

Welcome!

Measuring Medical Impact in Real-time

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.

Presenters



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Educational Objectives

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

- Sharing a real-world example of using data and technology to measure medical impact in real-time.
- Discussing inherent biases of current approaches of measuring medical value and suggestions to mitigate undesirable outcomes that arise from these biases.
- Highlighting the challenges that exist in implementing and scaling a data-driven solution in Medical Affairs and sharing best practices to accelerate your journey.

3 Unaided Advocacy Metrics to Measure Medical Impact

Medical Impact Definition

Ability to measure how Medical Affairs activities impact the knowledge and beliefs of physicians and healthcare stakeholders to drive better patient outcomes.

Three Advocacy Metrics to Measure Medical Impact



Share of scientific voice

How does the visibility of our scientific platform compare to a set of comparators?

Sentiment

What is the sentiment of the community related to our scientific platform?

Sentiment reach (unaided scientific dissemination)

What % of medical experts drive dissemination of our scientific platform?

Opportunity to track scientific and social data

Scientific Channels

Publications, Clinical Trials, Congresses, Guidelines



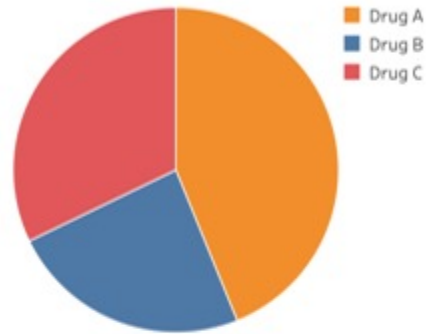
Social Media, Clinical, General Web Channels



