

The Rise of Medical Analytics

May 7, 2021

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.

This presentation is for informational purposes only and is not intended as legal or regulatory advice.

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

Panelists



Sarah Jarvis, MBA

Global Medical Affairs
Lead

ZS Associates



Jason Howard, PhD

Scientific Engagement &
Medical Digital Lead

Sanofi-Genzyme



Samiul Hasan

Director, Global Medical Data
Science, Analytics and Reporting

GlaxoSmithKline



Chris Denove, MBA

Director, Global Medical
Data & Analytics

Amgen

Leading companies are starting to invest in Medical capabilities, but execution and support structures vary

No Support

01

- Very basic analyses
- Minimal/no tracking of KOL engagements
- No consistency across regions

Limited Support

02

- Field teams using CRM system
- Local and non-connected systems (e.g., tracking on excel spreadsheets)
- Local analytics team member(s) providing local support

Functional Support

03

- Global systems (customized locally)
- Roles typically with Medical Org to lead
- HQ function that works with local affiliates, in part- or full-time role

COE

04

- COE that resides within medical or broader organization (with dedicated medical team)
- Creating org structure around activities
- HQ working with affiliates with similar roles in a full-time role

This investment extends across the key medical affairs functions where leading organizations are building analytics capabilities

Engagement Planning

Supporting field medical from KOL identification through engagement planning with real-time coordination and customer insights

Medical Communication

Tracking publications and generating scientific communication content that is timely and relevant

Medical Education

Understanding the impact of medical education on awareness, understanding and clinical practice



Customer & Patient Experience

& Insights

Enhancing the overall customer experience and capturing the voice of customer & patient

Evidence Generation (EG) Planning

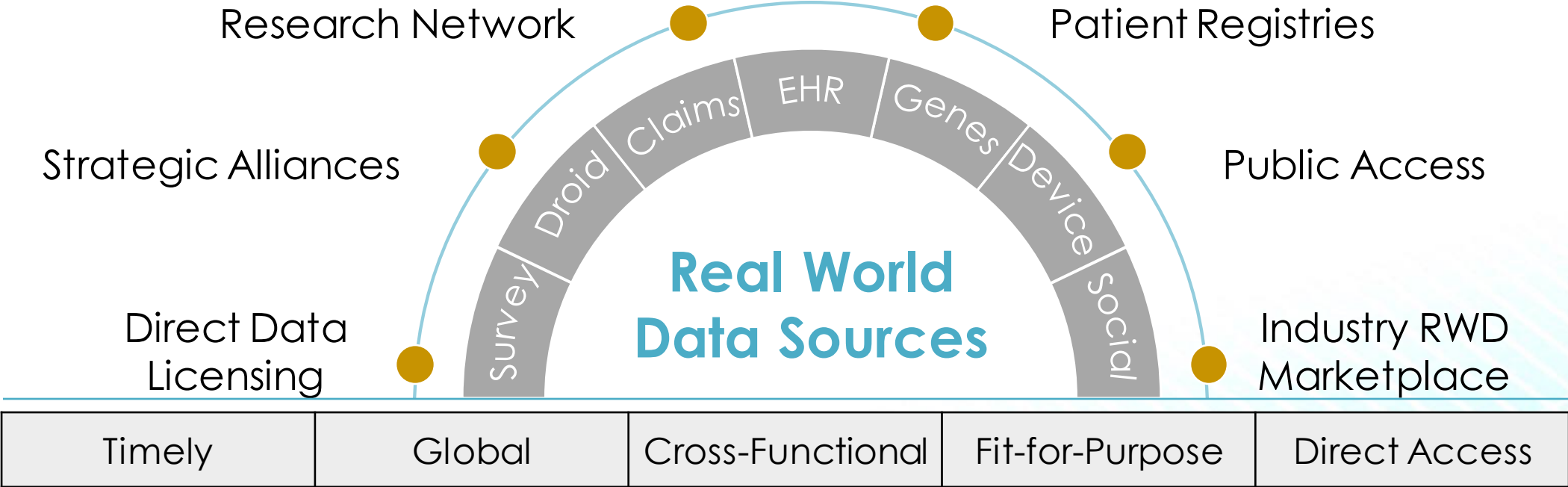
Improving planning, tracking and execution of evidence generation studies

