

**Welcome!**  
**How Can Medical Affairs Maximize  
Strategic Impact within the Organization**

# Disclaimer

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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 question box.

## On-demand:

This webinar, as with all previous ones, will be available on MAPS Connect and the Content Hub for MAPS members.



# Presenters



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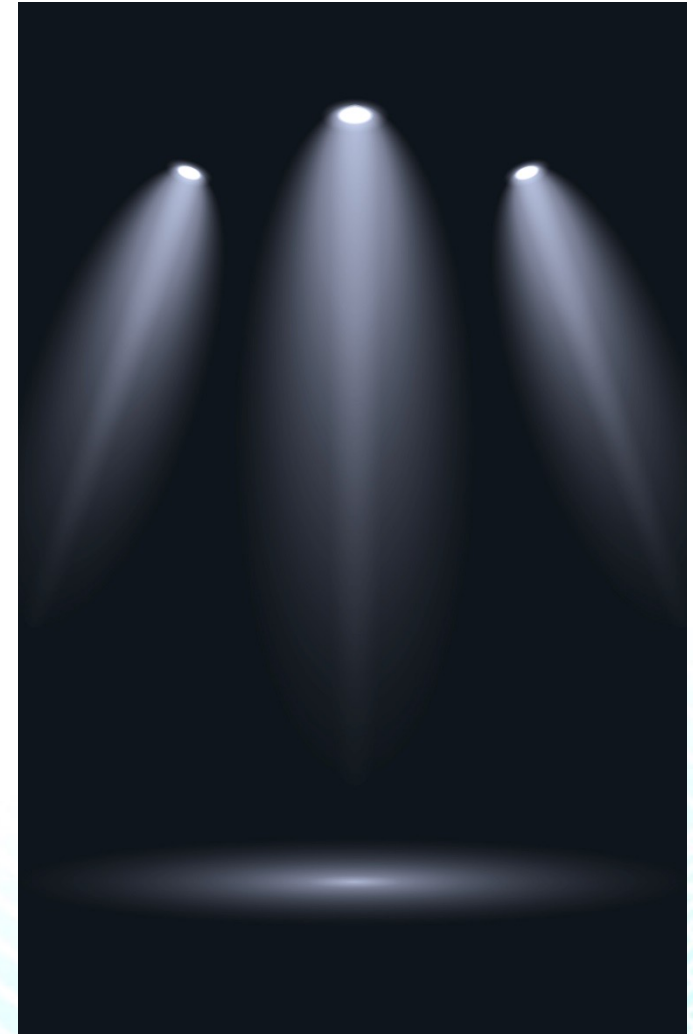
# Educational Objectives

