

Welcome!

# Measuring Impact on Medical Imperatives with Share of Scientific Voice

# Measuring Impact on Medical Imperatives with Share of Scientific Voice

## Presenters



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Area Working Group



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**BS Pharm, PharmD**

VP Medical Affairs  
Pharmaspectra

# Educational objectives

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

**Objective 1:** Highlighting the strategic role MA plays in product planning through key elements such as medical imperatives

**Objective 2:** Examining how Share of Scientific Voice (SoSV) measures impact across medical imperatives

**Objective 3:** Reviewing how SoSV optimizes MA planning and impact through insights across medical imperatives



# MA strategic role in product planning

## Key Medical Affairs areas of expertise\*

MA has knowledge and translates:

Current standards of care / guidelines  
Unmet medical needs  
Product profile and MOA  
Therapeutic / competitor landscape  
Patient insights  
HCP / specialty roles in an indication  
Expert engagement  
Peer to peer discussions




## Product strategy fundamentals\*

MA partners or leads on:

Product positioning  
Target product profile  
Target patient group  
Clinical trial design  
Post-marketing / RWE study design  
Scientific narrative  
HCP education  
Patient materials

\*Examples, not an exhaustive list





“It is MA’s responsibility to integrate and synthesize the totality of data to inform the medical and scientific narrative and effectively communicate this information to HCPs and KOLs, payers, and policymakers...to inform patient care and improve patient outcomes.”



# Key product strategy questions for MA to lead

What are the key unmet medical needs that the product\* addresses?

Where should the product fit in the treatment algorithm at launch?

What are the clinical characteristics of the patient that will benefit most from the product?

How is the product different from others in the evolving armamentarium?

What is the scientific narrative for the product?

What are the key medical imperatives for improved patient care and launch success?

\*Product: Drug, device, diagnostic tool

# What are medical imperatives?

Strategic medical imperatives are required foundational knowledge, unmet needs, ownable stakes or value, or even aspirational goals related to the product and its therapeutic area.

Adapted from Medical Affairs Launch Excellence Guide and Templates: Best Practices for Medical Affairs. MAPS 2020 available at <https://medicalaffairs.org/wp-content/uploads/2021/05/Launch-Excellence-Standards-Guidance-Templates.pdf>

# MAPS medical imperatives template

MAPS has developed several templates, including the following for strategic medical imperatives



## Strategic Imperatives (SIs)

### Step-by-Step Instructions

- 1) Discover:** Reading through the existing scientific compendium, certain themes related to required foundational knowledge or needs, ownable stakes or value, or even aspirational goals should become obvious.
- 2) Synthesize:** For a communication strategy to be effective, there must be at least 1, and no more than 8, major strategic imperatives. From analysis of the compendium, compile imperatives that best establish the brand's proposition.
- 3) Edit:** By definition, strategic imperatives are precise, concise, singular, and measurable. For each synthesized imperative, the verbiage is pared down to a single sentence or phrase that captures only the essential elements of the concept, avoiding compound statements and statements that speak too broadly or generically.
- 4) Categorize:** Assign a category for each strategic imperative. This is a 1- to 4-word description that identifies the need the SI speaks to.
- 5) Review:** Review the strategic imperatives with the team and obtain final approval and sign-off.

Scientific Compendium is a collection of a product's scientific narrative and the annotated references that support each message.



## [Product Name] Strategic Imperatives

Derive 4 to 8 strategic imperatives from the scientific compendium that are concise (less than 15 words), meaningful, singular (refrain from compound statements), and impactful.

SI 1	[Text]	SI 5	
SI 2	[Text]	SI 6	[Text]
SI 3		SI 7	
SI 4		SI 8	



Available at: <https://medicalaffairs.org/wp-content/uploads/2021/05/Launch-Excellence-Standards-Guidance-Templates.pdf>



# Poll question 1

Does your MA team define medical imperatives for your product?

- a) Yes
- b) No
- c) Not routinely

# Medical imperatives: Examples

**Accelerate the  
time to disease  
diagnosis**



**Ensure  
understanding of  
mechanism of  
action**



**Recognition of  
improvement in  
quality of life**



**Awareness of  
improved adherence**





# MA develop product planning elements from key sources

Key unmet medical needs, perspective on competitor landscape and scientific narrative comes from various sources, such as:

- Scientific literature
- MSL insights from the field
- Ad boards

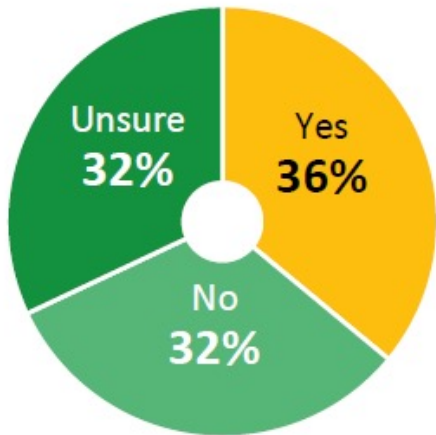
MA is responsible for identifying the right experts / HCPs to engage and data sources and activities to inform key product fundamentals.

# MA value metrics, but they are underutilized

## Developing & Assessing metrics

### Initiation strategy/tactic

Establishing metrics at the start of strategy development or tactic



How useful are metrics?

