



**MEDICAL AFFAIRS**  
**MASTERCLASS**  
**Launch Excellence**

**BECOME AN EXPERT & HONE YOUR SKILLS FOR PHARMA,  
BIOTECH, MEDICAL & DIAGNOSTIC DEVICE LAUNCHES**

## PROGRAM DATES

<b>Oct 4-5, 2021</b>	New York	<b>Jan 31-Feb 1, 2022</b>	Zurich
<b>Oct 25-26, 2021</b>	Philadelphia	<b>Feb 7-8, 2022</b>	Madrid
<b>Nov 1-2, 2021</b>	Boston	<b>Feb 14-15, 2022</b>	London
<b>Nov 15-16, 2021</b>	Chicago	<b>Feb 21-22, 2022</b>	Paris

## WHAT IS A MEDICAL AFFAIRS MASTERCLASS TRAINING PROGRAM?

Immersive, situational-based, two-day training programs, focused on key competencies of Medical Affairs that MAPS deems critical for success.

Whether you're preparing for your first launch or your 5th – big company or small – this program will prove useful, as successful launches in this new era will only be possible if we upgrade existing best practices, together.

Each MasterClass is designed to have a maximum ratio of 8 participants per instructor. We are limiting participation to 40-50 maximum per city, and are expecting delegates from approximately 20-25 different companies per city.

Each program is carefully designed to maximize best practice sharing and cross-industry networking, and will include access to a post-meeting online workspace for continued collaboration with the learning cohort for 1 year, at no additional cost.

**REGISTER NOW at <https://medicalaffairs.org/le-masterclass/>**

## WHO



Medical Affairs Professionals who are part of a launch planning team

Professionals looking to gain local, regional & global market level perspective

Executives looking to engage with other industry Thought Leaders across Big Pharma, Biotech & Devices

## WHAT



A bespoke learning framework created by the largest industry group of Launch Excellence Medicals Affairs experts from across the globe

A unique opportunity to develop skills that push your organization forward

Continued, ongoing benefits including access to online learning materials and networking opportunities

## HOW



Unique 2-day program with built-in commute time

Thought Leader insights and peer-to-peer discussions

Review case studies in a practical workshop environment

Interactive, educational setting with tangible applicability for you and your team

## WHY



Empower individuals and teams for optimal professional growth

Share best practice across Leaders within Medical Affairs

Examine the role of multichannel/omnichannel working within Launch Excellence

Network with peers

## PROGRAM OBJECTIVES

After participating in the Launch Excellence MasterClass program, participants should be better able to:

- Understand the expanding Medical Affairs leadership role in Launch Excellence and how Medical Affairs expertise should be leveraged throughout the process to maximize value
- Identify core components of a successful launch from a company and learn from external stakeholders' preferences
- Demonstrate cross-functional collaboration and alignment on shared goals and expectations when working across internal and external stakeholder networks
- Support the optimization of tools, systems and processes to elevate organizational launch capabilities and readiness with clear roles and responsibilities for strategic and implementation objectives
- Address current real-world launch challenges driven by an accelerated shift to digital and remote working through case studies and live discussion



## Monday

### Welcome & Intro (30 mins) Case Study Introduction

10:00

Panel Discussion with polling (30 mins)  
How the Move to Digital Changed Medical Affairs

Group Exercise (60 mins)  
Key Launch Concepts

Workshop (30 mins)  
Aligning and Tracking Inputs to Deliver Desired Outcomes

Regroup (15 mins)

13:00

Lunch (1 hour)

Keynote talk (45 mins)  
The Role of Global, Regional and Local Medical Affairs  
in Evidence Generation and T-24 Planning

Topic 2 Group Exercise (120 mins)  
Lifecycle Management Planning: Building Strong Collaborative Relationships  
Between Clinical, Commercial and Medical Affairs Teams

Regroup (30 mins)

17:00

Networking Reception (1 hour)

## Tuesday

### Plenary (30 mins) Leveraging Strategic Storytelling to Optimize Data Dissemination

10:00

Panel Discussion (50 mins)  
The Outside View: What Does Great Look Like?

