



MAPS|eCademy

Webinar Series

**Truth Hunting: Leave no
stone unturned in
defining impactful Medical
Affairs strategies**

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.

Presenters



Amanda Foote
Akebia Therapeutics



Ian Greenway
Complete HealthVizion



Angel Riggins
Complete HealthVizion

Objectives

- The broadening role of Medical Affairs to a position of pivotal strategic leadership means we are responsible for building the very best strategic platforms we can for our products
- For us to be successful, we must seek out holistic, robust, and differentiating insights
- We must hunt for meaningful truths

Agenda

- 1 The changing landscape of Medical Affairs
- 2 A new blend of responsibility for Medical Affairs leaders
- 3 Truth Hunting: Identifying the central truth
- 4 How powerful communications can change patients' lives
- 5 A strategically powerful approach to creating an effective and affective medical affairs plan

The changing landscape of Medical Affairs



Medical Affairs plays a vital role throughout the product life cycle



Evolution

Ensure integrity and reliability of medical information



Strategic leadership

Provide strategic leadership from early in the product life cycle



Deeper insights

Deliver deep insight into product value while ensuring compliance and transparency



Targeted education

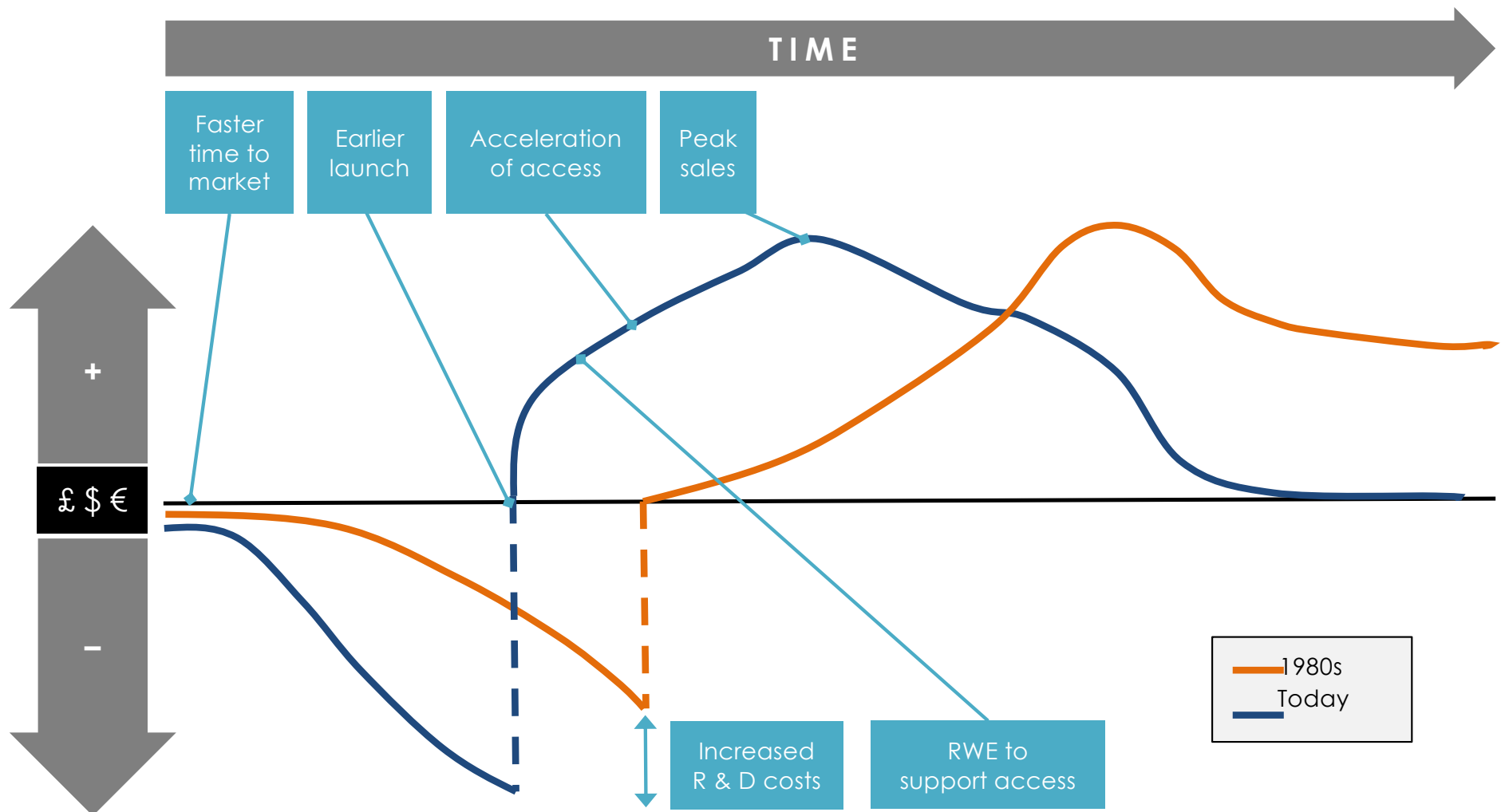
Provide a common evidence story that can be efficiently communicated



Varying patient needs

Ensure the brand strategy maximizes medical benefits for patients and HCPs

An environment of increased time pressure and risk



Pillars of Medical Affairs excellence

Pillars of Medical Affairs excellence

Patient-centric
development
strategy

Deeper
insight and
understanding
of disease area
and product
attributes

Understanding
stakeholder
personas with a
consistent focus
on behavior
change to
deliver smarter
communication

