

Serving as a Trusted Partner for Cross-functional Stakeholders

Medical Strategy and Launch Excellence FAWG
February 3, 2021



>> NOW SPEAKING: **Simon Kyaga, Moderator**

Global Medical Director, Alzheimer's Disease, Europe Canada and Partner Markets, Biogen

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Educational Objectives

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

- Understand how Medical Affairs can bring value to the broader organization during the time period prior to launch
- Identify common Medical Affairs pitfalls to successful launches
- Know how to avoid these pitfalls from the perspective of cross-functional partners from Commercial, Market Access, and R&D



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Agenda

Welcome and Introduction	5 min
Introduction to the value Medical Affairs can bring to the broader organization during pre-launch	10 min
Panel Discussion: How to avoid common pitfalls to Medical Affairs launch readiness from the perspective of cross-functional partners	15 min
Field Medical Perspective: Best Practices for partnering with Cross-functional stakeholders	5 min
Take home tips and additional Resources	5 min
Open Q&A	15 min
Close	



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Polling Question

From your perspective, how would you describe cross-functional partnerships in your organization?

- A. Excellent
- B. Good
- C. Needs improvement
- D. Non-existent



>> NOW SPEAKING: Jennifer Pappadakis, PhD

VP, Medical Affairs, Sio Gene Therapies

Introductions

Medical Affairs



Simon Kyaga
Global Medical Director,
Alzheimer's Disease,
Europe Canada and
Partner Markets
Biogen



Jennifer Pappadakis, PhD
VP, Medical Affairs
Sio Gene Therapies

Commercial



Alexandre Prigent
Global Medical Head, Internal
Medicine & Neuropsychiatry
Servier

R&D



Mayssa Attar, PhD
Vice President
AbbVie

Market Access



Johan Lundberg
Head of Government Affairs
& Market Access - Sweden
AstraZeneca

Field Medical



Jennifer Campagna, PharmD
Sr. Director, Medical Affairs
Reata Pharmaceuticals



>> NOW SPEAKING: **Jennifer Pappadakis, PhD**
 VP, Medical Affairs, Sio Gene Therapies