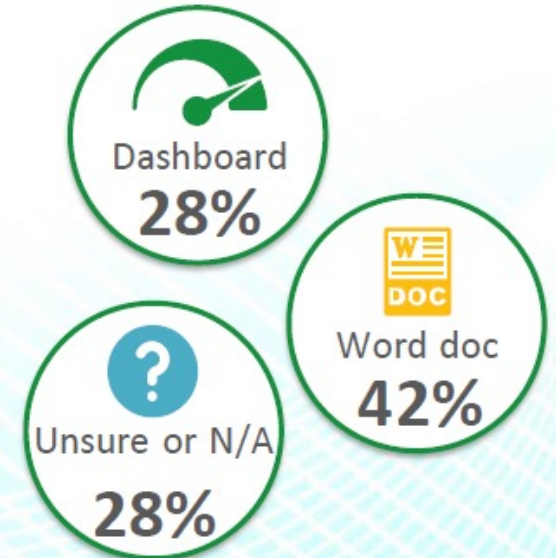


### Completion

How often are metrics generated?



Do you track and assess metrics?





# Examples of metrics for demonstrating MA impact

## Quantitative metrics

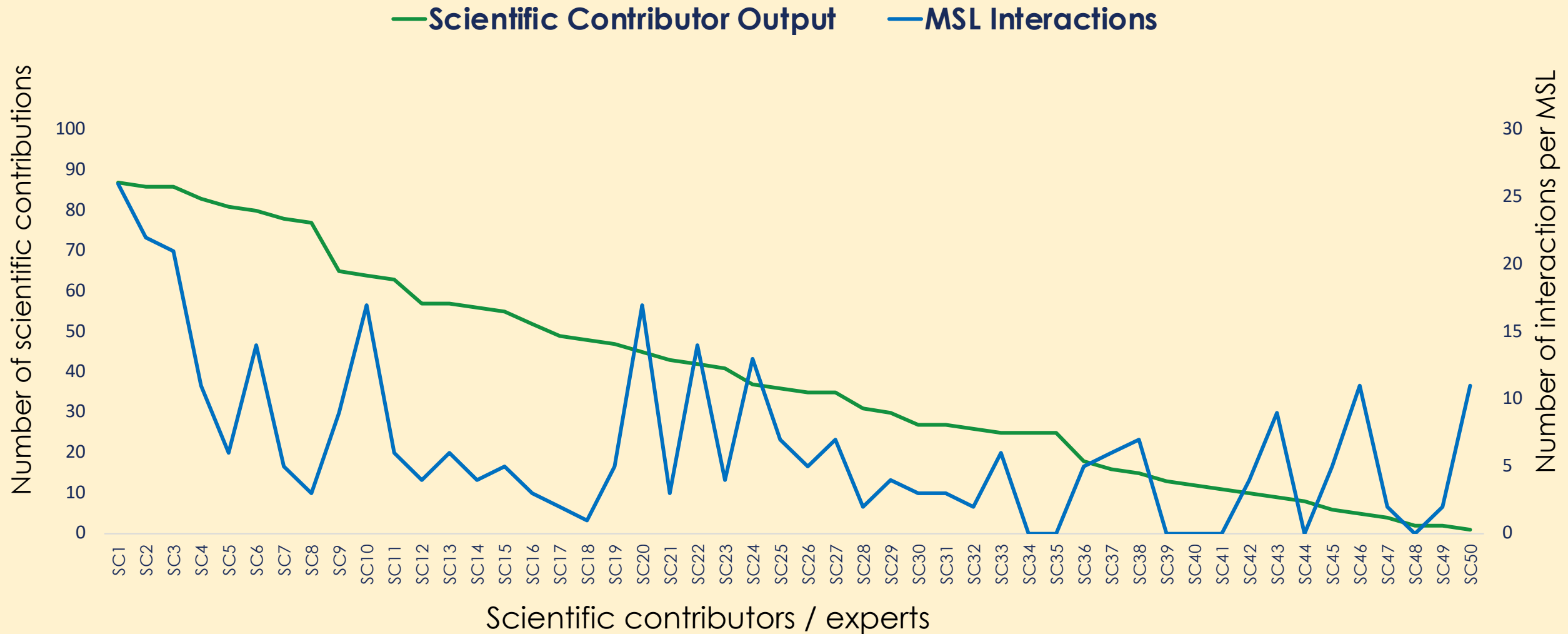
- Number and type of MSL activities and engagements
- Number of accepted publications
- Number of symposia or educational opportunities supported
- Number of conversations/interactions with KOLs
- Number of formulary changes
- Number of medical information requests
- Patient or investigator recruitment
- Number of investigator-initiated trials
- Altmetrics (to measure publication impact)

## Qualitative metrics

- Internal and external customer feedback (e.g., surveys)
- Insights captured from investigators, advisors, patients, and other external stakeholders that may inform medical strategy, clinical development, or other internal functions
- Changes in formulary decisions or medical policy, or guidelines
- External recognition
  - Credibility for scientific information in TAs
  - News coverage
  - Social media coverage and/or reach
  - What credible KOLs and HCPs in the field are saying at congresses and in publications
- Sentiment analysis for altmetrics
- Benchmarking to other companies

Source: The Value of Medical Affairs: Defining Strategic Metrics to Demonstrate Impact. Envision Pharma Group. accessed 1 May 2021.

