

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

PROGRAM DATES

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





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

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

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



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

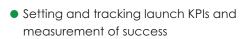
Network with peers

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





- Lessons learnt from remote only launches that should be continued in future ways of working
- Insight gathering e.g., ad boards, treatment landscape, assessment of emerging competitors

- Case studies of how some specific tools have supported launch activities, e.g., software & Insights Analysis
- Internal training including field and cross-functional
- Who, how and when to 'upskill' global, regional and local teams and identifying the triggers/deciding factors to determine these plans

Launch Strategy & Execution, Insights

Evidence

Generation

Planning

Resources Data Dissemination-Education &

Engagement

Organizational

Readiness & Capabilities-

Tools &

- Building a strong relationship between Clinical Development and Medical Affairs
- Identifying the role of local Medical in supporting the development of robust data generation strategic plans
- Competitor differentiation

- Publications/congress strategy, proactive medical communication vs IME/CME (depending on the host market)
- HCPs/Patients speaker panel: what does a great launch look like?
- Developing omnichannel launch engagement plans



MEDICAL AFFAIRS

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

*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.

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:



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WENDY

TRAINING, APELLIS

WORKING GROUP

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MAPS MASTERCI ASS

GREGORY

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MAPS STRATEGY & LAUNCH





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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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