Cross-functional Partners



MSL



Medical Information



HEOR



Independent Medical Education



Evidence Generation Team



Promotional Review



Medical/Scientific Communications



External Engagement/ Collaboration

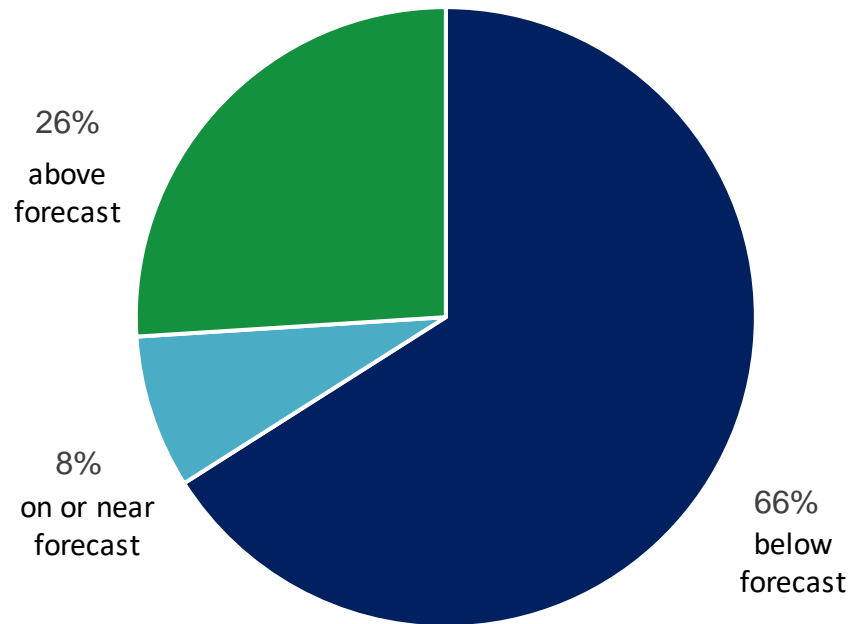


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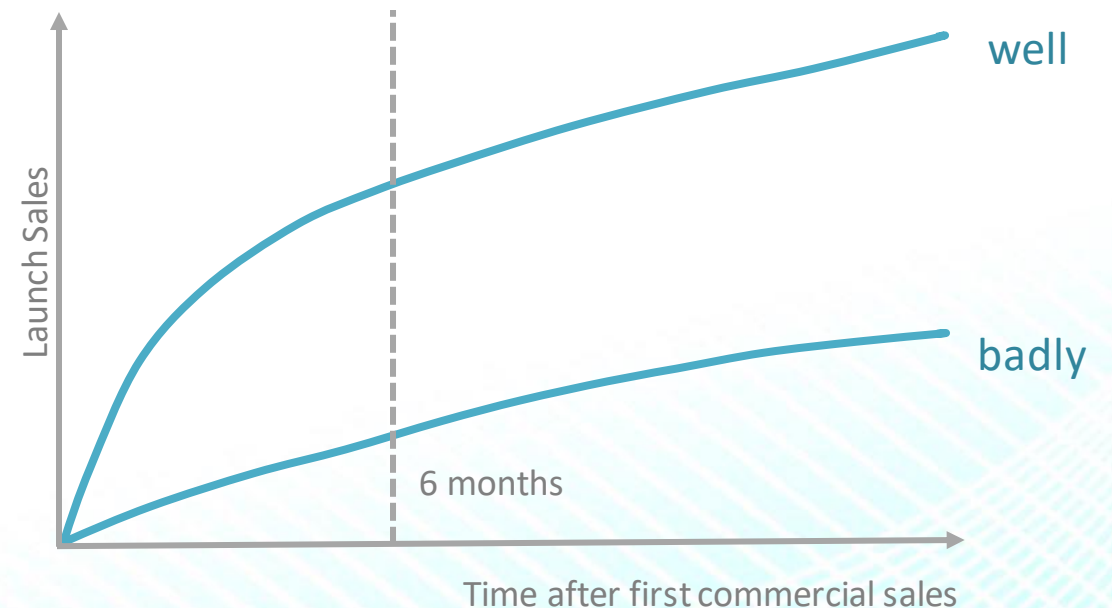
VP, Medical Affairs, Sio Gene Therapies

Why is the role of Medical Affairs so Important During Pre-launch?

66% of launches don't meet pre-launch sales expectations



First 6 months of a launch determines future success - 80% of launches continue as they start

