# Identifying Skills for Impactful Remote Insights Generation and Capture

Challenges and Solutions in Remote Interaction

## 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.

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# Moderator



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### **Webinar Outcomes**

#### **Everyone will leave the webinar better able to:**

- Identify ways in which they can engage a HCP remotely in order to generate quality insights
- Capture valuable insights that have strategic impact in a collaborative way

# Agenda

01 Introduction

04 Q&A

02 The Medical Insights Framework

05 Close

03 Facilitated Panel Discussion

# The Medical Insights Framework (video)

# The Medical Insights Framework

#### Impact Assessment & Feedback

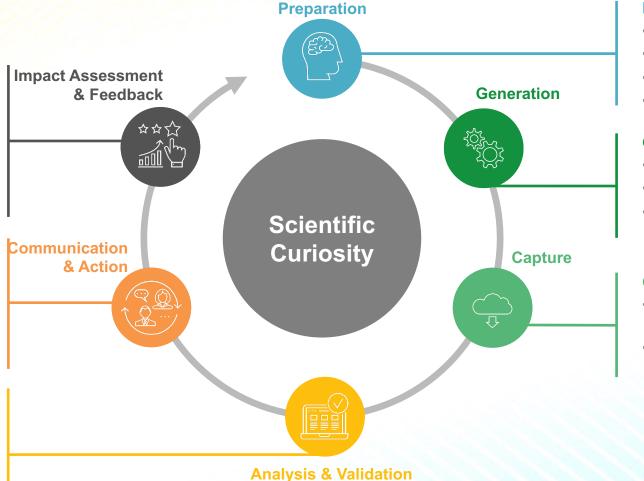
- Internal analysis
- Redefine/adapt strategy and communication
- Conduct Impact assessment
- Feedback to MSLs & learning

#### Communication & Action

- Internal Reporting
- Actionable Insights
- Align with current/future strategy
  - Recommendations

#### **Analysis & Validation**

- Assessment of Insight Quantity
   & Quality
- · Pattern, recognition, & validation
  - · Cross-functional collaboration
- Translation into qualitative outputs



#### **Preparation**

- Understanding of strategy
- Goal Setting
- Research
- Discussion with peers

#### Generation

- KOL Scientific Engagement
- Open mind-set
- Asking questions, clarifying, and listening

#### **Capture**

- Initial Understanding & Interpretation
- Local Communication & dialogue

## **Poll Question**

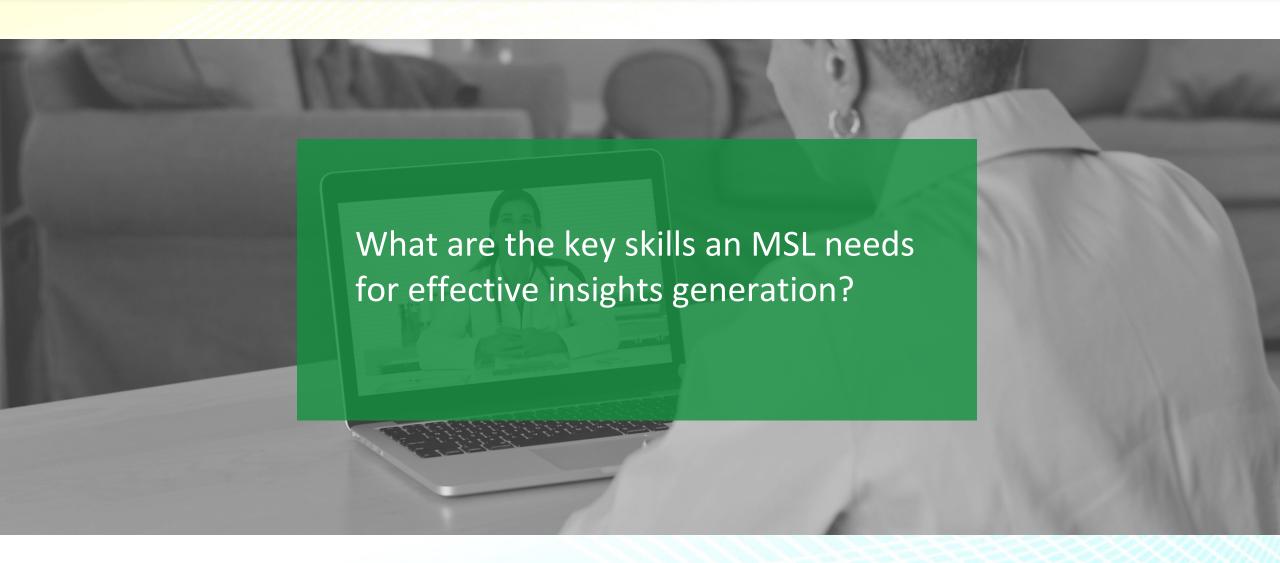
Which of the following elements of the Medical Insights Framework is the most critical to your role?

- Preparation
- Generation
- Capture
- Communication and Action

# **Question 1**



# Question 2



## Question 3