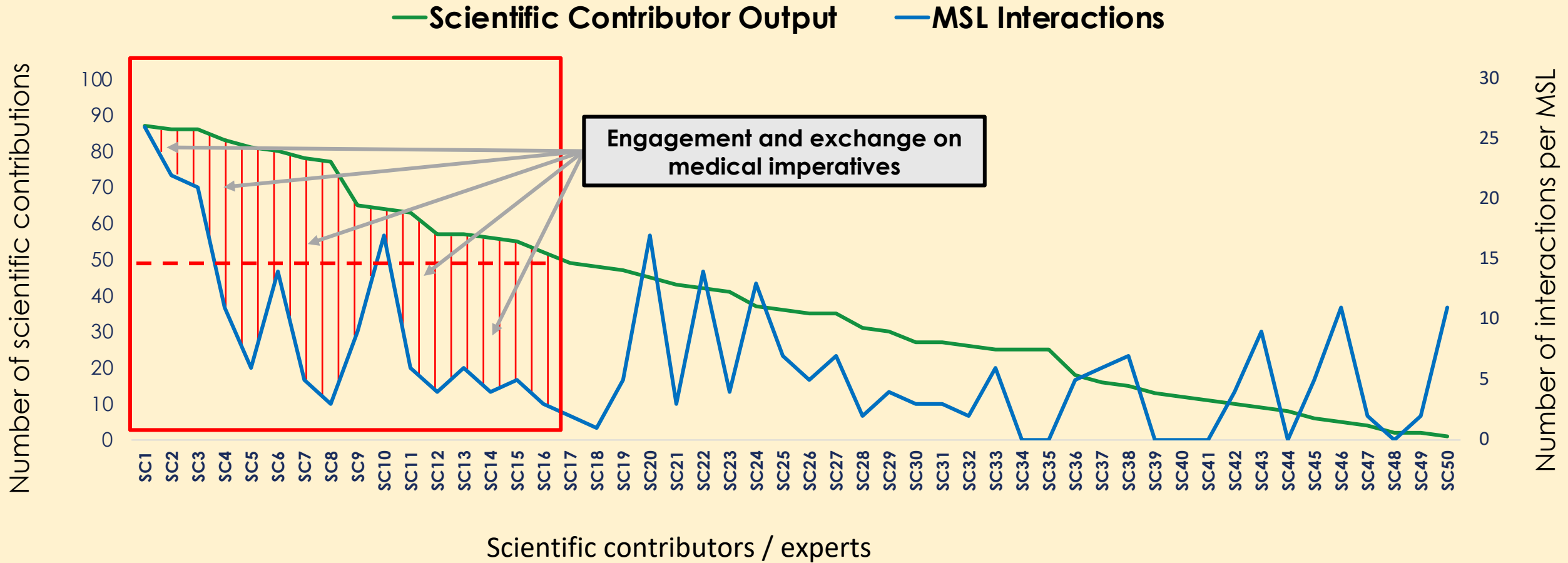
# Analyses from comprehensive data can reveal gaps in engagement on medical imperatives



Laudano J, Dutton G. Leveraging Medical Affairs Analytics to Enhance Engagement and Demonstrate Value. The Journal of the Medical Science Liaison Society. Published online 19 October 2021.



# And provide insights to help close the gap



Laudano J, Dutton G. Leveraging Medical Affairs Analytics to Enhance Engagement and Demonstrate Value. The Journal of the Medical Science Liaison Society. Published online 19 October 2021.

# Poll question 2

Are you measuring impact across your medical imperatives?

a) Yes

b) No

c) No, but considering it

# Share of Scientific Voice: An objective and strategic metric for Medical Affairs

**Share of Scientific Voice** measures the number of product mentions\* across scientific disseminations, relative to your competitors

Scientific disseminations included



Publications



Meeting presentations



Meeting abstracts

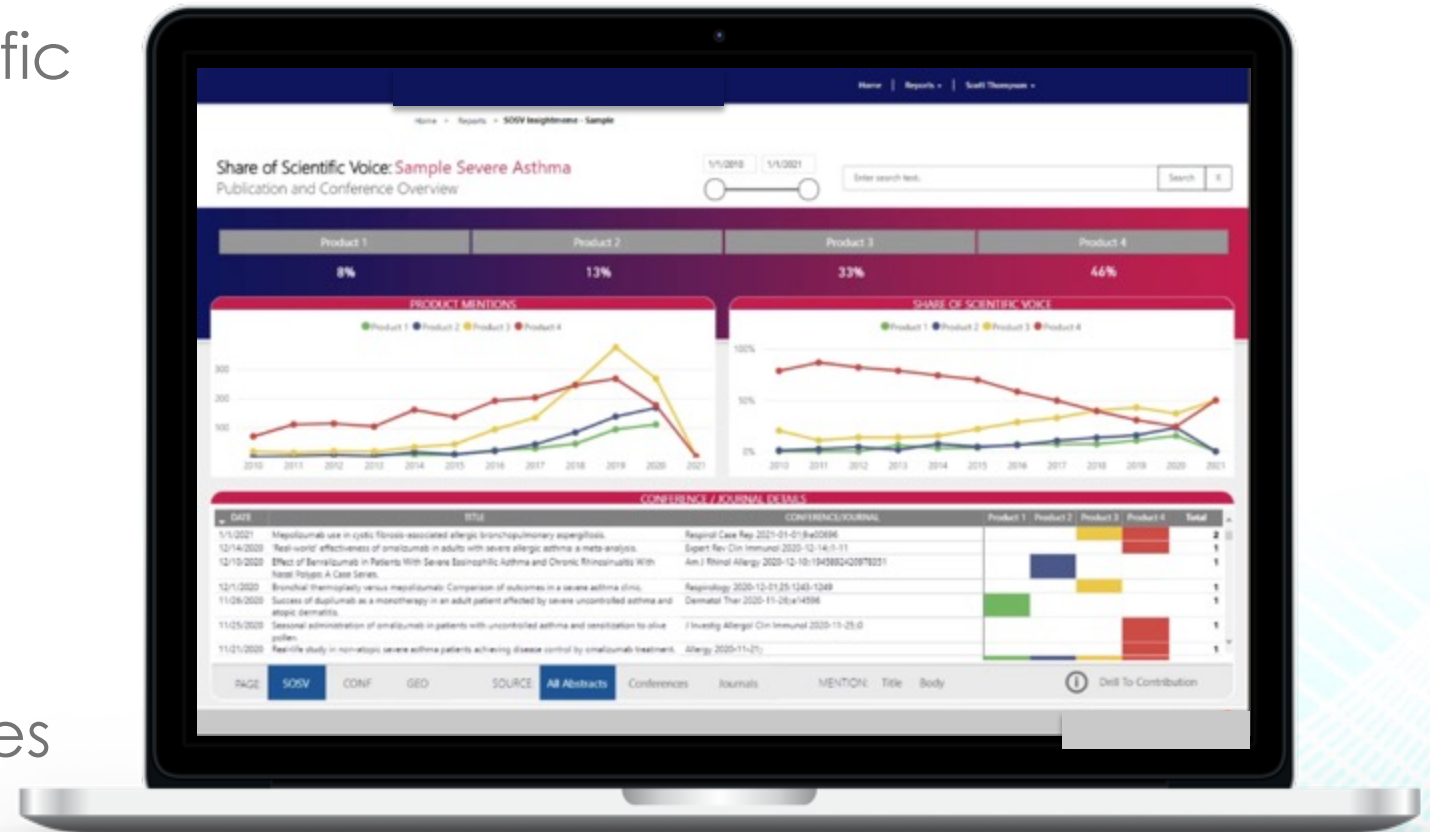
\*or other key information, such as strategic medical imperatives