Medically led
internal and
external
stakeholder
engagement

Management
of transparency
and benefit-risk
ratio

Robust evidence generation

Powerful and credible scientific exchange

Building effective stakeholder relationships

A new blend of responsibility for Medical Affairs leaders

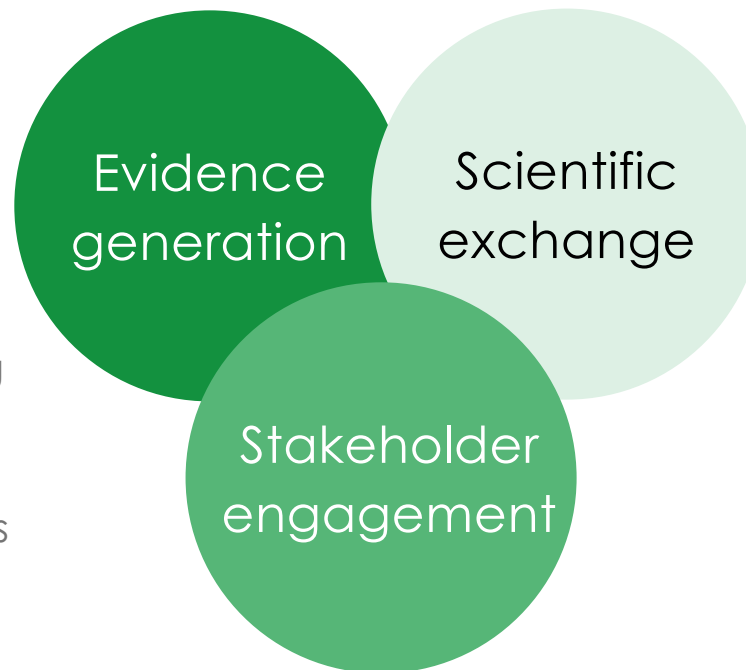


Changing patients lives



Core set of capabilities essential across a medical plan

- Foundation of a new Medical Affairs model
- Effective clinical trial designs
- Develop differentiating evidence
- Maximize use of existing data
- Use new data capture and analysis techniques



- Evaluate insights to understand individual stakeholder needs
- Strategic medical planning to enable clear medical goals
- Develop smarter medical communication programs
- Evaluate effectiveness and behavioral change

- Build on a common clinical evidence story for all stakeholder communications
- Clear engagement and communications strategy for each group
- Establish meaningful collaborative relationships
- Ensure the impact and value of medical initiatives

Developing a product focused on meeting customer needs

PATIENT

Will this improve
my health with
minimal
side effects?

REGULATORY AUTHORITY

Should I
approve this?



PHYSICIAN

Why should I
prescribe this?