Plenary (30 mins)  
Patient Centricity: Shifting from Buzzword to Actionable Plan

Group Case Study Exercise (90 mins)

13:00

Lunch (45 mins)

Plenary (30 mins)  
Industry Direction & Trends

Small Group Discussion (120 mins)  
How to Organize Your Department to Succeed

Regroup & Feedback (30 mins)

17:00

Closing & What's Next (15 mins)

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	US Pricing Schedule (in USD)	European Pricing Schedule (in USD)
<b>Members</b>	<b>\$1,700</b>	<b>\$1,500</b>
<b>Non-Members</b> (Includes 1 year MAPS membership)	<b>\$1,950</b>	<b>\$1,750</b>
<b>Teams of 5 or More Registering at Same Time*</b>	<b>\$1,500 (members) \$1,700 (non-members)</b>	<b>\$1,350 (members) \$1,500 (non-members)</b>

\*Note: team members do not all have to attend the same city.

Instruction will include a limited number of plenary sessions focused on general launch principles that apply to all types of launches. The majority of program time (>70%) will be spent in small group interactive workshops and table discussions, where participants will have the opportunity to join peers with specific interests and needs, such as launch planning for big pharma, first time launches, or medical/diagnostic device launches.

A detailed program and instructor list for each city, as well as venue information, may be found on the individual MasterClass pages on the MAPS Website. As the schedule is designed to allow for commute times for local participants, a limited number of hotel accommodations will be made available to those desiring overnight accommodations, or for those traveling from outside the host city.

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A special thank you to our experienced leaders from the MasterClass Working Group of the Learning & Development Committee, and the Medical Strategy & Launch Excellence FAWG Members who comprise the Launch Excellence MasterClass Core Planning Team:



**CESAR CEREZO**  
CHIEF MEDICAL OFFICER  
**ALKALHEST**  
A Grifols Company



**ARRON MUNGUL**  
DIRECTOR MEDICAL CAPABILITIES, BMS, UK  
MAPS STRATEGY & LAUNCH EXCELLENCE FAWG  
Bristol Myers Squibb



**DAVID BARWICK**  
CLIENT SOLUTIONS DIRECTOR, AMPLITY HEALTH, UK  
MAPS L&D COMMITTEE, MASTERCLASS WORKING GROUP  
Amplity HEALTH



**WENDY WELLS**  
DIRECTOR, MEDICAL AFFAIRS TRAINING, APCELLIS PHARMACEUTICALS, USA  
MAPS MASTERCLASS WORKING GROUP  
Apellis



**SARAH CLARK**  
GLOBAL HEAD OF MEDICAL AFFAIRS AND OPERATIONS  
BIOGEN, SWITZERLAND  
MAPS STRATEGY & LAUNCH EXCELLENCE FAWG  
Biogen



**MARIJA GEERTSEN**  
VP MEDICAL AFFAIRS, LUNDBECK, USA  
MAPS STRATEGY & LAUNCH EXCELLENCE FAWG  
Lundbeck



**GREGORY CHRISTOPHERSON**  
VP OF MEDICAL AFFAIRS, MEDLINE INDUSTRIES, USA  
MAPS MEDTECH FAWG CO-LEAD  
MEDLINE



**EMILY HOWMAN**  
MEDICAL STRATEGY LEAD, ENVISION PHARMA GROUP, UK  
MAPS STRATEGY & LAUNCH EXCELLENCE FAWG  
ENVISION PHARMA GROUP iEnvision



**EMELINE OUEDA CRUZ**  
GLOBAL MEDICAL AFFAIRS TRAINING MANAGER, IPSEN, FRANCE  
MAPS MASTERCLASS WORKING GROUP  
IPSEN  
Innovation for patient care



**ALEXANDER VON FABER**  
HEAD PDMA COMPETENCY DEVELOPMENT ROCHE, SWITZERLAND  
MAPS L&D COMMITTEE, MASTERCLASS WORKING GROUP  
Roche



**JEFF JORDAN**  
DIRECTOR, OFFICE OF MEDICAL PROFESSIONAL DEVELOPMENT, LILLY, USA  
MAPS MASTERCLASS WORKING GROUP  
Lilly



**GERAINT MORGAN**  
MEDICAL ACADEMY DIRECTOR, INFLAMMATION & IMMUNOLOGY, GLOBAL MEDICAL AFFAIRS, PFIZER, UK  
MAPS MASTERCLASS WORKING GROUP  
Pfizer

## A RECOGNIZED STANDARD OF EXCELLENCE

MAPS is a globally recognized leader in education, training and best practice sharing – setting the standards for Medical Affairs excellence for over 6,300 members from 230+ companies, including 21 official industry partner companies (and counting). A certificate of completion will be provided at the conclusion of the MasterClass. In addition, an online workspace for the MasterClass cohort will be created immediately following the program for one year to allow continued best practice sharing, Q&A, and co-learning from peers in the cohort

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