# Share of Scientific Voice

## Measure impact and gather strategic insights

- View overall share of scientific voice
- Measure SoSV for medical imperatives
- View weighted share of scientific voice (impact)
- View share at specific congresses or in specific journals
- See share for specific KOLs down to medical imperatives



# Overall Share of Scientific Voice

## Share of Scientific Voice: COVID-19 Publication and Conference Overview

01/01/2020 01/01/2022

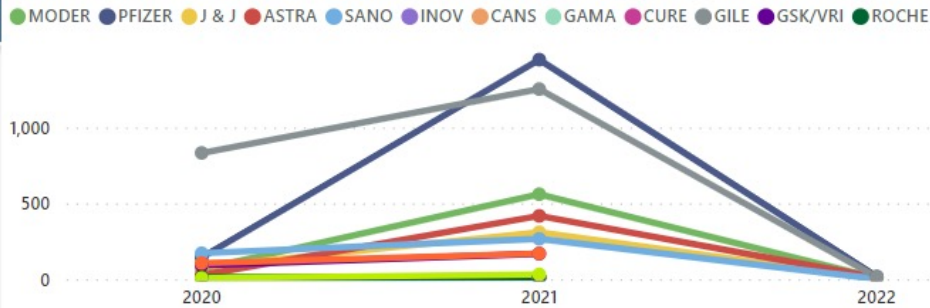
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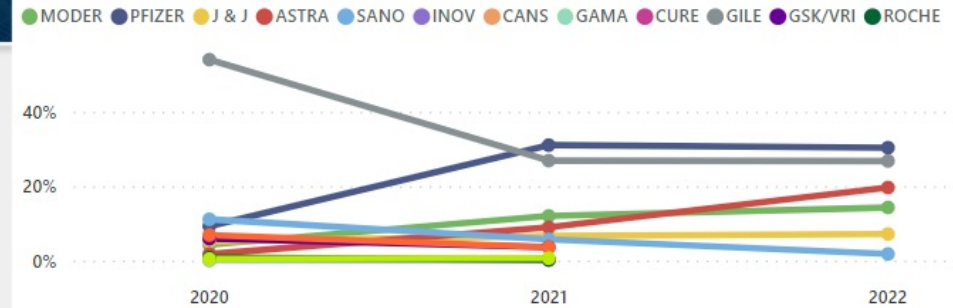
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MODER	PFIZER	J & J	ASTRA	SANO	INOV	CANS	GAMA	CURE	GILE	GSK/VRI	ROCHE	TAKE	NOVA
10%	26%	6%	7%	7%	0%	0%	0%	0%	34%	4%	0%	4%	1%

### PRODUCT MENTIONS



### SHARE OF SCIENTIFIC VOICE



### CONFERENCE / JOURNAL DETAILS

DATE	TITLE	CONFERENCE/JOURNAL	MODER	PFIZER	J & J	ASTRA	SANO	INOV	CANS	GAMA	CURE	GILE	GSK/VRI	ROCHE	TAKE	NOVA	Total
1/1/2022	[Anaphylaxis caused by vaccines].	Rev Alerg Mex 2022-01-01;69 Suppl 1:s1-s14	■	■													2
	[Remdesivir for COVID-19].	Nihon Yakurigaku Zasshi 2022-01-01;157:31-37	■									■					2
	Adult-onset nephrotic syndrome following coronavirus disease vaccination.	Clin Kidney J 2022-01-01;15:168-170				■											1
	Adverse Effects and Antibody Titers in Response to the BNT162b2 mRNA COVID-19 Vaccine in a Prospective Study of Healthcare Workers.	Open Forum Infect Dis 2022-01-01;9:ofab575		■													1
	Allergy to polyethylene glycol and polysorbates in a patient cohort: Diagnostic work-up and decision points for	Clin Transl Allergy 2022-01-01;12:e12111		■	■												2

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All Abstracts

Conferences

Journals

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Contributions



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# Tracking medical imperatives: Booster dose

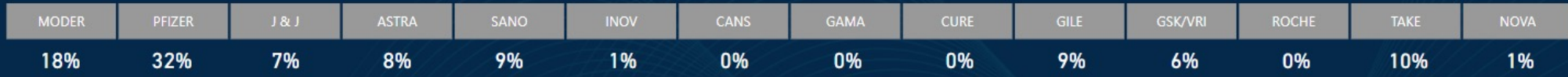
## Share of Scientific Voice: COVID-19 Publication and Conference Overview