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

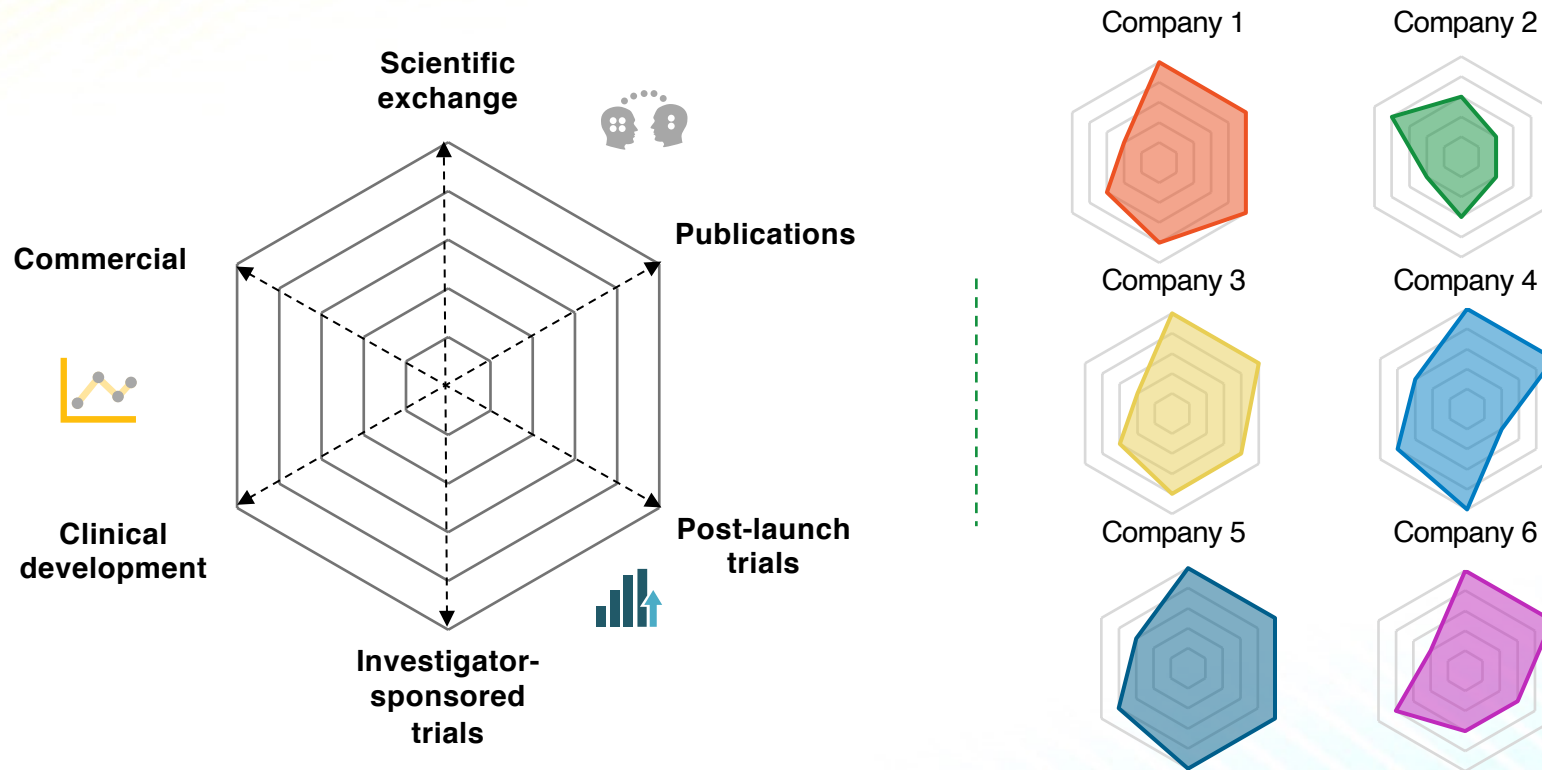
- Discussing the current and future role of Medical Affairs in overall pharmaceutical strategic decision making
- Characterizing value that Medical Affairs does and could provide
- Highlighting potential ways in which Medical Affairs could evolve in the future
- Discussing key questions that may shape MA perceptions and activities going forward

# Multiple industry trends have put the spotlight on Medical Affairs

- ◆ **Specialty care has emerged as primary growth vector** in pharma – oncology, immunology, rare diseases
- ◆ **Complex molecules and developmental approaches mandate a scientific bias in communication**
- ◆ Hyper-competition has led to **need for nuanced yet succinct scientific communication from a credible *medium***
- ◆ **Science no longer stops at the regulatory doorstep**, with constant need to generate, communicate **RWD** (both clinical and HEOR)
- ◆ **Rapid evolution of the healthcare system** (e.g., telehealth, patient centricity) changing the way information is consumed
- ◆ **Technology** incl. digital, AI, devices are **invading clinics and permeating industry**



# While the MA function must be aligned with overall corporate objectives, there is room for growth in most organizations



Evolution continues – no “one size fits all”



# Many global pharma have started to break from the pack by strategically defining Medical Affairs value add for the organization