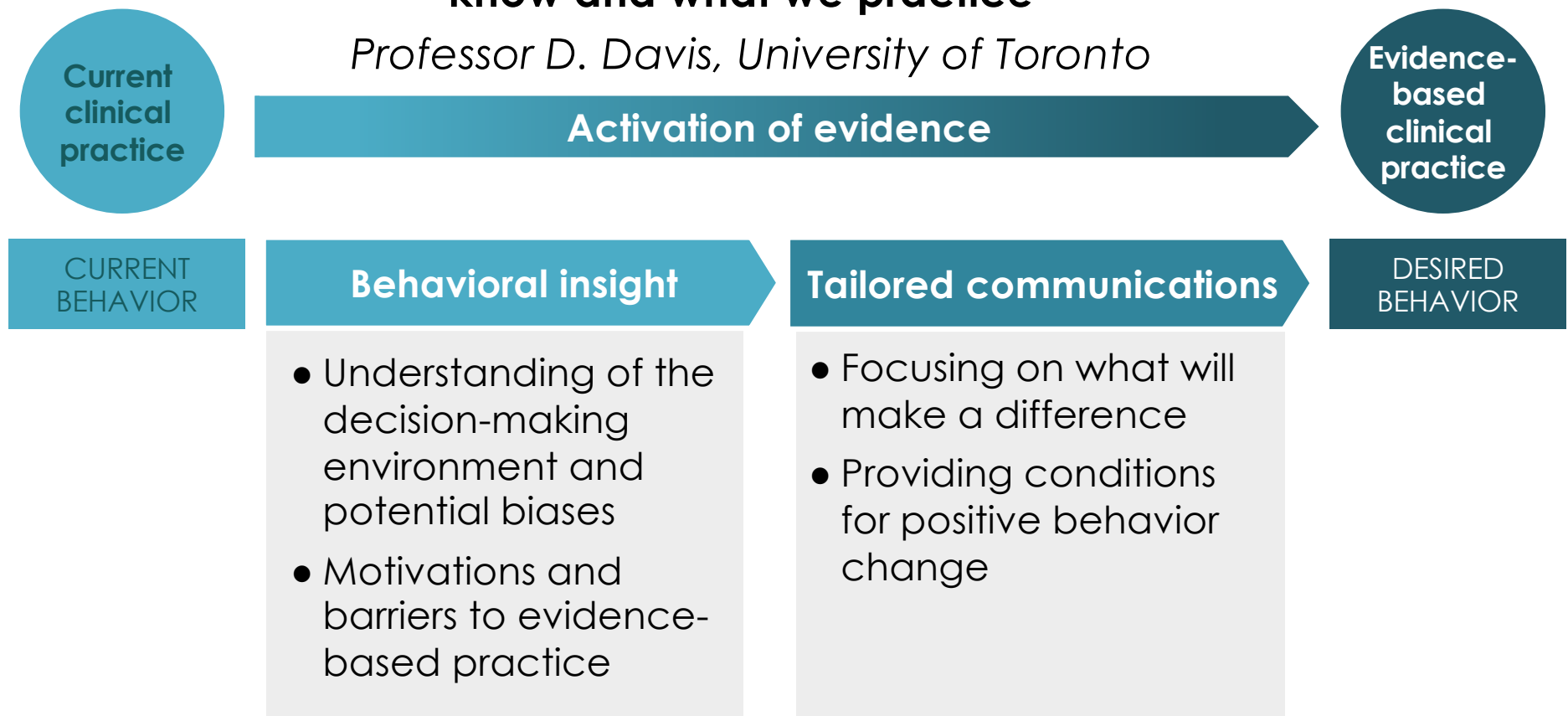
PAYER

Why should I
pay for this?

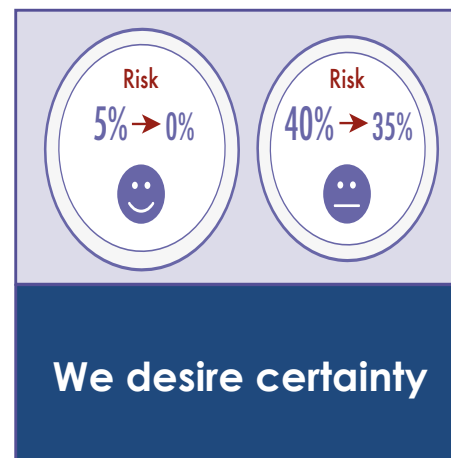
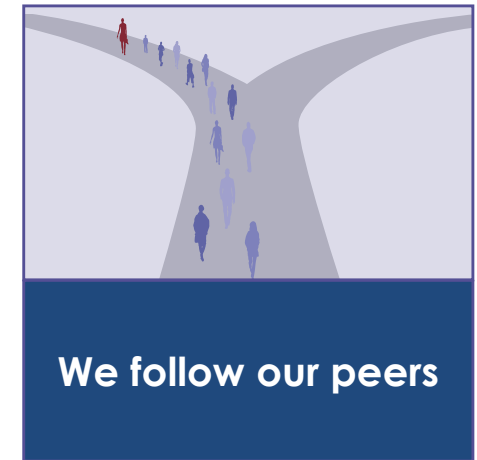
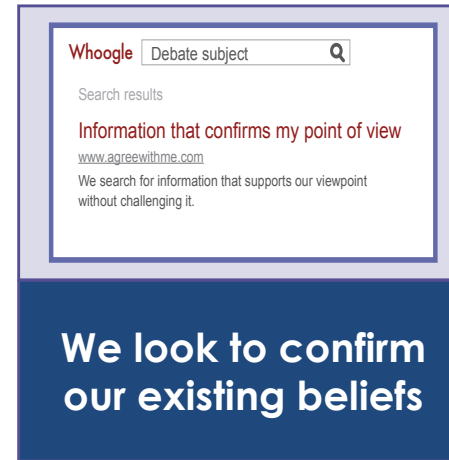
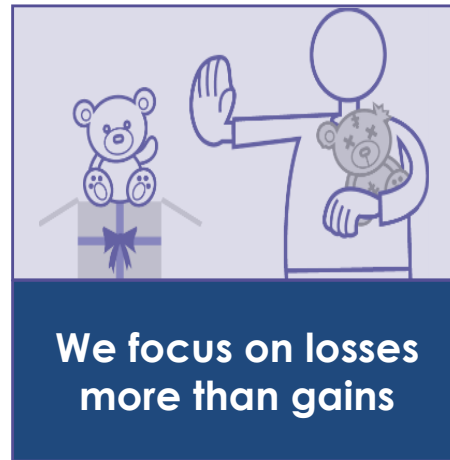
The challenges we face can only be addressed with behavioral insight

“A large gulf remains between what we (physicians) know and what we practice”

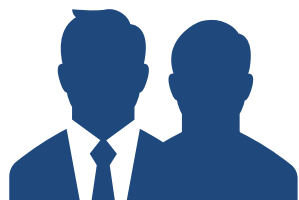
Professor D. Davis, University of Toronto



We need to understand natural human tendencies



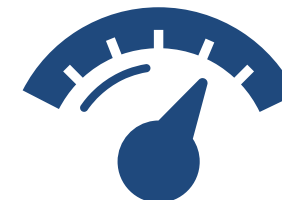
Making effective affective



“Walk in the shoes” of HCPs and patients to understand their behaviors, motivations, and challenges