01/01/2020 01/01/2022

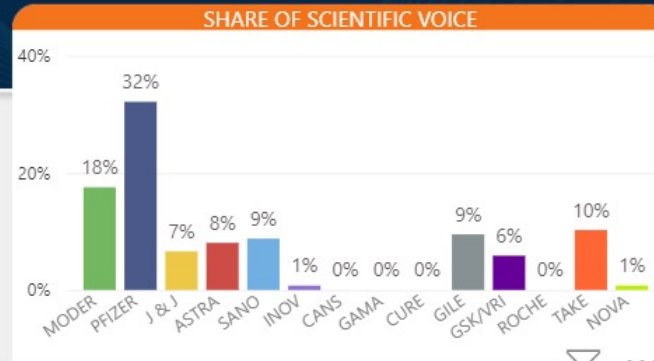
booster

Search

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PRODUCT MENTIONS												
DATE	CONFERENCE	MODER	PFIZER	J & J	ASTRA	SANO	INOV	GILE	GSK/VRI	TAKE	NOVA	Total
12/11/2021	63rd Annual Meeting and Exposition of the American Society of Hematology (ASH)	9	15	1	5	9		10	7	12		68
12/9/2021	2021 Annual Conference on Advances in Inflammatory Bowel Diseases (AIBD) - American College of Gastroenterology	1	1	1								3
12/8/2021	49th Annual Scientific Meeting of the Australasian and New Zealand Society for Immunology (ASI) - Virtual		2		1							3
12/7/2021	21st Annual Congress of the Francophone Society of Transplantation (SFT)		1									1
	44th Annual San Antonio Breast Cancer Symposium (SABCS) - American Association	2	3	2		1				1		9



CONFERENCE DETAILS		
COUNTRY	TITLE	AUTHOR
United States	Additional Heterologous versus Homologous Booster Vaccination in Immunosuppressed Patients Without SARS-CoV-2 Antibody Seroconversion After Primary mRNA Vaccination: A Randomized Controlled Trial	Bonelli, Michael(1); Mrak, Daniel(1); Tobudic, Selma(1); Sieghart, Daniela(1); Mandl, Peter(1); Kornek, Barbara(1); Simader, Elisabeth(1); Koblichke, Maximilian(1); Radner, Helga(1); Perkmann, Thomas(1); Haslacher, Helmuth(1); Mayer, Margareta(1); Hofer, Philipp(1); Redlich, Kurt(2); Husar-Memmer, Emma(3); Fritsch-Stork, Ruth(4); Thalhammer, Renate(1); Stiasny, Karin(1); Winkler, Stefan(1); Smolen, Josef(1); Aberle, Judith(1); Zeitlinger, Markus(1); Heinz, Leonhard(1); Aletaha, Daniel(5)
United States	Adoptive Immune Responses to Sars-Cov2 Vaccination in CART19 Treated Patients	Parvathaneni, Kalpana, PhD(1)(2); Toress-Rodriguez, Kyabeth(3); Meng, Wenzhao, Ph.D(4); Knox, James, PhD(2); Xu, Xiaoming(5); Weiskopf, Daniela, PhD(6); Frey, Noelle V, MD, MS(7); Luning-Prak, Eline, MD, PhD(8); Garfall, Alfred L, MD(9); Betts, Michael, PhD(3); Hwang, Wei-Ting, PhD(10); Porter, David L, MD(11)(12); June, Carl H, MD(1)(5)(13); Naji, Ali, MD(14); Bhoj, Vijay, MD, PhD(15)(16)

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# Measure impact for your product and competitors across key medical imperatives: QoL

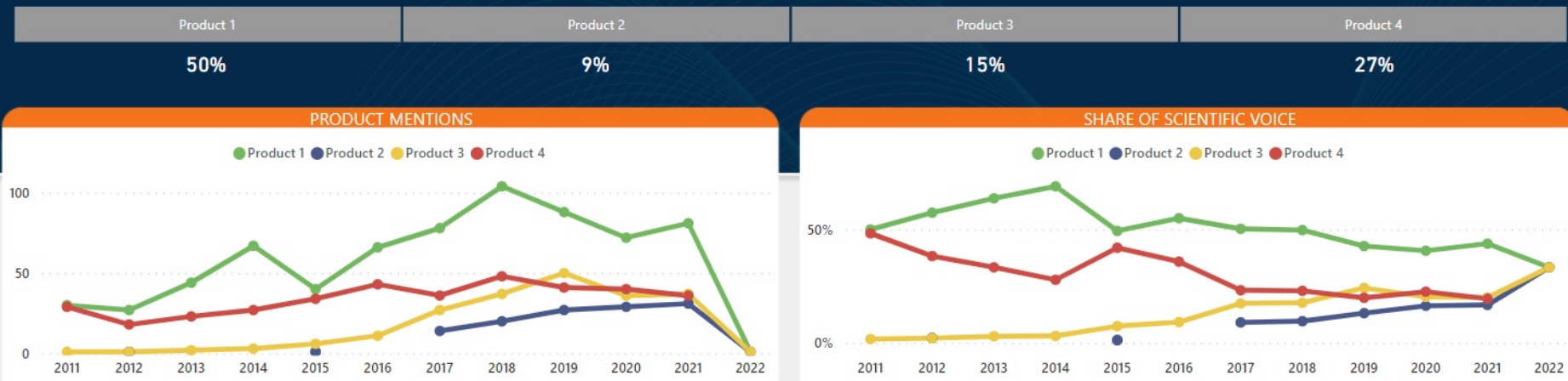
## Quality of life in severe asthma

Share of Scientific Voice: **Sample Severe Asthma**  
Publication and Conference Overview