## The Best

## The Rest...

✓ Enlist MA in a **bi-directional information flow** – *out of*, and *into* the organization



? See MA as **communicating medical information outwards**

✓ Empower MA leadership with a **seat at the table** for key product **development decisions**



? **Seldom (or in ad-hoc manner)** engage MA leadership in product dev decisions

✓ Balance **focus for MA teams** between **strategic** vision vs. tactical execution



? Limit MA engagements to **tactical execution of annual** priorities

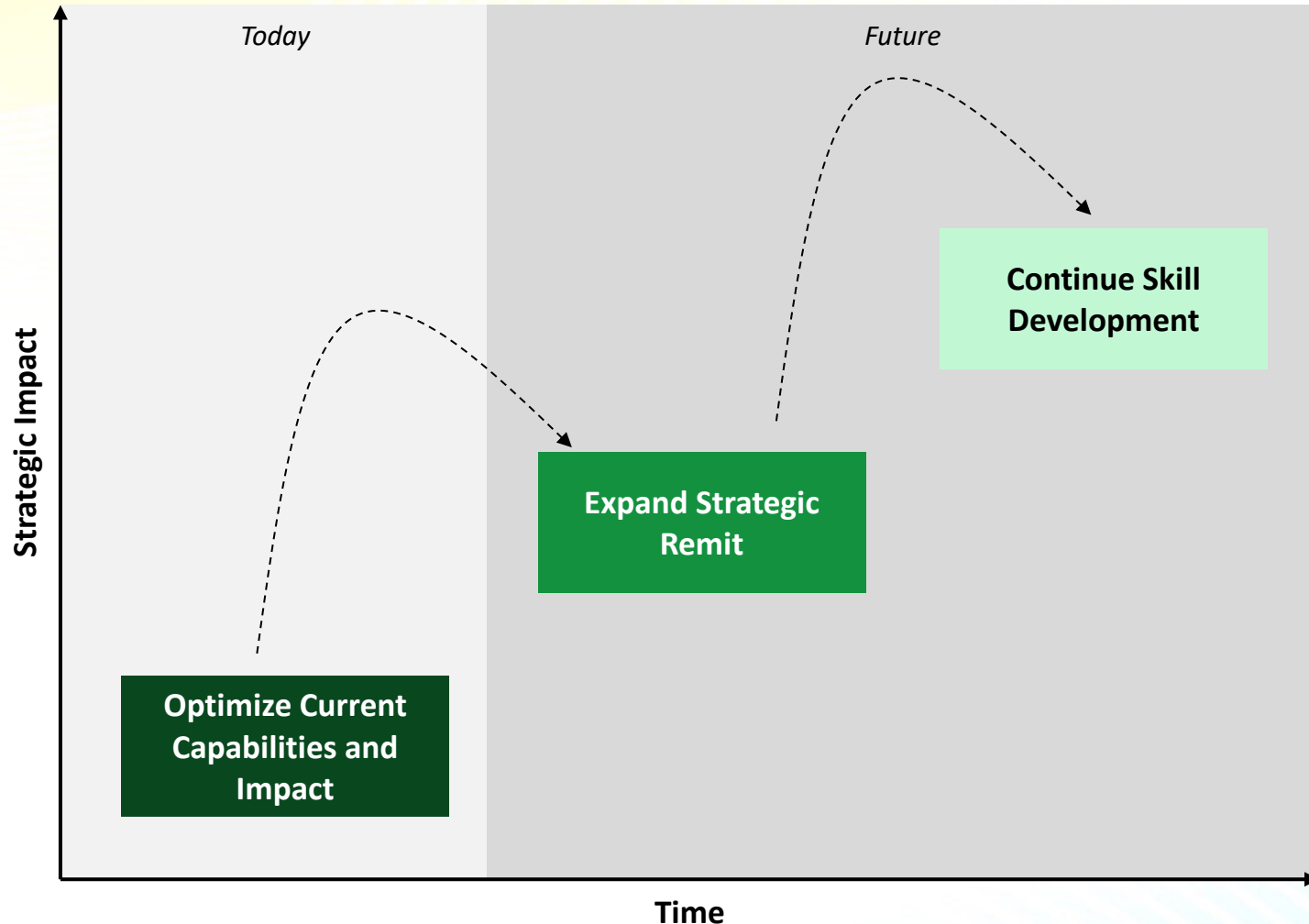
✓ **Be co-led by MA** in insights generation and preparedness on competitive threats