Design interventions that provide the **optimum conditions** for behavior change



Use metrics that **measure the change** in attitudes, behaviors, and outcomes

EFFECTIVE



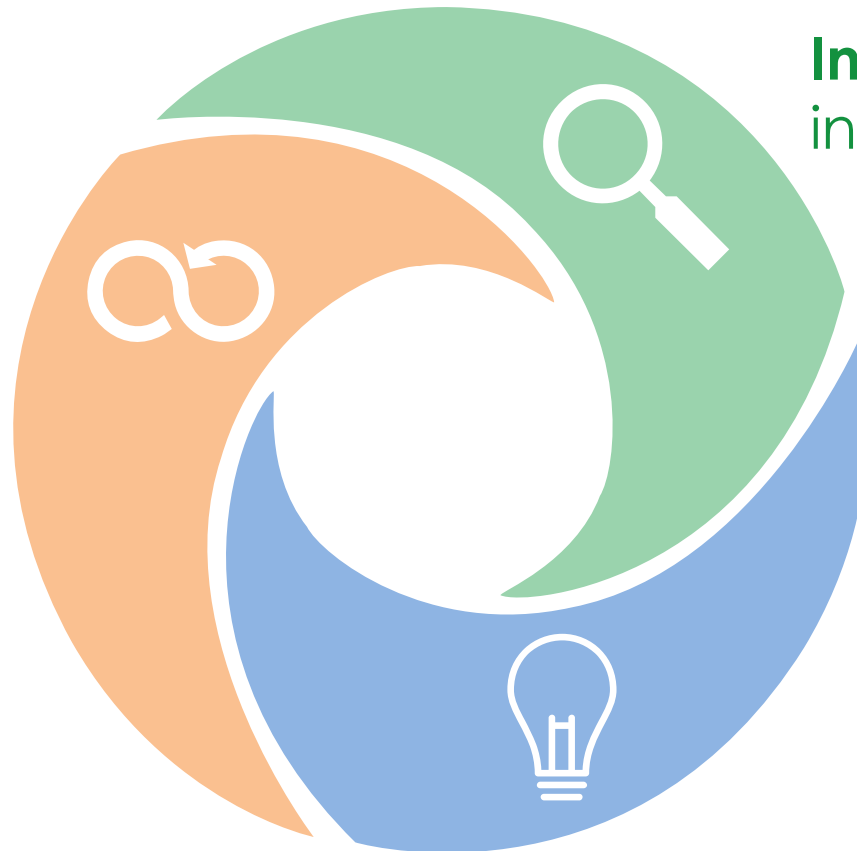
AFFECTIVE

Truth Hunting: Identifying the central truth



Effective planning process

Evaluation:
mapping
stakeholder
experience

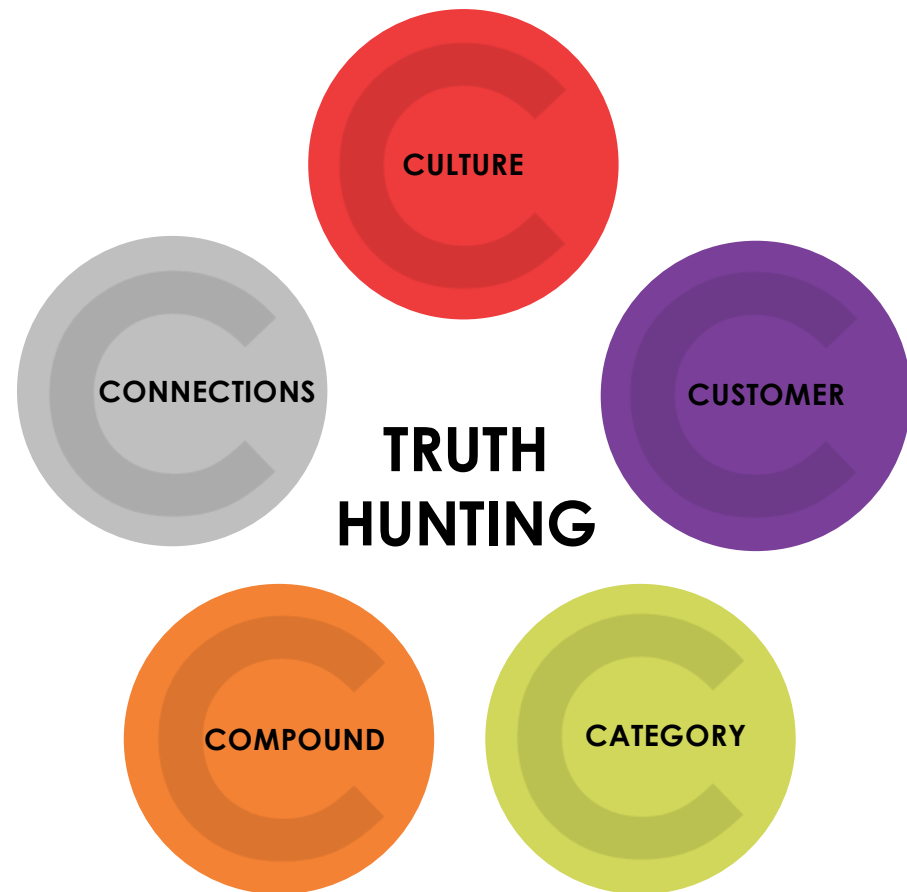


Insight:
informs strategy

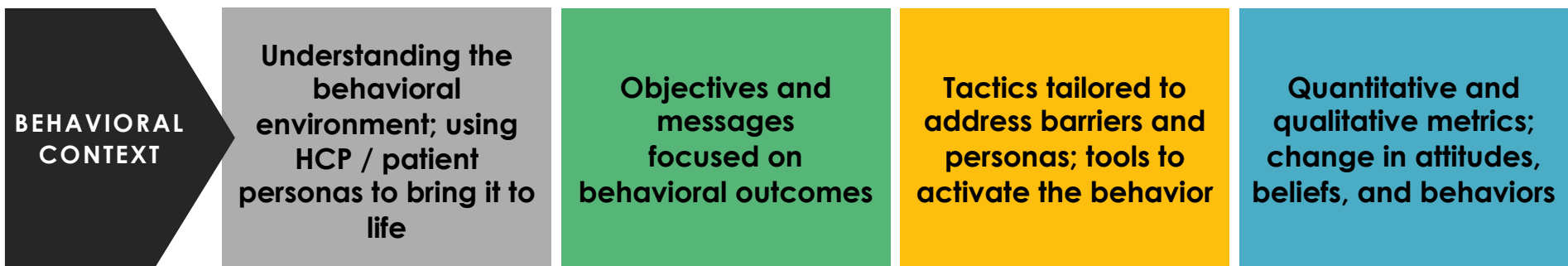
Activation:
targeted
communication
with stakeholders