01/01/2011 01/01/2022

quality of life

Search X



**CONFERENCE / JOURNAL DETAILS**

DATE	TITLE	CONFERENCE/JOURNAL	Product 1	Product 2	Product 3	Product 4	Total
1/1/2022	Association of quality of life and disease control with cigarette smoking in patients with severe asthma.	Braz J Med Biol Res 2022-01-01;55:e11149	█				1
	Effect of benralizumab in a patient with uncontrolled severe eosinophilic asthma and comorbid chronic rhinosinusitis with nasal polyps refractory to mepolizumab treatment.	Respir Med Case Rep 2022-01-01;35:101559		█	█		2
12/18/2021	Real-world study in severe eosinophilic asthma patients refractory to anti-IL5 biological agents treated with benralizumab in Spain (ORBE study).	BMC Pulm Med 2021-12-18;21:417	█	█	█		3
12/16/2021	Bronchial Thermoplasty Global Registry (BTGR): 2-year results.	BMJ Open 2021-12-16;11:e053854	█				1
12/7/2021	The Role of Education, Monitoring, and Symptom Perception in Internet-Based Self-management Among Adolescents With Asthma: Secondary Analysis of a Randomized Controlled Trial.	JMIR Pediatr Parent 2021-12-07;4:e17959	█				1
12/6/2021	Clinical Experience with Anti-IgE Monoclonal Antibody (Omalizumab) in Pediatric Severe Allergic Asthma-A Romanian Perspective.	Children (Basel) 2021-12-06;8:	█			█	1

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# Impact for medical imperative: Adherence

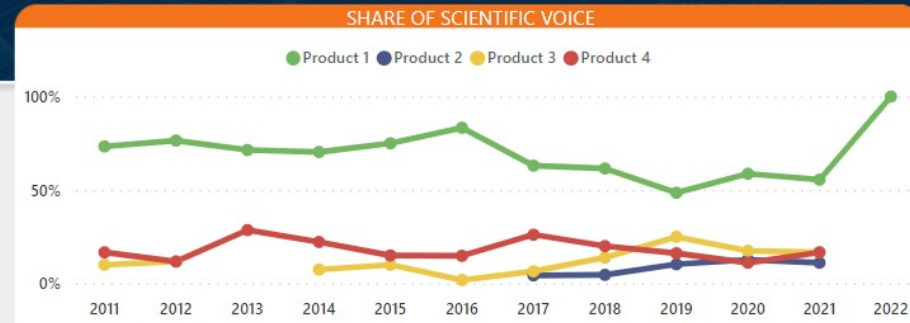
## Adherence in severe asthma

Share of Scientific Voice: **Sample Severe Asthma**  
 Publication and Conference Overview