? **Take a purely commercial lens** to competitive threat to assets / brands



# Call to Action: Optimize current operations to make room for future growth into strategic decision-making

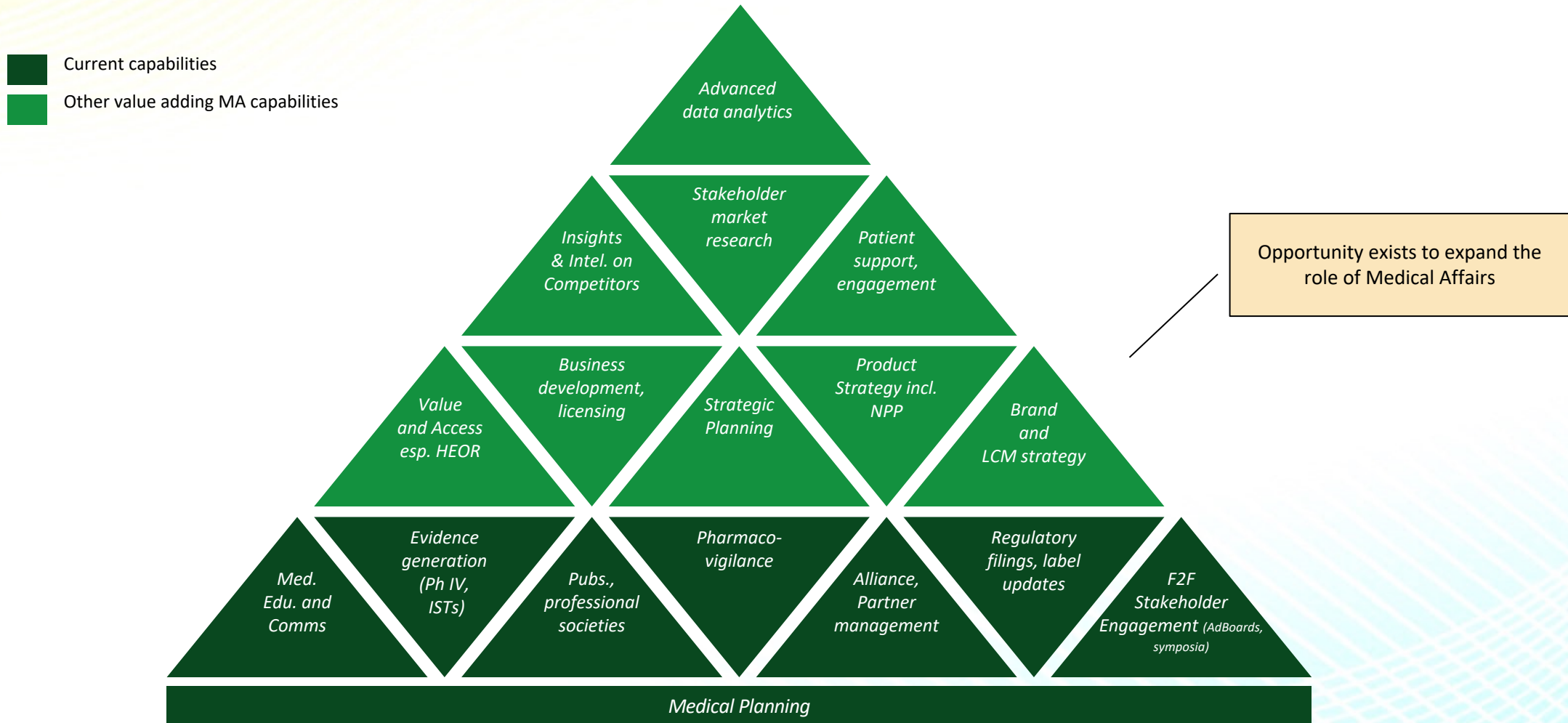


Given the **expertise and intellectual horsepower** that resides within Medical Affairs, there is an **opportunity to streamline process** and improve impact