Truth hunting

**We need to uncover
key truths that
inspire our strategy**



Applying a consistent focus on behavior change to deliver smarter communications



How powerful communication can change patients' lives



A challenge in healthcare



**APPROXIMATELY
50%**

of rare disease
patients are initially
misdiagnosed



Many rare disease
patients struggle for

OVER 5 YEARS

before the correct
diagnosis is made



Most patients
will see at least

4 PHYSICIANS

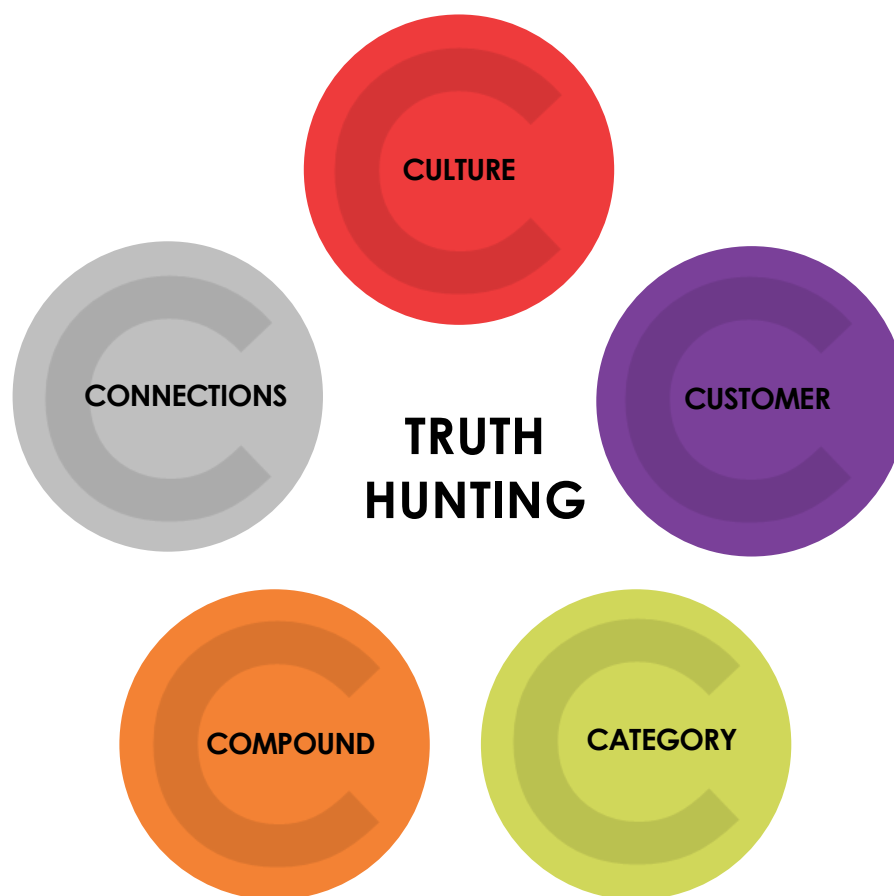
before receiving
the correct
diagnosis



**BETWEEN
50% and 100%**

of patients with
disease onset
before
6 months of age
will die

Looking at the challenge through a truth hunting lens



We identified a fascinating central truth

Rare diseases
camouflage
themselves

They hide in
plain sight

The unusual
appears
ordinary

Hidden in plain sight, the rare Bengal tiger blends in with its natural habitat in the grasslands of India and Bangladesh. Without a keen eye, it's a difficult predator to spot and can be easily overlooked



The challenge



Bring rare disease
out of camouflage

To make it obvious...

To make it visible...