Building a strong base in RWD requires proactive investment in data pools that span across multiple sources

Real-World Data (RWD) is data relating to **patient health status** and/or the **delivery of health care** routinely collected from a variety of sources

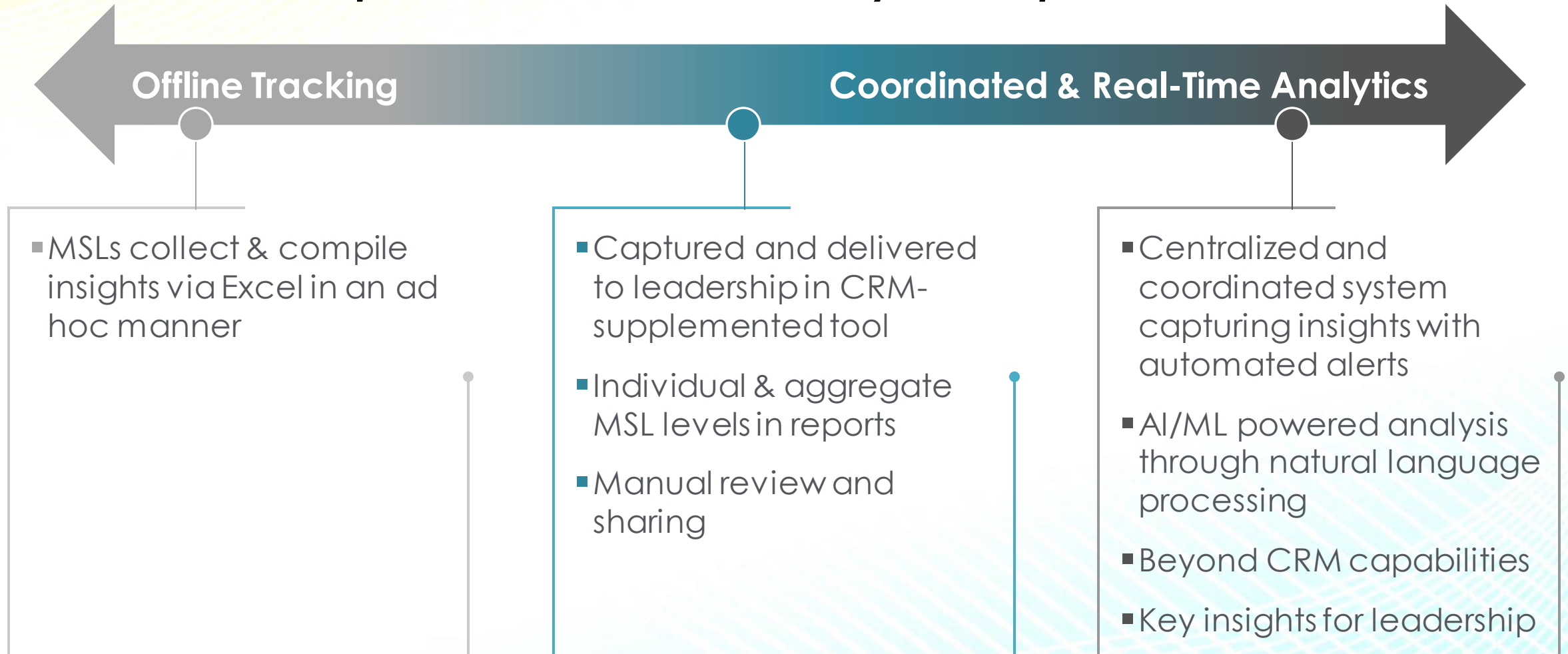


Real-World Evidence (RWE) is **clinical evidence** about the potential usage and benefits or risks of a medical product **derived from analysis of RWD**



Similar to overall analytics capabilities, there is also a wide spectrum of how medical captures and analyzes insights

Spectrum of Medical Analytics Capabilities



Panelist Discussion



Sarah Jarvis, MBA

Global Medical Affairs
Lead

ZS Associates



Jason Howard, PhD

Scientific Engagement &
Medical Digital Lead

Sanofi-Genzyme



Samiul Hasan

Director, Global Medical Data
Science, Analytics and Reporting

GlaxoSmithKline



Chris Denove, MBA

Director, Global Medical
Data & Analytics

Amgen

Thank you!
Questions?