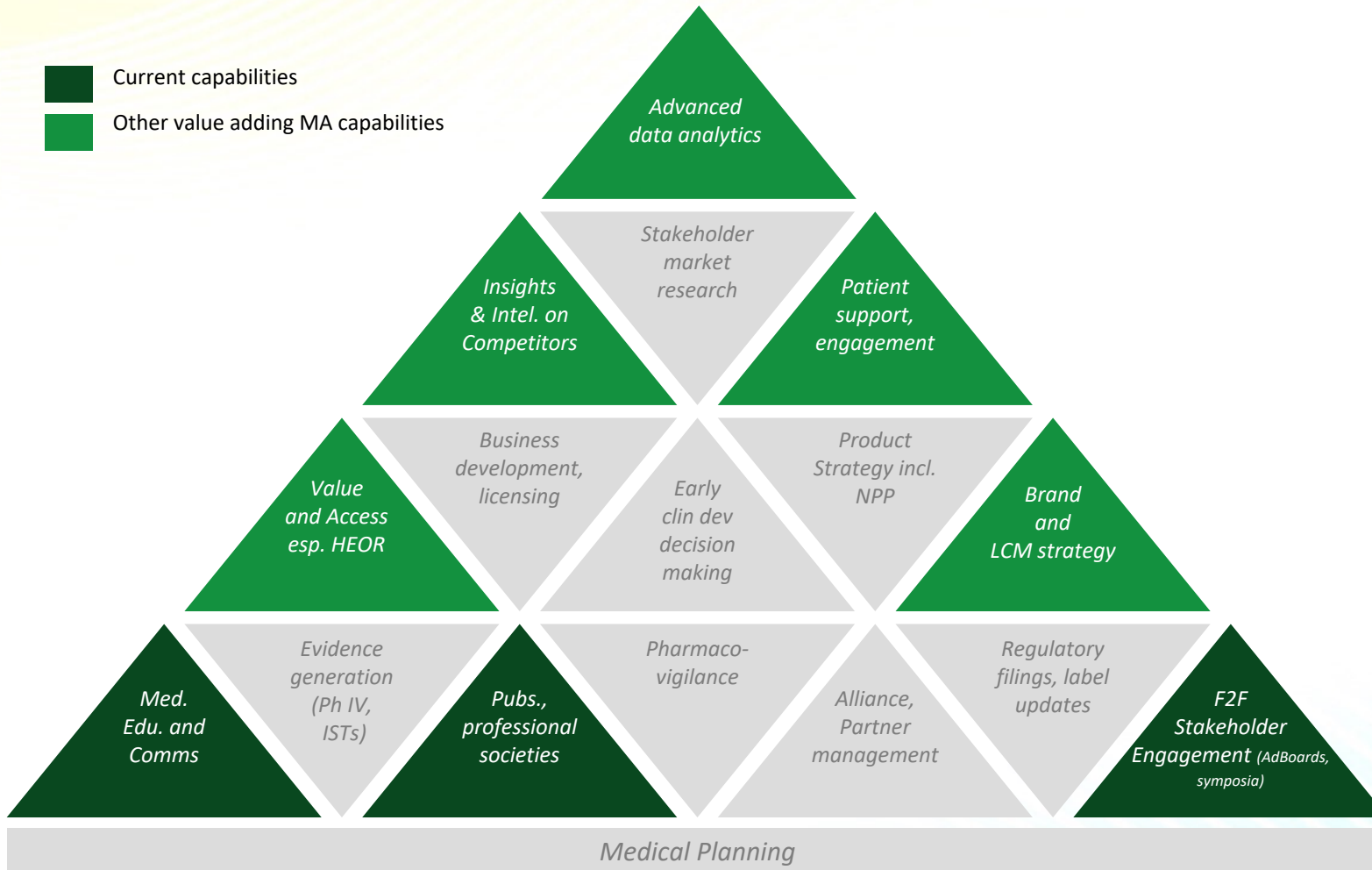
Medical Affairs can **play a larger role in shaping the strategic remit of the company** and determining how the organization can achieve its mission