To make
the rare recognized

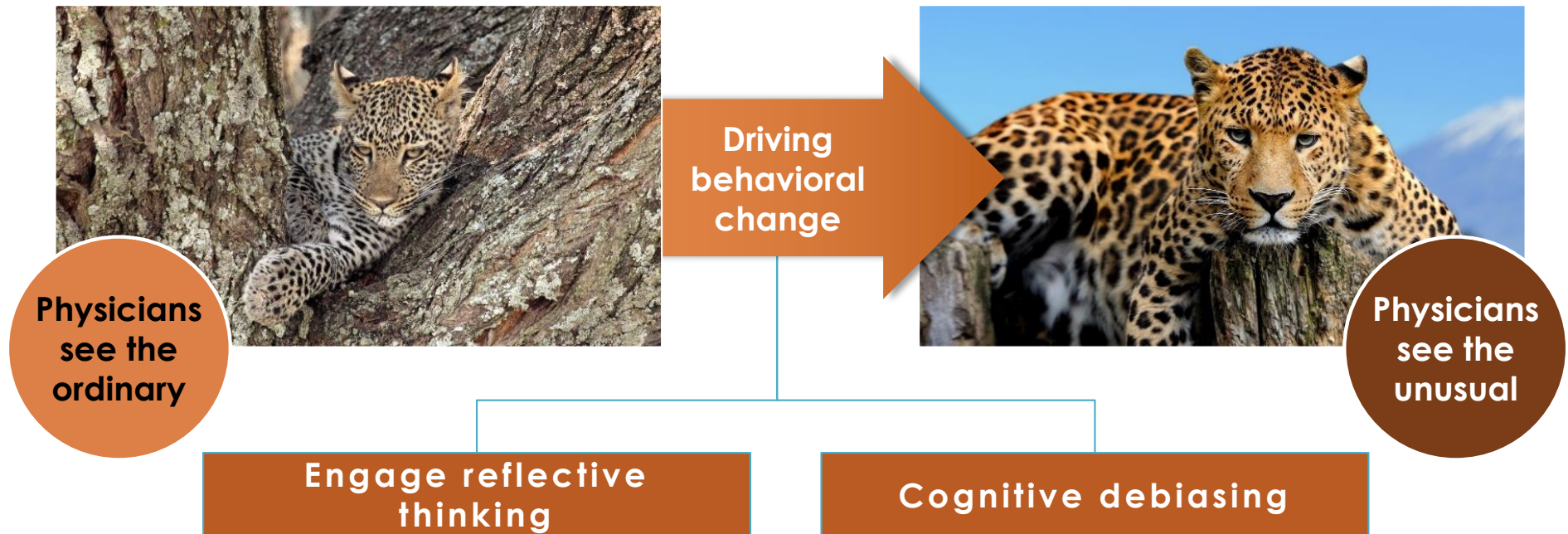
The strategy



Increase awareness

Increase diagnosis

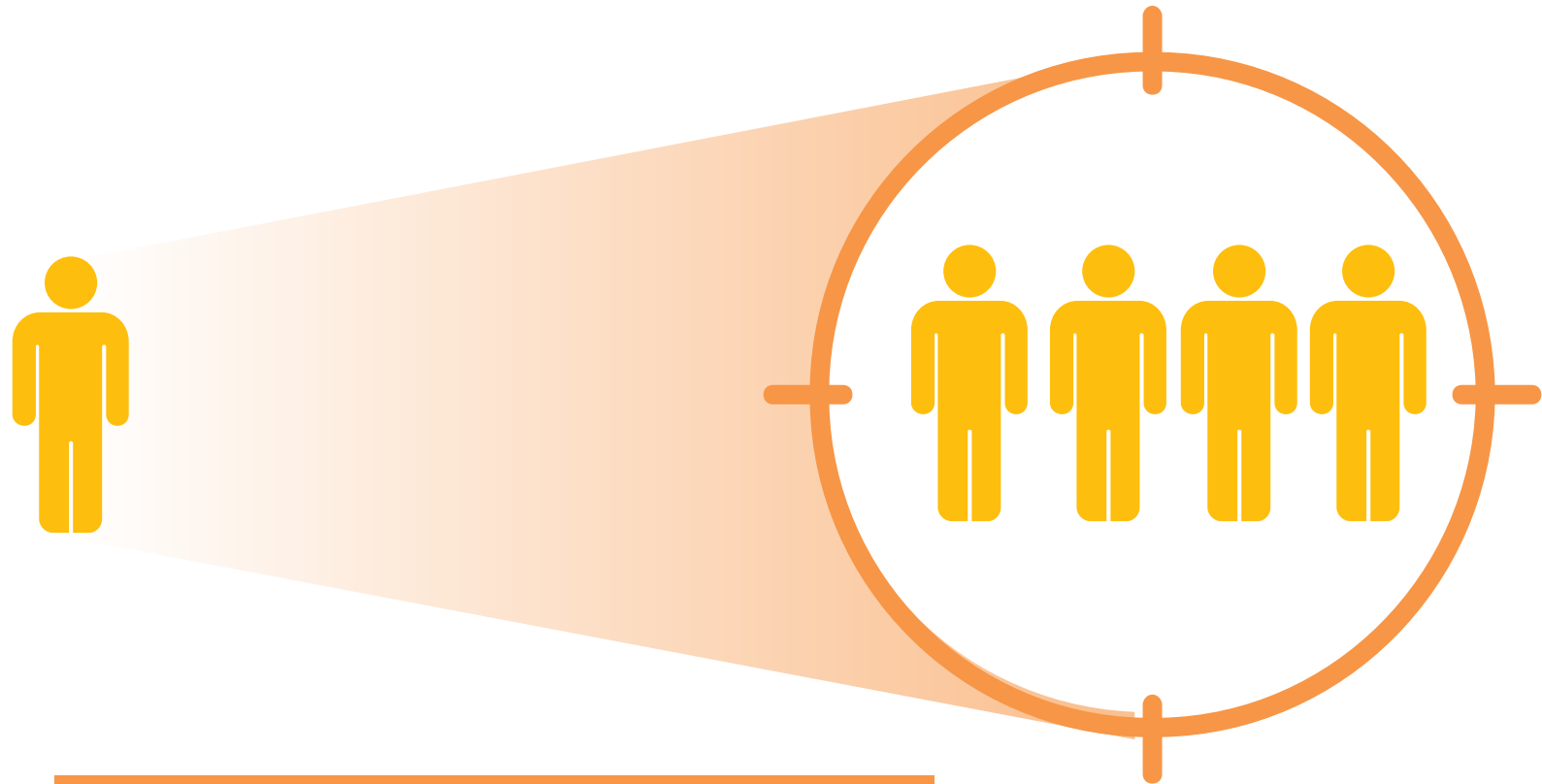
Thinking smart: Applying behavioral science to drive change