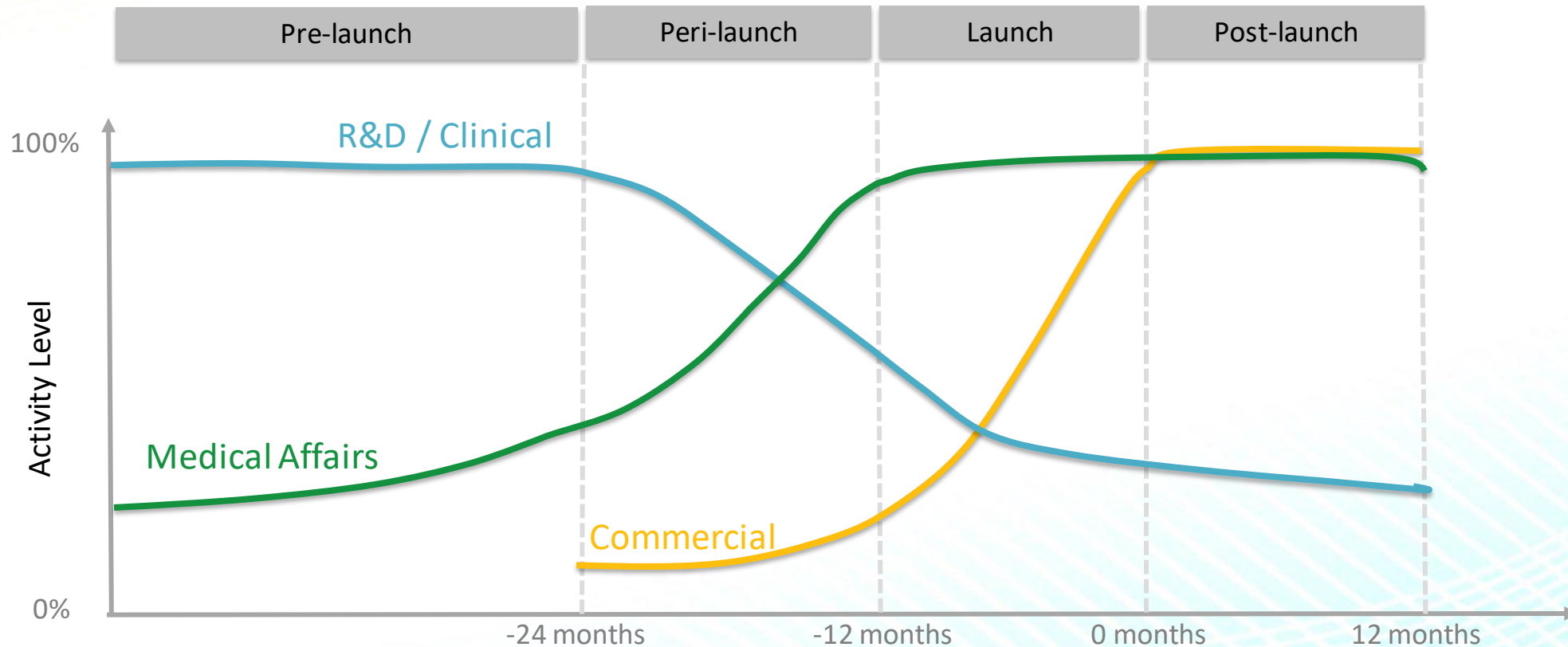




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VP, Medical Affairs, Sio Gene Therapies

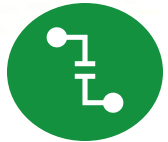
Medical Affairs Plays a Key Role in Setting the Stage for a Successful Product Launch





>> NOW SPEAKING: **Jennifer Pappadakis, PhD**
VP, Medical Affairs, Sio Gene Therapies

Common Medical Affairs Pitfalls to Launch Success



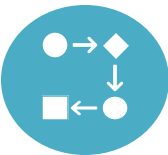
Disconnect between Medical and Product Strategy



Insufficient external validation



Not investing sufficiently or early enough



Lack of process rigor



Competency gaps



>> NOW SPEAKING: **Jennifer Pappadakis, PhD**

VP, Medical Affairs, Sio Gene Therapies

Polling Question

Which of the following do you feel is the biggest pitfall to launch success for Medical Affairs within your organization?

- A. Disconnect between Medical and Product Strategy
- B. Insufficient external validation
- C. Not investing sufficiently or early enough
- D. Lack of process rigor
- E. Competency gaps



>> NOW SPEAKING: **Simon Kyaga, Moderator**
Global Medical Director, Biogen



How to Avoid Common Pitfalls to Medical Affairs Launch Readiness from the Perspective of Cross-functional Partners

A panel discussion



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Global Medical Director, Alzheimer's Disease, Europe Canada and Partner Markets, Biogen

Disconnect Between Medical and Product Strategy

- How do we ensure alignment between the Medical strategy and the overall product strategy?
- How can Medical best communicate the status of our pre-launch activities to your function to keep you updated?





>> NOW SPEAKING: **Alexandre Prigent**

Global Medical Head - Internal Medicine & Neuropsychiatry, Servier

Avoid Disconnect Between Medical and Product Strategy

- Medical should take a leadership role during pre-launch to ensure alignment with cross-functional partners
- Medical should provide an aligned scientific/value story that evolves with new insights and data
- Medical needs to drive regular, proactive internal communication to ensure alignment





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Global Medical Director, Alzheimer's Disease, Europe Canada and Partner Markets, Biogen

Insufficient External Validation

- How can Medical's relationships with and insights from external stakeholders bring value to your function?