As Medical Affairs evolves, it will be critical to **find the right talent to remain on the cutting edge** and continue to develop and refine crucial capabilities

# There are a number of strategic organizational opportunities where MA should have a strong influence for a future-ready biopharma



# Today we will focus on several of these aspects



## Key Questions

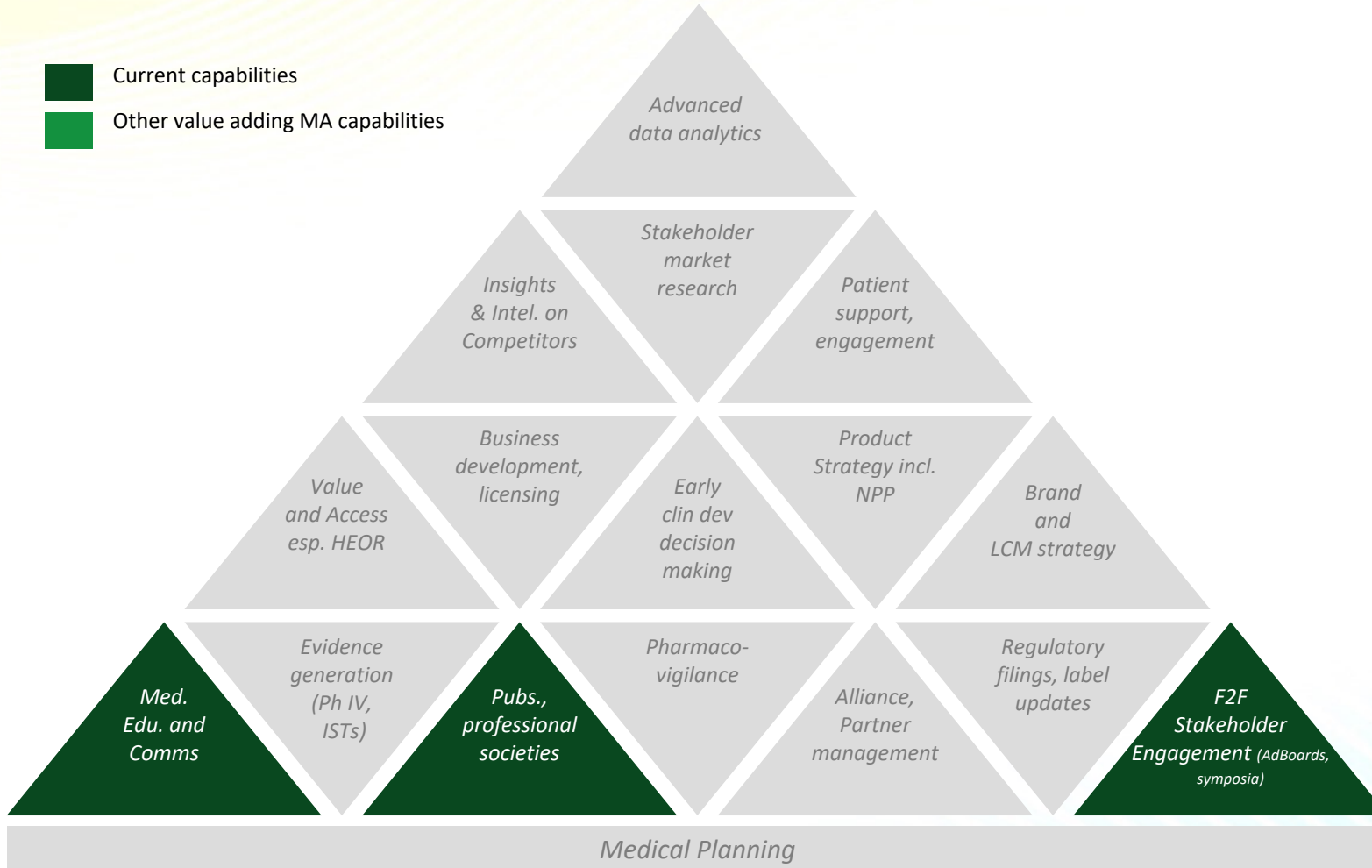
Where are we today?