An integrated multichannel campaign delivering a compelling story



Result – award winning outcomes

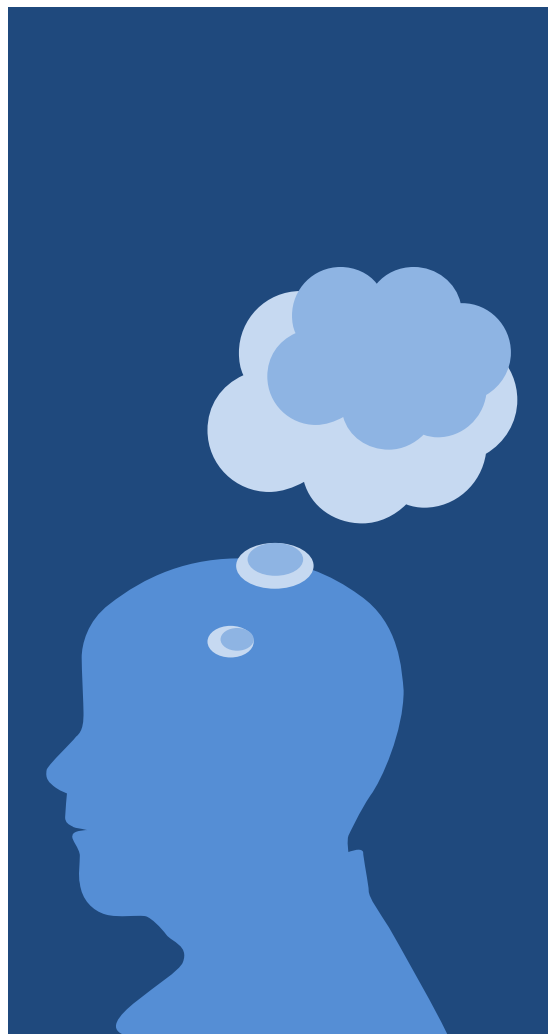


OVER A 4-FOLD INCREASE
in patients identified in just **1 year**

Using the right approach to create an effective and affective Medical Affairs plan



Medical Affairs adds value across the product life cycle



Guide the development of deep insight into the disease area and understanding of the behaviors and unmet needs of key HCP stakeholders and patients

Lead the cross-functional development of the target product profile / target product claims (TPP / TPC) process to develop a differentiated therapy to meet HCP and patient needs

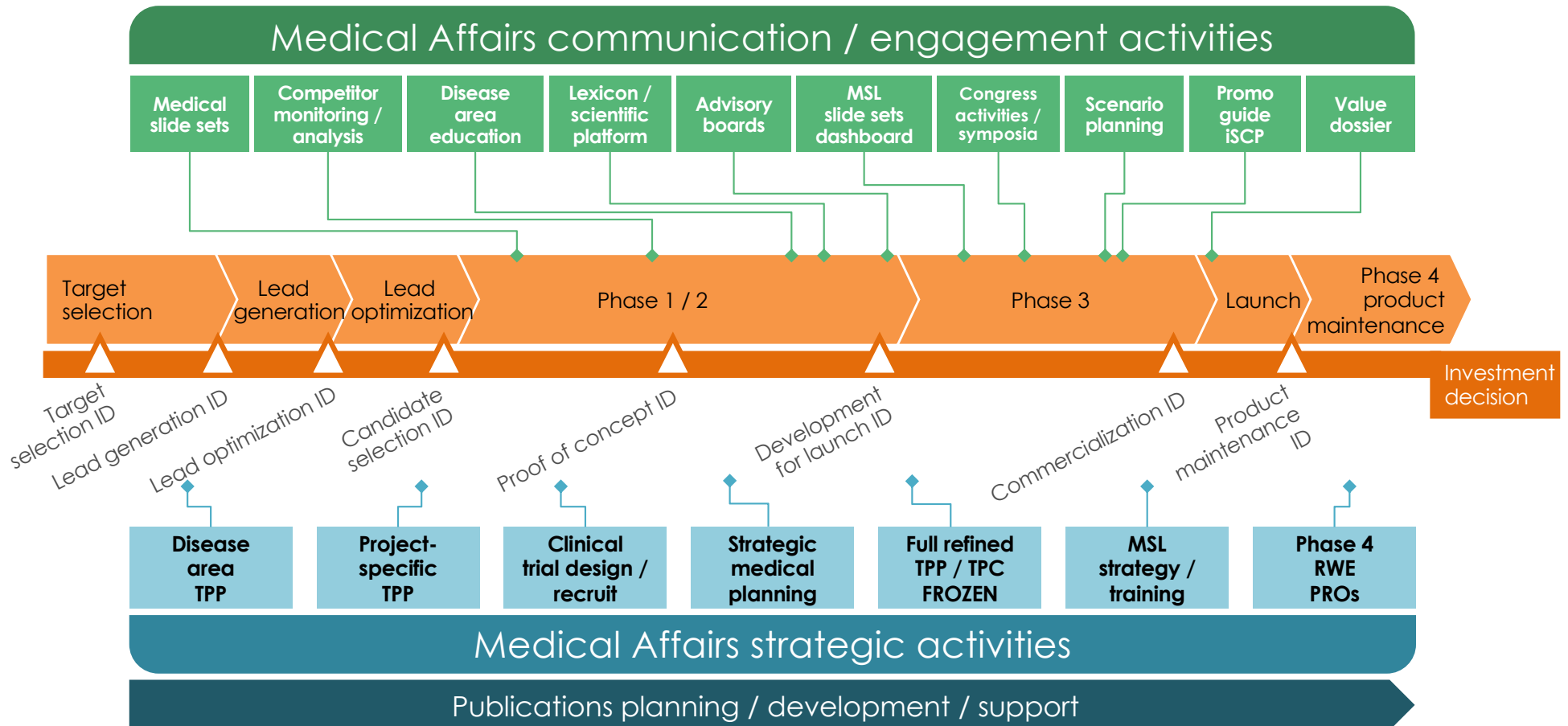
Lead the strategic planning process and guide tactical delivery of medical education, communication, and evidence-generation activities