01/01/2011 01/01/2022

adherence

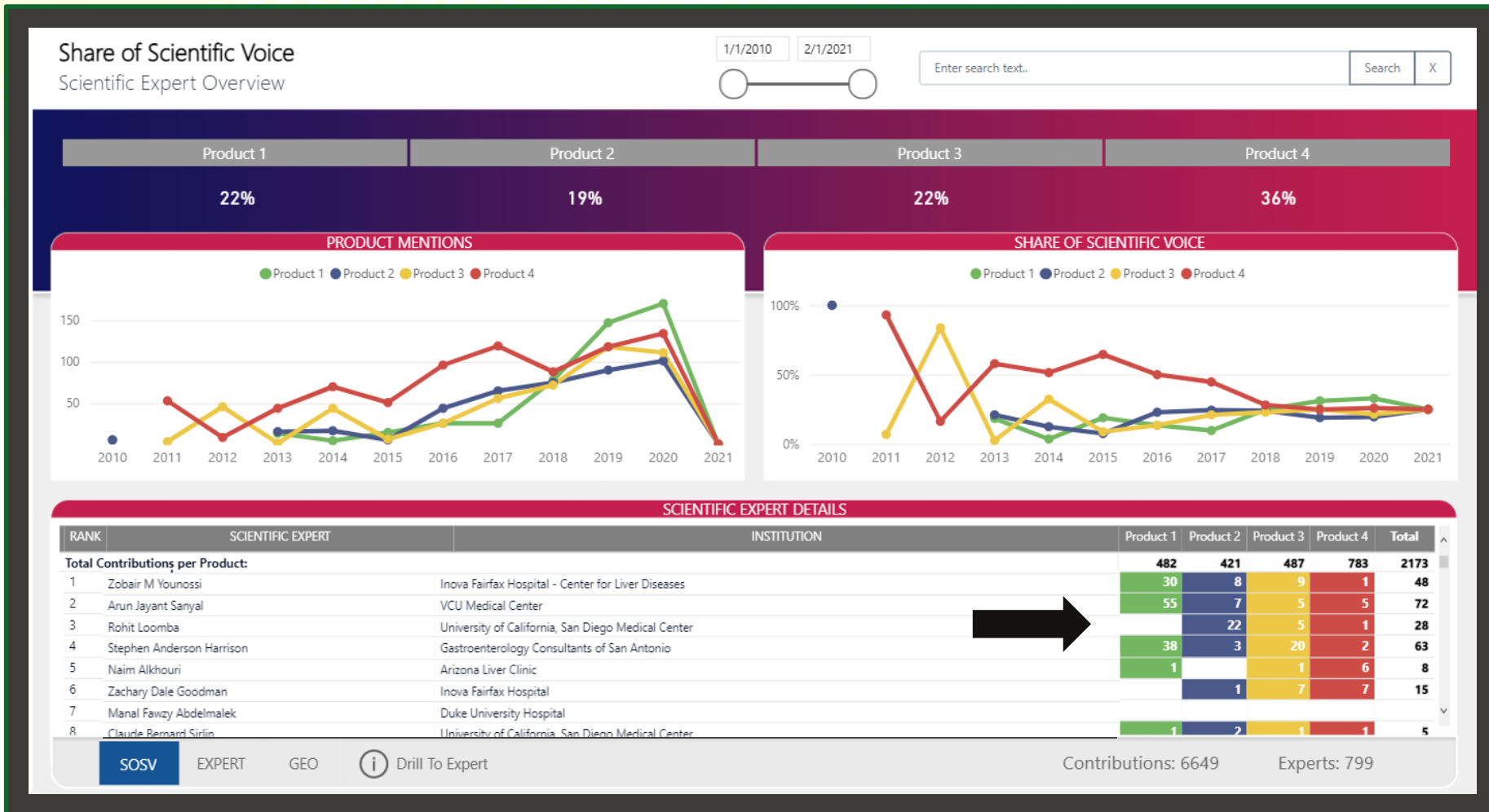
Search X



CONFERENCE / JOURNAL DETAILS							
DATE	TITLE	CONFERENCE/JOURNAL	Product 1	Product 2	Product 3	Product 4	Total
1/1/2022	Asthma Management Using the Mobile Asthma Evaluation and Management System in China.	Allergy Asthma Immunol Res 2022-01-01;14:85-98	█				1
12/7/2021	The Role of Education, Monitoring, and Symptom Perception in Internet-Based Self-management Among Adolescents With Asthma: Secondary Analysis of a Randomized Controlled Trial.	JMIR Pediatr Parent 2021-12-07;4:e17959	█				1
12/5/2021	Management of patients with severe asthma: results from a survey among allergists and clinical immunologists of the Central Italy Inter-Regional Section of SIAAIC.	Clin Mol Allergy 2021-12-05;19:22	█				1
12/1/2021	Treatment of pediatric mild persistent asthma with low-dose budesonide inhalation suspension vs. montelukast in China.	World J Pediatr 2021-12-01;17:619-625	█				1
11/24/2021	Steroid reduction with omalizumab in severe allergic asthma	2021 Winter Meeting of the British Thoracic Society (BTS)-VIRTUAL				█	2
11/20/2021	Reasons for uncontrolled asthma in patients attending a difficult-to-treat asthma clinic	25th Congress of the Asian Pacific Society of Respirology (APSR) - Virtual	█				1

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# Expert prioritization and planning