>> NOW SPEAKING: Johan Lundberg

Head of Government Affairs & Market Access - Sweden, AstraZeneca

Avoid Insufficient External Validation

- Collect and share insights on topics of interest to payers such as:
 - Unmet needs of patients & clinicians
 - (Dis-)satisfaction with current therapies
 - Target patient population
 - “Payer” burden of disease
- Generate data to address identified gaps (!)





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Global Medical Director, Alzheimer's Disease, Europe Canada and Partner Markets, Biogen

Polling Question

Does your Medical Affairs organization collect and share insights with cross-functional partners from the following external stakeholders during pre-launch (select all that apply)?

- A. KOLs/HCPs
- B. Payers
- C. Patient organizations/Patients
- D. Digital Opinion Leaders

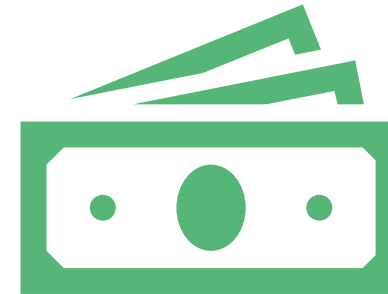


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Global Medical Director, Alzheimer's Disease, Europe Canada and Partner Markets, Biogen

Not Investing Sufficiently or Early Enough

- If Medical doesn't receive adequate funding early on, how does this impact R&D?
- How can our cross-functional partners assist us in obtaining the required funding?





>> NOW SPEAKING: **Maysa Attar, PhD**

VP, AbbVie

Avoid Not Investing Sufficiently or Early Enough

- Medical Affairs can bring value to R&D by
 - Assisting with site identification and enrollment
 - Providing early input into clinical trial endpoints
- Funding can be more easily obtained by demonstrating how Medical Affairs can address identified gaps/needs related to meeting or exceeding approval and reimbursement timelines





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Global Medical Director, Biogen

