



A **MAPS** GLOBAL TOWN HALL

**AN OPPORTUNITY FOR MEDICAL AFFAIRS STRATEGIC
LEADERSHIP DURING THE PANDEMIC AND BEYOND
PART 3. INSIGHT GENERATION AND MEDICAL AFFAIRS CAPABILITIES**

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SPEAKERS



Tamas Koncz
Chief Medical Officer,
Inflammation and Immunology



Alex von Faber
Head PDMA Competency
Development



Sanaz Cardoza
Senior Director



Mallinckrodt



Charlotte Kremer
EVP and Head of
Medical Affairs



Danie du Plessis
EVP Medical Affairs



Kirk Shepard
Chief Medical Officer,
Head of Global Medical
Affairs, SVP OBG





MAPS Annual Meetings: Global and EMEA



••••• March 20-23 •••••

NEW ORLEANS

From Vision to Action: Medical Affairs' Time to Lead is Now





Polling Question #1

Where are you located?

- North America
- South America
- Europe, Middle East, Africa
- Asia, Australia



An Opportunity for Medical Affairs Strategic Leadership During and Beyond the Pandemic



Discuss and **communicate** the **best practices** for Medical Affairs across companies

- Using the context of the ongoing and rapidly changing global Covid-19 pandemic



Evaluate how learnings from Covid-19 can have **broader applications** for Medical Affairs



Review the **emerging role** of Medical Affairs and how **MA is now positioned for Strategic Leadership.**

- Part 1 (2020) **Evidence Generation and Evidence Dissemination**
- Part 2 (2020) **Digital Innovation and Field Medical Affairs**
- Part 3 Today **Capabilities Development and Insight Generation**



Medical Affairs – A Mission During the Pandemic and BEYOND

- We are **experts** with a **deep knowledge** of our medicines and our therapeutic areas. External HCPs view us as **peers**, our internal colleagues as **partners**.
- Through **evidence generation and dissemination and peer-to-peer interactions** we provide our customers with accurate and **clinically relevant information** about our medicines that help them make better treatment decisions.
- We generate **actionable insights** on **our medicines and the evolving clinical reality** and collaborate with our internal colleagues to ensure that insights are **reflected in company decisions and plans**.
- By doing this, we ensure that **appropriate patients** can safely and effectively benefit from our current and future medicines.



Polling Question #2

How many years of experience do you have in Medical Affairs?

- None-2
- 3-5
- 6-10
- 10+



AGENDA

TIME (EDT)	PRESENTATION	SPEAKER
10:00	Welcome & Opening Remarks	Tamas Koncz
10:10	Capabilities for Developing Medical Leadership	Alexander von Faber
10:25	Strategic Insights	Sanaz Cardoza
10:40	Audience Q&A and Panel Discussion	Full panel
11:10	Closing: The Opportunity for MA is Here and Now	Tamas Koncz





Polling Question #3

What is the Size of the Medical Organization within your Company?

- 1-10
- 11-50
- 51-200
- 200+



Strategic Insights

Sanaz Cardoza
Senior Director, Mallinckrodt



Impact of COVID-19





Introduction/Background

- Insights from Medical Affairs (MA) are viewed as one of the most important aspects of demonstrating the value of MA
- **MA is best positioned to gather impactful and meaningful insights that can help drive and shape Medical and Corporate Strategy – we are the trusted resource internally and externally**
- Several ways MA can identify insights
 - Scientific interactions with KOLs and HCPs
 - Medical Information inquiries
 - Advisory Boards
 - Conferences/Webinars
 - New publications
 - But we can also gather insights from **Social Media**



What is an insight

- An idea, novel piece of knowledge or perspective that stimulates a new way of thinking and suggests action
 - If there is no action, there is no value
- Actionable Insights are the ‘aha’ moment that explains beliefs and behaviors that when acted upon advance our Medical objectives (Acceleration Point)





Value of Medical Insights

- Insights help us identify needs:
 - Gaps in data and scientific communication
 - Gaps in training and educational needs
 - Adverse events and other safety concerns we may not have otherwise been aware of
 - Use in other areas
 - Patient insights (patient journey)
 - Competitive intelligence
 - Disease and treatment landscape
- **Insights keep us aligned with change**



Insights come in different shapes and sizes

- Some are small and some can be HUGE
 - Some apply to Marketing, while others can be applied to Medical, Clinical Development, or HEOR
 - Insights need to be organized and categorized
 - But big or small we need to bring them forward
 - Depending on the insight we can choose to:
 1. Act: Formulate an action plan
 2. Gather more information (Through surveys / questions)
 3. Monitor
 4. Do not act





Adapting to the new norm

As MA we must be adaptive and continue to think about new and better ways to do our job

- We must be attuned to any channel that involves the disease states and therapeutic areas we're involved in
 - Ex: weekly webinars held by ABA “Burns in light of COVID-19 Pandemic”
 - Social Media
 - Follow your KOLs and societies on Twitter, and online journal clubs
 - One clear outcome of the pandemic was that everyone was spending more time online





Insight Process

- Several ways to collect insights
 1. Organic Observations - Scientific interaction and discussion
 2. List of organized questions to be monitored or explored – that are aligned to the Medical Strategy
- Need to have a good system in place to collect, process, and review insights
 - MAPS has a dedicated insights focus group
 - Many resources to help you get started or to improve your current insight process



What Should we do as MA leaders to maximize the full potential of insights

1. Teams need to understand the overall Medical and Brand strategy
 2. Need to have the right kind of insight process and mechanics
 3. Make sure insights are shared with the appropriate stakeholders
 4. Create an action plan with timelines, assign leads, and follow-up
 5. Track and measure
- **Suggestion - Have MSLs (and other MA members) involved in the insight reveal process and discussion this is how we can empower our teams so they can bring back strategic insights**



Polling Question #4

In your organization, to what degree has Medical Affairs realized the opportunity for strategic leadership? (Scale of 1-10, 1 being lowest degree and 10 being highest)

- 1-2 Lowest Degree
- 3-5 Starting to Realize Opportunities
- 6-8 Regularly Using Opportunities for Strategic Leadership
- 9-10 Highest Degree

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Questions for Panelists/Presenters (Capabilities)

- What new capabilities do Medical Affairs professionals and teams need in order to propel the function into a more strategic role?
- Are there differences in the capabilities required for global, regional and local Medical Affairs teams?
- What changes in society or industry are driving change in required capabilities?



Questions for Panelists/Presenters (Insights)

- Can you give an example of an insight that filled a gap, leading to patient benefit?
- Do you see value in insights beyond that to Medical Affairs -- what is the organizational value of insights?
- Beyond capturing the number of insights generated, how can we measure the impact of insights?



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Thank you