Ensure internal alignment of medical plans with the brand plans and promote effective cross-functional working

Define the desired positive change in health care and implement appropriate KPIs / metrics to evaluate change

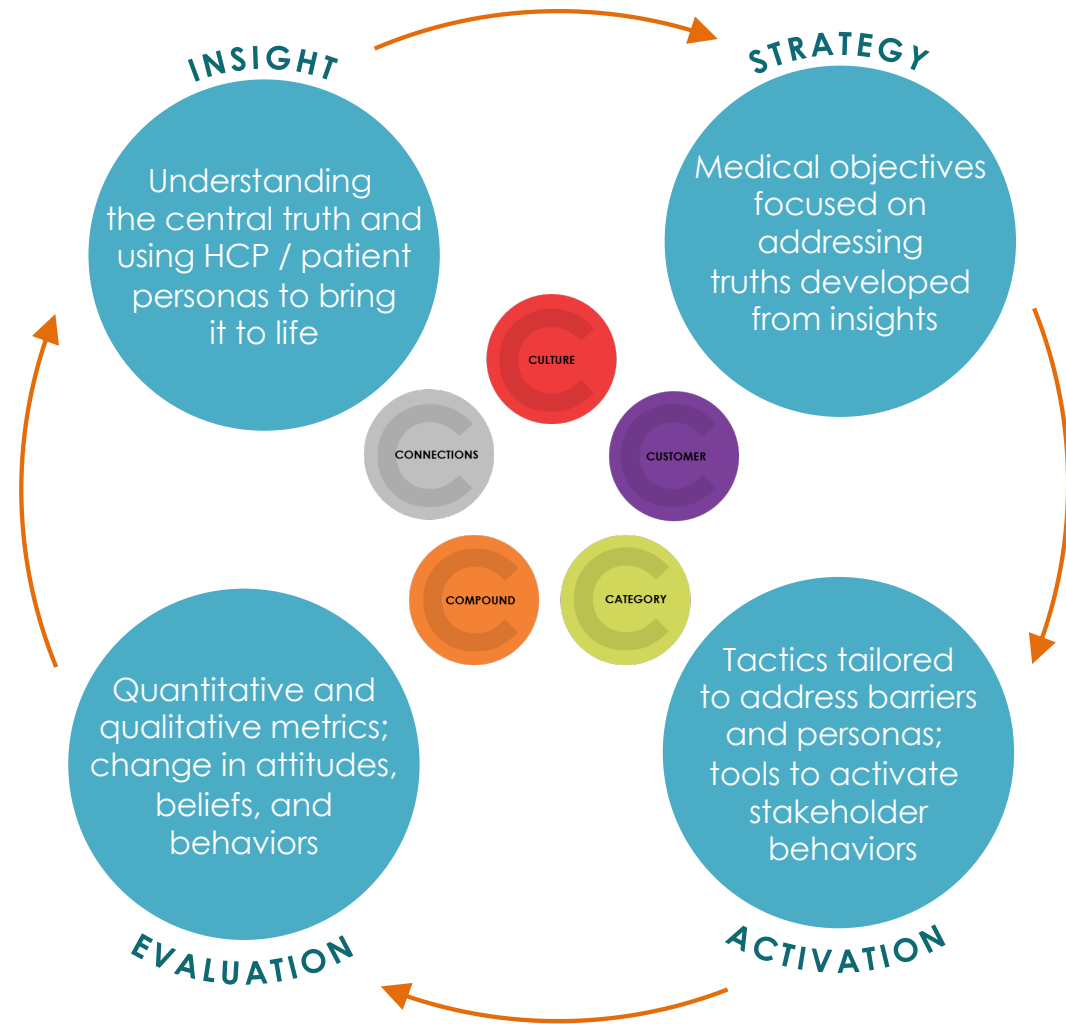
Ensure ethical practices and transparent communications are maintained in all activities and by all functions

Recommendations for Medical Affairs involvement

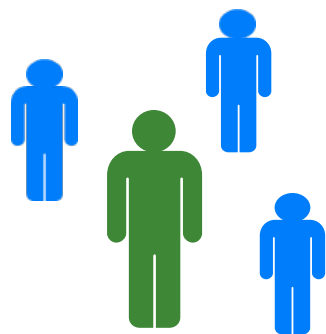


Recommendations for delivering smarter communication programs to change lives

The medical strategic planning process applies a consistent focus on insight based truths to deliver smarter communication programs



The opportunity awaits



Medical Affairs has always been externally driven because of pressures to separate medical and commercial functions

Now Medical Affairs has the chance to play a central, strategic, stakeholder-engaging role

A transformation in mind-set and approach is required. By understanding central truths based on insight, Medical Affairs can design targeted and effective medical plans

Medical Affairs can provide the backbone not only for their own activities but also for other functions, and be the driving force behind a company's unified collaborative approach to delivering value to its stakeholders