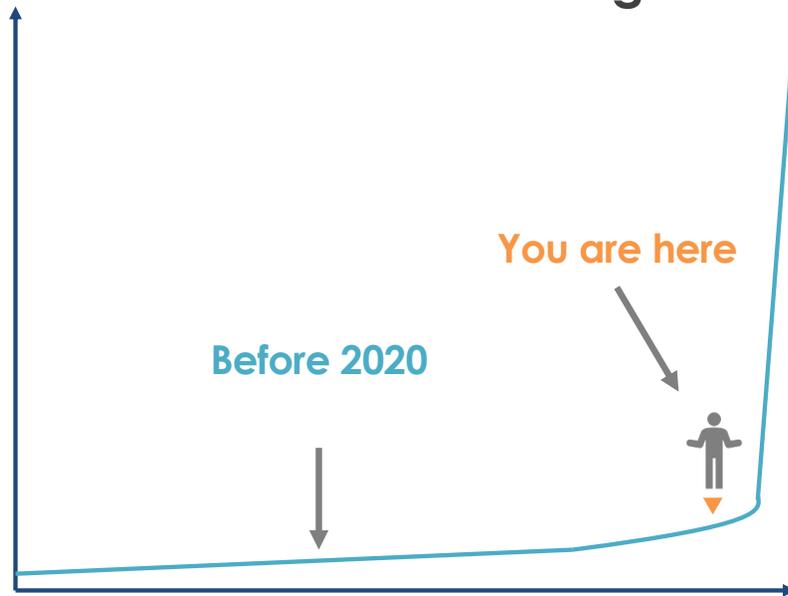
Exponential
mindset

Critical
thinking



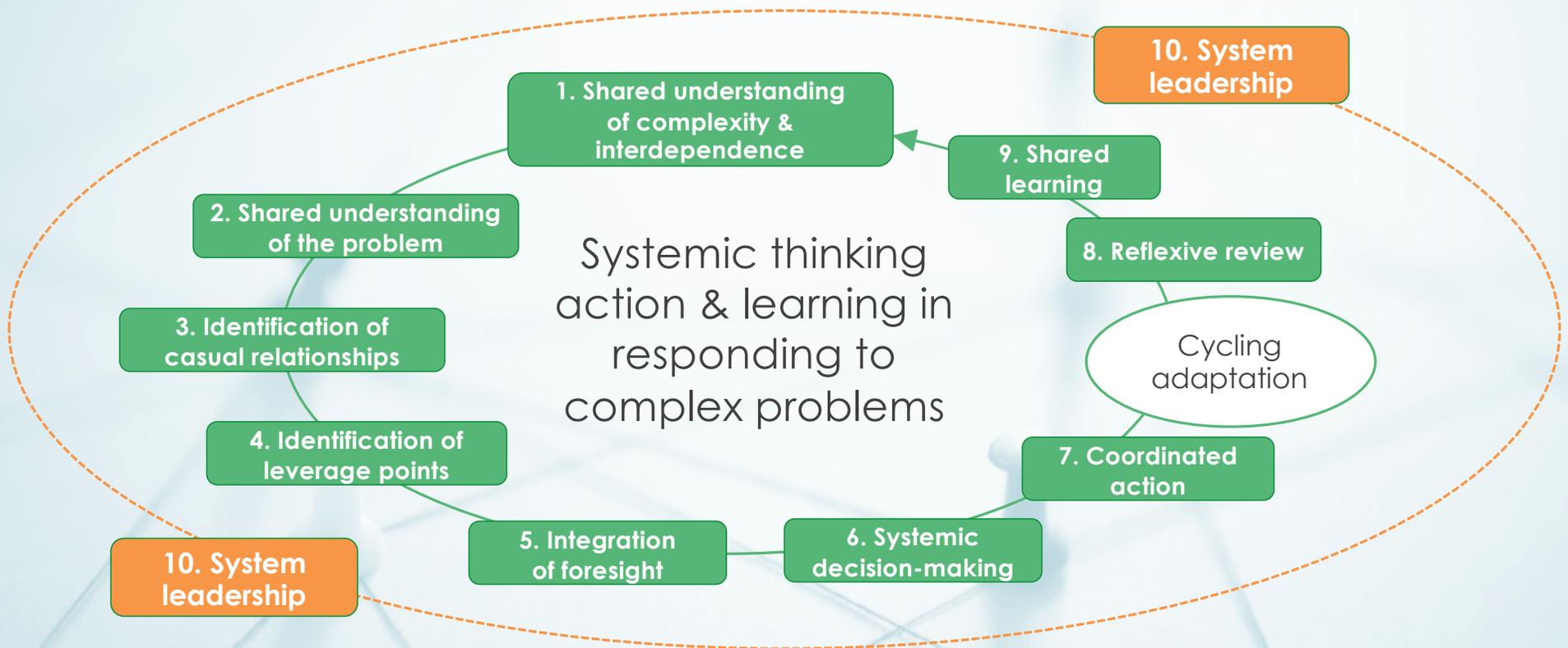
Scenario planning: Something's coming, but which something is it...?

Scenario Planning



1. Identify uncertainties
2. Develop scenarios
3. Assess implications

Systems thinking: A mindset shift



Critical thinking: A reasoned approach

Performed in situations where uncertainty is high, situations are complex and solutions may be novel



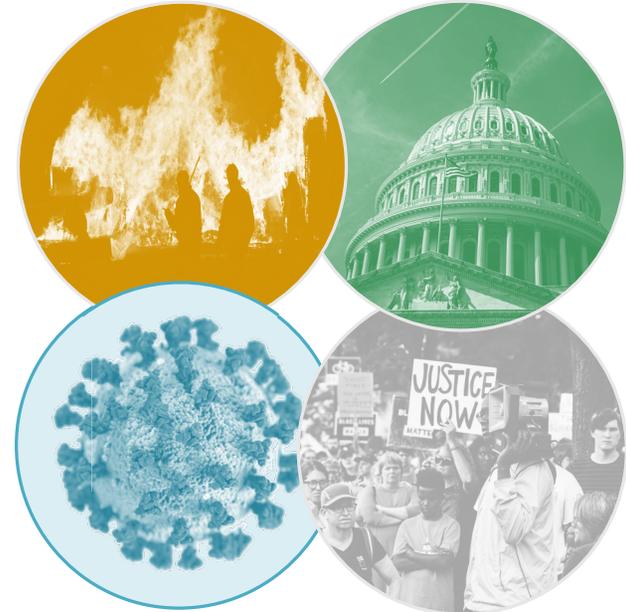
The long-term impact of 2020

So, what should we learn from the events of 2020?

Powerful ‘disruptive’ forces are triggered by specific events

But fuelled by long-term trends and influences

Predicted by some, but still taken the world by surprise



...and how can we apply this to the world of Medical Affairs?



“The changing role of Medical Affairs”
has been discussed for years.

We have not yet seen the significant changes that have been predicted.

However the forces underpinning these predicted changes still remain.

2020 is our trigger to unleash these forces, and reshape Medical Affairs



***We don't have to accept,
or return to, the status quo!***

***We can make change happen,
and change for the best!***