What incremental optimization can be done in the near future?

Are there major innovations we can make to optimize MA's impact?

What potential challenges do we need to address?

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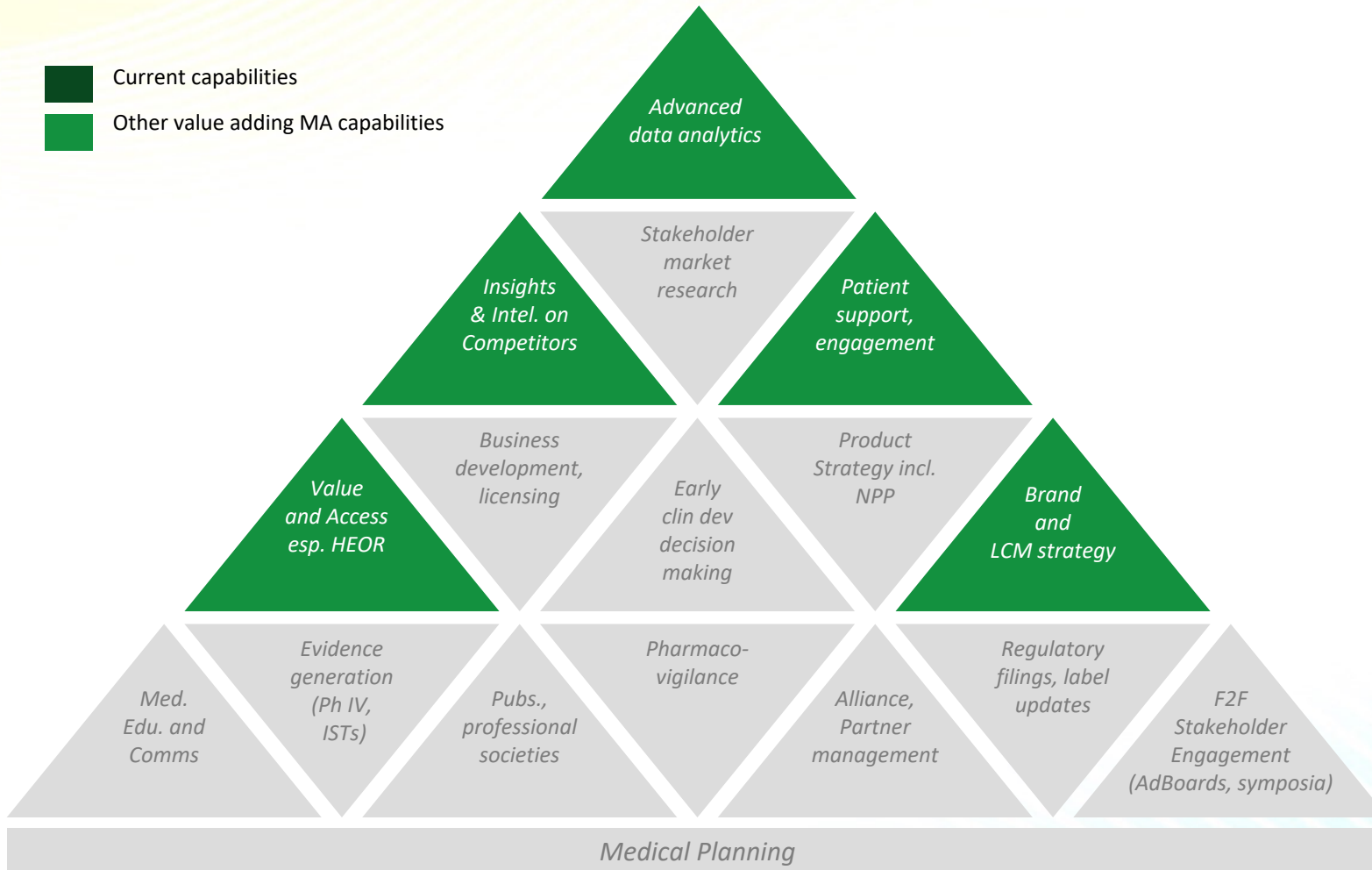
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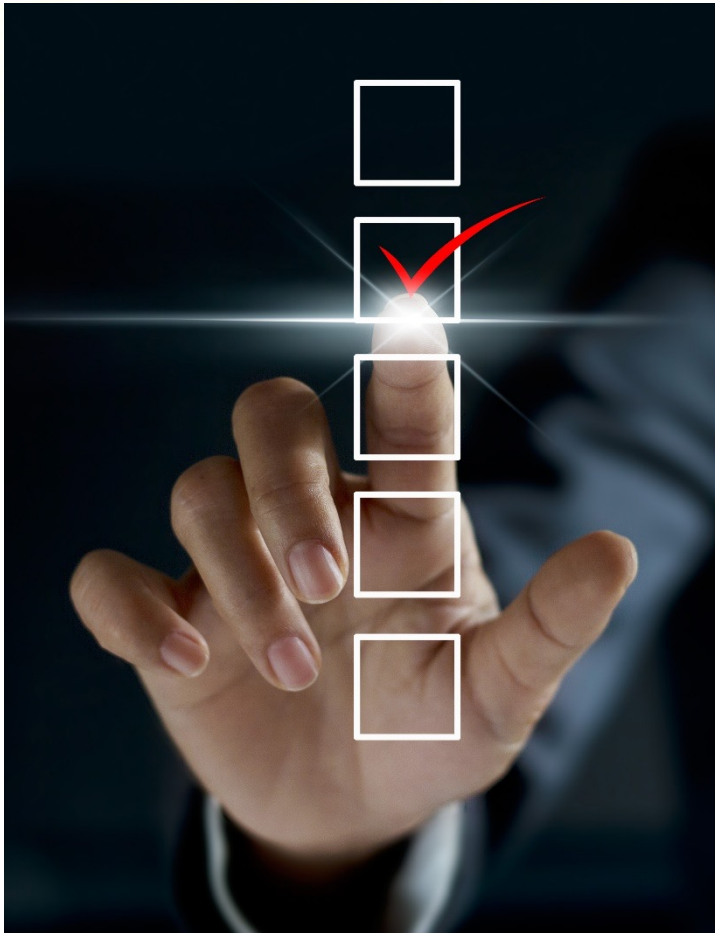
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# Potential Near-term Next Steps

*Priorities for Medical Affairs leadership to jumpstart the next wave of growth*



- ☑ **Assess and adapt resourcing** based on refreshed priorities; invest time to build **business case for investment decisions**
- ☑ **Embrace multi-channel / digital communication** or other approaches as a complement to **raising the game on field medical engagement**
- ☑ **Inject a strategic mindset to planning, especially in global MA** – forward looking, long term thinking, beyond annual plans
- ☑ **Proactively develop internal Medical Affairs point of views** on key disease area / molecule / brand priorities
- ☑ **Address the supply of high-quality pharma talent** by widening intake and investments in professional development