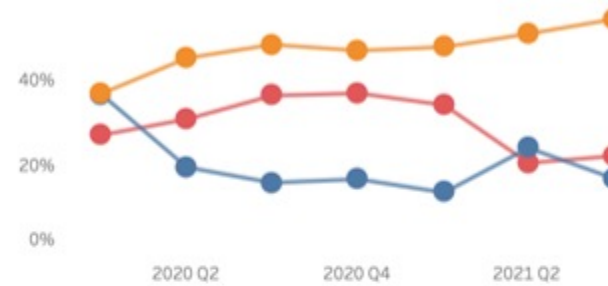
Example of a Medical Impact dashboard

< Overview >

Unified SoSV Summary ①



Unified SoSV over Time



Sentiment



Sentiment Reach

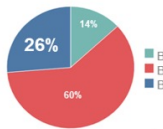


Example of a Strategic Insights Report

Setting Context with Actionable Recommendations

Performance

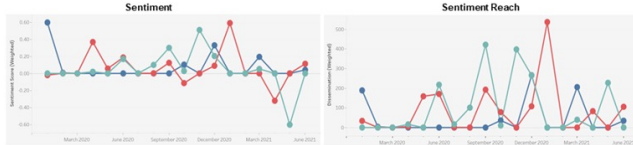
Total SoSV, July 2020 – June 2021



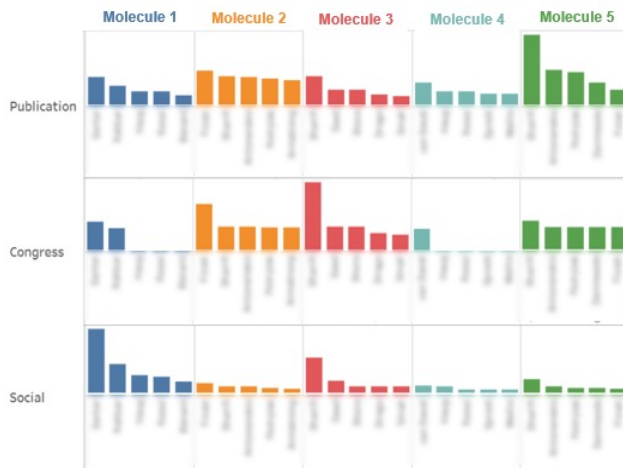
Total SoSV, by Quarter



Sentiment and Sentiment Reach, by Month



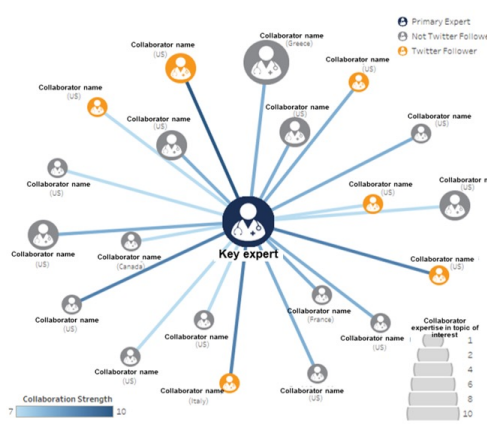
Key MEs Contributing to Share of Scientific Voice Across Channels for Key Molecules in Indication X



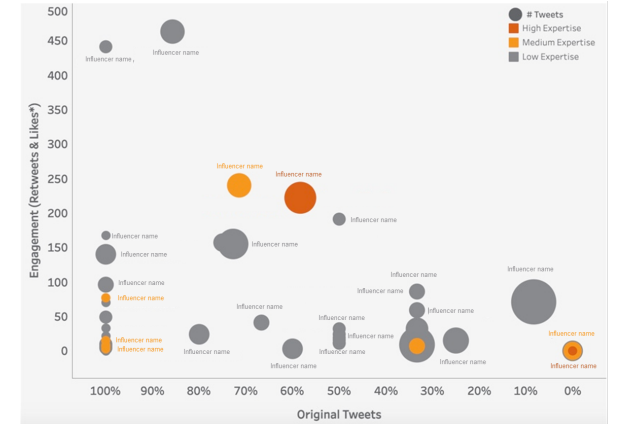
Insights & Recommendations

Key insights and recommendations regarding scientific voice and expert engagement across various channels and molecules.

Network Mapping



Digital Influencer Identification



Strategic Prioritization

ID	First Name	Last Name	Affiliation	Country	Indication X	Molecules Indices			Twitter Metrics			Congresses	Publications	
						Molecule A	Molecule B	Molecule C	Indication X # Tweets	Engagement	Followers (experts)			Followers (all)
1					10	10	10	10	0	0	0	0	10	10
2					10	10	10	10	0	0	0	0	10	10
3					10	9	9	9	45	2	315	367	10	9
4					10	7	8	8	0	4	690	2387	10	10
5					10	7	8	6	33	152	680	2281	10	9
6					10				0	0	0	0	10	6
7					10	2		2	11	66	295	1729	10	9
8					10	9		3	0	0	0	0	10	9
9					10	1		1	0	2	76	311	10	7
10					10	5		7	685	24	528	3904	10	9
11					10	9		10	0	0	0	0	10	10
12					10	4		2	8	23	317	1377	10	10
13					10	4		2	0	5	287	839	10	6
14					10	8		4	0	0	0	0	10	7
15					10	8		1	0	0	0	0	10	10
16					10	7		1	0	0	0	0	10	9
17					10	2		1	0	0	0	0	10	10
18					10	1		1	0	0	0	0	10	10
19					10	2		1	0	0	0	0	10	10
20					10	1		1	0	0	0	0	10	10
21					10	1		1	0	0	0	0	10	10
22					10	5		6	0	0	0	0	10	10
23					10	10		6	3	21	895	3877	10	9
24					9				8	9	333	2149	10	9
25					9	5		1	66	11	252	1455	10	9
26					9	9		9	0	0	0	0	10	6
27					9	8		5	232	55	655	2785	10	9
28					9				0	3	219	1205	10	10
29					9	1		1	0	0	0	0	10	9
30					9	2		2	0	0	0	0	10	10

Survey questions

1. Has your organization tried to develop a solution to track and measure impact of Medical Affairs activities?
 - Y/N
2. How successful was your organization in implementing a Medical Impact measurement solution?
 - On scale 1-4 (1=unsuccessful, 4=very successful)
3. What is the biggest challenge your organization has faced in implementing a Medical Impact measurement solution?
 - Alignment on metrics to measure, investment and resources, data & technology capabilities, leadership buy-in