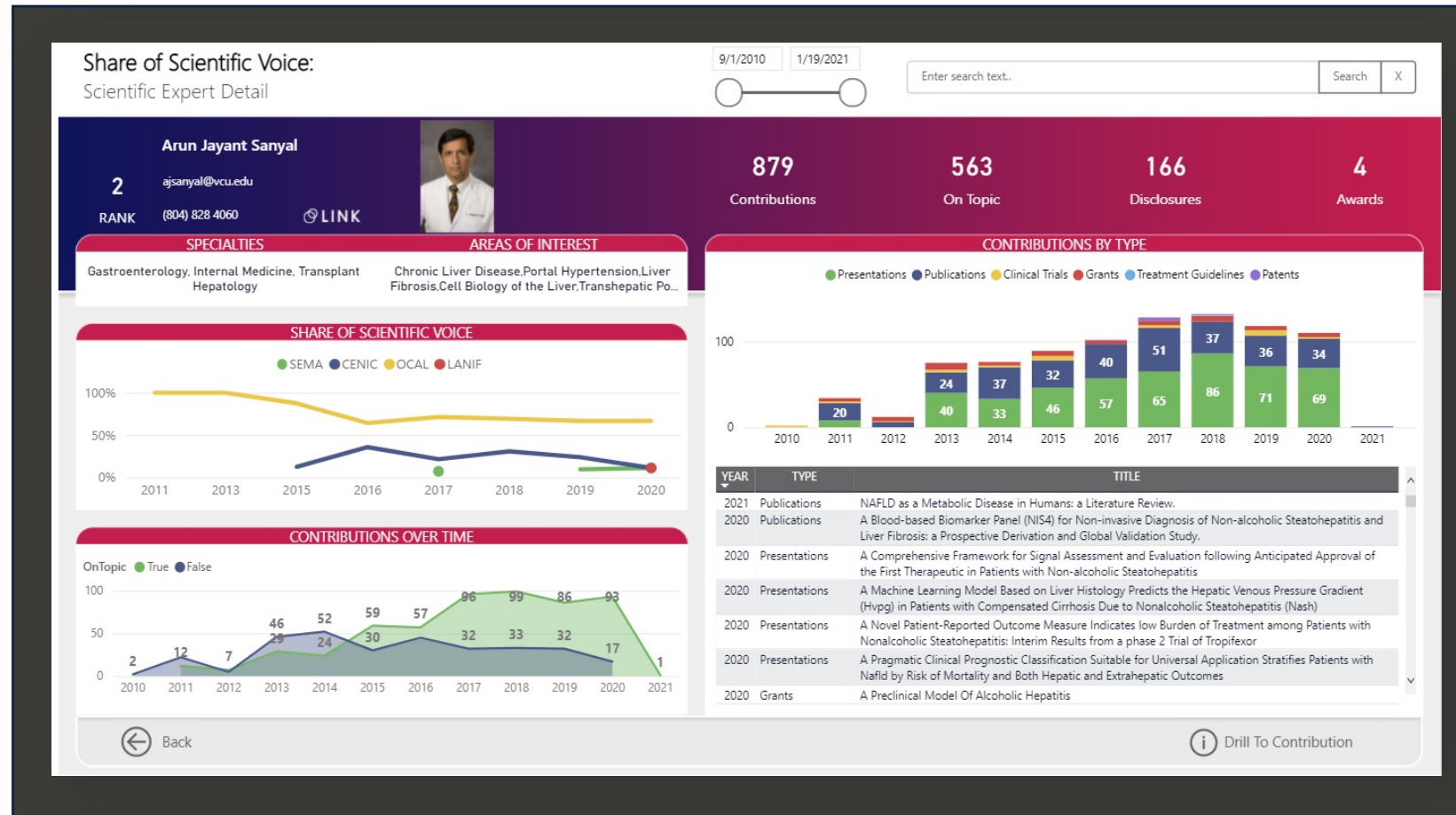


- Review KOL dissemination activities across products and strategic topics
- Identify gaps in KOL activities
- Plan activities to increase SoSV



# Data-driven engagement planning for leaders of imperatives

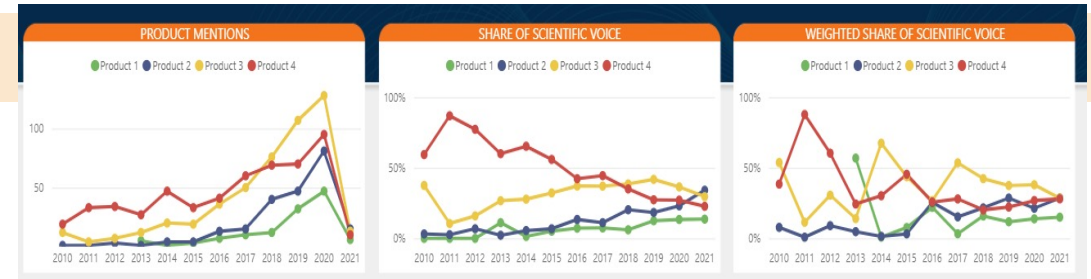
Having a complete view of your expert's scientific work, on your imperatives and with competitors, enables you to plan, engage and increase your impact more effectively



# How SoSV improves Scientific Communications

## Measure your mentions in publications

See every publication mentioning products related to your indication and the weighted impact of those journals



## Measure Your mentions in presentations

See which congresses are mentioning key products, evaluate the weight of your congress presence, and see share at specific meetings or nests of your key congress e.g. in diabetes ADA /EASD/ D.UK

## Identify meeting and journal opportunities

See the specific meetings and journals that you and your competitors present in revealing opportunities for global, regional, and local disseminations

Measure the impact of your plan over time

# Medical Affairs planning and how SoSV fits in

Use SoSV data to set meaningful KPIs



Set objectives for medical imperatives

Prioritize KOL strategies and publication plans

Improve KOL engagement

Objectively measure and optimize Medical Affairs impact



# Key take aways

1

MA plays a key strategic role in product planning, with medical imperatives forming a strong foundation

2

Several MA metrics exist, of which SoSV objectively measures impact and provides insights to optimize engagement

3

SoSV can be easily integrated into MA planning alongside other metrics to support MA success

# MAPS resources on the topic

## Webinars

MAPS Medical™ Affairs Professional Society  
eCademy On-Demand

### Communicating the Value and Measuring the Impact of Medical Affairs Functions: Medical KPIs & Dashboards

Available at <https://medicalaffairs.org/communicating-value-medical-affairs-dashboards-kpis/>

MAPS Medical™ Affairs Professional Society  
IN COLLABORATION WITH PARTNER CIRCLE MEMBER PHARMASPECTRA

April 1 10 AM ET

### Share of Scientific Voice Measures and Supports Success in Medical Affairs

Simon Mason, Chief Operating Officer, Pharmaspectra  
Joseph Laudano, VP Medical Affairs Strategy, Pharmaspectra  
Mandeep Kaur, VP & Head of North America Medical Affairs, Sanofi  
Scott Thompson, Managing Partner Acceleration Point / Pharmaspectra

Available at <https://medicalaffairs.org/share-of-scientific-voice-measures-and-supports-success-in-medical-affairs/>

## White Papers



### The Value and Impact of Medical Affairs: Mastering the Art of Leveraging Meaningful Metrics

Becky Harmon, Senior Advisor/COO-Diabetes Development, Eli Lilly and Company.  
Paul Tebbey, PhD, MBA, Vice President US Medical Affairs Biosimilars, Fresenius Kabi USA  
Anna Walz, Chief Executive Officer, MedEvolve  
Leah Williams, MSc, Director, Medical Education & Communications, Hematology TA, CSL Behring

Available at <https://medicalaffairs.org/art-leveraging-meaningful-metrics/>

### Medical Affairs Launch Excellence

Best Practices for Medical Affairs

Ramin Farhood, PharmD, MBA  
Vice President, Head of Global Medical Affairs, AveXis

Greg Keenan, MD  
Former Vice President, Medical Affairs and US Head Medical Officer, AstraZeneca

Tiela L. Goelarsingh, PhD, CMPP  
Senior Director, Ironwood Pharmaceuticals

Meg Helm, RN, MAS  
Vice President, Head of North America DCV Scientific Communications, NA DCV Medical Affairs, Sanofi

Lobna Salem, MD, MBA  
Chief Medical Officer, Developed Markets, Upjohn Pfizer

Paul Tebbey, PhD, MBA  
Therapeutic Area Head, US Oncology Medical Affairs, AbbVie

Anna Walz  
CEO and Founder, MedEvolve

MAPS Medical™ Affairs Professional Society

Available at <https://medicalaffairs.org/medical-affairs-launch-excellence-standards-guidance-templates/>