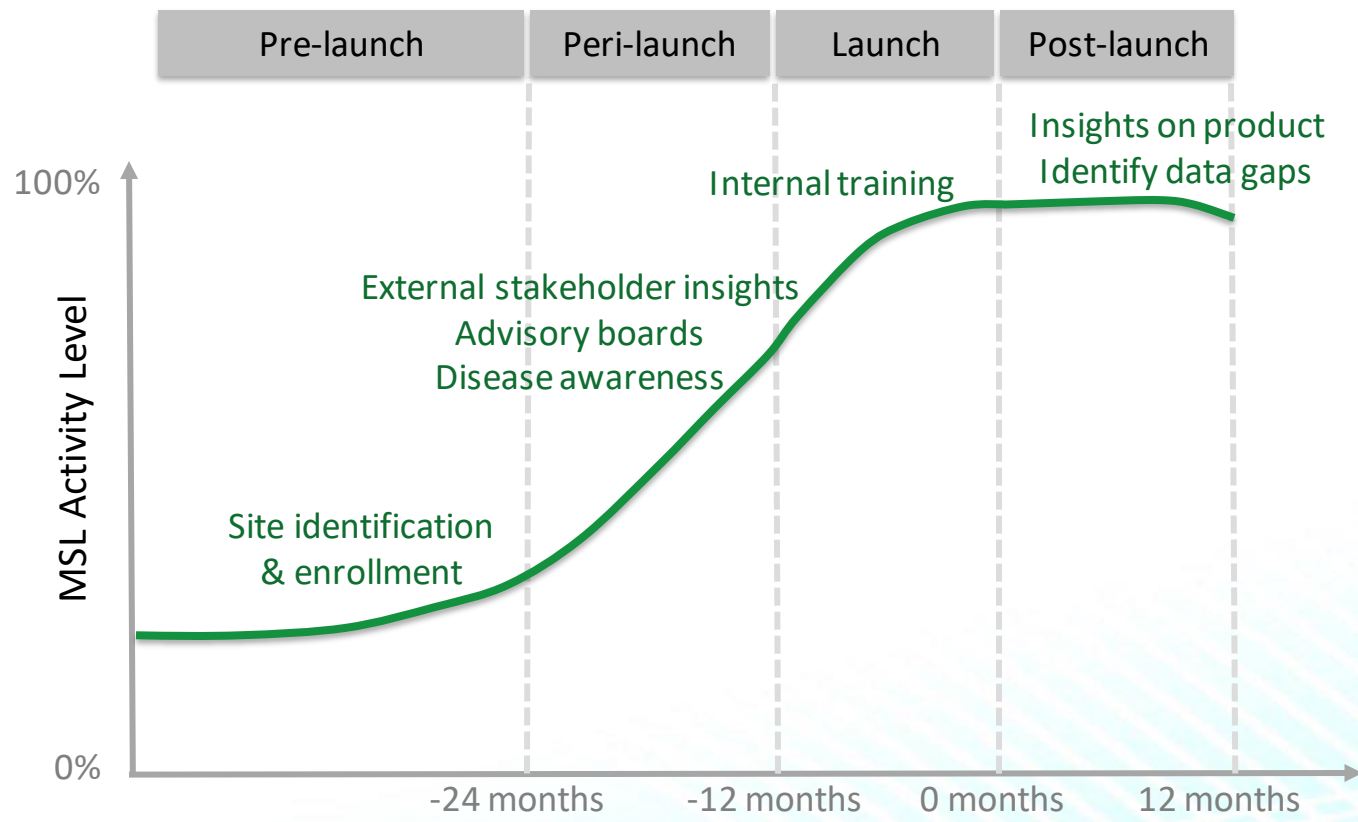


Field Medical Perspective on Working with Cross-functional Partners



>> NOW SPEAKING: **Jennifer Campagna, PharmD**
Sr Director, Medical Affairs Reata Pharmaceuticals

Field Medical Working with Cross-functional Partners





>> NOW SPEAKING: **Jennifer Campagna, PharmD**
Alexandre Prigent

Discussion: Best Practices for Field Medical partnering with Cross-functional stakeholders

- How do we ensure aligned external stakeholder engagement and communication?
- How can we partner on digital technologies to leverage the impact of our communication?
- How do we ensure compliant interactions during pre-launch?



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VP, AbbVie

Take Home Tips from Cross-functional Partners

LEAD

Step up and lead during pre-launch and take accountability for actions

ALIGN

Ensure strategic alignment and continue to realign as new information and data becomes available

- Frequently communicate how you are addressing gaps/needs and the outcome
- Share external stakeholder insights on a regular basis

ADAPT

Demonstrate adaptability to changing circumstances



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VP, Medical Affairs, Sio Gene Therapies

Further MAPS Resources on Launch Competencies

Launch Excellence

- ★ Medical Affairs Launch Excellence Best Practices for Medical Affairs

Process Rigor

- ★ Medical Affairs Launch Excellence Guide and Templates
 - Medical Affairs Strategic Planning Guide and Templates
 - Scientific Platforms Standards and Guidance
 - Building Agility into Medical Affairs Strategy: Global-Regional-Local Dynamics
- ★ Learning Agility: An Emergent Capability for Future-proofing Medical Affairs Strategic Planning

External Stakeholder Engagement

- Value-Based Contracting and Innovative Payer Engagement for Medical Affairs Professionals
- Value Assessment for Health Technologies – a Primer on Cost-Effectiveness Analysis and HTA
- Patient Engagement in Drug Development: An opportunity for Medical Affairs

Compliance

- Compliance Considerations in Medical/Commercial Collaborations

Value of Medical Affairs

- Communicating the Value of Medical Affairs, a MAPS White Paper



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Global Medical Director, Biogen



Thank you!
Questions?