



MEDICAL AFFAIRS

MASTERCLASS

Launch Excellence

June 13-14, 2022 London

**BECOME AN EXPERT & HONE YOUR SKILLS FOR:
BIOPHARMA PRODUCT LAUNCHES
DIAGNOSTIC & DEVICE LAUNCHES**

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 40-60 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-London/>

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

Day 1

LAUNCH STRATEGY & EXECUTION



- Discuss the critical role of Medical Affairs in launch success
- Optimize metrics to demonstrate value
- Highlight digital transformation shaping Medical Affairs launch execution

EVIDENCE GENERATION PLANNING



- Define the role of Global, Regional and Local Medical Affairs in evidence generation planning
- Highlight strategies to optimize cross-function collaboration
- Assess evidence generation needs across launch phases

Day 2

DATA DISSEMINATION & ENGAGEMENT



- Highlight importance of strategic storytelling and an omnichannel approach to enhance audience reach and engagement
- Discuss the evolving Field Medical role in launch excellence
- Understand the need for patient centricity and practical ways to co-create and collaborate with patients

ORGANIZATIONAL READINESS



- Discuss evolving organizational models and how these impact launch planning and execution
- Understand industry trends shaping the future of Medical Affairs organizations

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MONDAY, 13 june 2022

10:00-13:00: LAUNCH STRATEGY & EXECUTION

(37% presentations; 63% discussion/working sessions; will include breaks)

- **The Critical Role of Medical Affairs in Launch Success**
 - An overview of the role of Medical Affairs in launch readiness, starting at T-48 months
 - Discuss metrics to demonstrate value/success
- **Digital Innovation Driving Medical Affairs Launch Excellence**
 - Highlight digital transformation acceleration, shift in customer expectations, and impact on launch strategy
 - Discuss the omnichannel approach, digital opinion leaders, virtual/hybrid engagements/meetings, social media engagement/listening, publication digital enhancements
- **Launch Strategy: Case Study & Working Session**

13:00-14:00: LUNCH

14:00-17:00: Evidence Generation Planning

(24% presentations; 76% discussion/working sessions; will include breaks)

- **The Role of Global, Regional and Local Medical Affairs in Evidence Generation and T-24 Planning**
 - Highlight the relationship between Clinical and Medical
 - Summarize pre- and post-regulatory data needs for Clinical (preclinical, phase 1-3) and Medical Affairs (PROs, RWE, HEOR, investigator-initiated studies, patient involvement in evidence generation planning and execution) and practical differences between regions (cultures, reimbursement, HEOR data needs)
- **Evidence Generation Planning: Working Sessions**

17:00-18:00: Evening Networking Reception

TUESDAY 14 june 2022

10:00-13:30: Data Dissemination and Engagement

(35% presentations; 65% discussion/working sessions; will include breaks)

- **Leveraging Strategic Storytelling to Optimize Data Dissemination**
 - Discuss essentials of strategic storytelling and omnichannel dissemination
 - Guidance on how to assess external audience channel preferences
 - Discuss which types of information are most valuable and inform their decision making
 - Discuss the role of social media and compliance guardrails
- **Field Medical Strategy**
 - The Evolving Role of Field Medical in Launch Excellence
- **Patient Centricity: Shifting from Buzzword to Actionable Plan**
 - Industry expert will discuss how patient centricity has evolved and the role of Medical Affairs in presenting the patient voice
 - Patient expert will highlight practical ways to collaborate and co-create with patients
- **Data Dissemination and Engagement: Working Session**

13:30-14:15: LUNCH

14:15-17:00: Organizational Readiness

(33% presentations; 67% discussion/working sessions; will include breaks)

- **Evolving Organizational Models**
 - Provide an overview of various organizational models, how these are evolving, and the impact on launch planning/execution
- **Industry Trends Shaping Our Organizations**
 - Discuss key trends and associated evolving capabilities and technologies
 - Identify which trends may have the biggest influence on your organizations
- **How to Organize Your Medical Affairs Department to Succeed – Working Session**

17:00 ADJOURN



ARRON MUNGUL, PHD
Medical Capabilities Lead
(International Markets)

Bristol Myers Squibb



EMILY HOWMAN, PHD
Sr. Medical
Strategy Lead

ENVISION PHARMA
GROUP



**DANIE DU PLESSIS
MBChB MBA**
Executive VP,
Medical Affairs

SYOWA KIRIN



FAISAL MEHMUD, MBBS
VP, International
Developed Markets
Medical Head

Pfizer



SAMIN SAEED, MBBS
Medical Director &
Chief Scientific
Officer UK

NOVARTIS



KEVIN ASHER, PHARM D
Digital Health Lead and
interim Head of Medical
Affairs

mundipharma



DAWN LOBBAN, PHD
Global Lead, Patient
Partnerships

ENVISION PHARMA
GROUP



**OLEKSANDR GORBENKO,
MD, PHD**
Global Patient
Centricity Director

IPSEN
innovation for patient care



CLAIRE LINDSAY
Global Director and
Lead, Field Medical
Excellence

abbvie



RAVI DEGUN, PHD
Partner, Life Sciences
Commercial Access
Lead

EY



**IAN WINBURN,
MBBS, PHD**
Vice President, Global
Medical Team Lead,
Haemophilia,
Endocrine In-born
errors of metabolism
and Transplantation

Pfizer



SALLY CHUNG, MBA
VP, Head of Market
Access and
Pricing Europe

gsk
do more
feel better
live longer



**KERI HILDICK,
PHD**
Chief Strategy
Officer

Perspectum

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 8,500 members from 250+ companies, including 23 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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	London Pricing Schedule (in USD)
INDUSTRY-MEMBERS	\$1,500 USD
INDUSTRY-NON-MEMBERS (Includes 1 year MAPS membership)	\$1,750 USD
TEAMS OF 5 OR MORE REGISTERING AT THE SAME TIME	\$1,350 USD each (members) \$1,500 USD each (non-members)
SOLUTION PROVIDER-MEMBERS	\$1,950 USD
SOLUTION PROVIDER-NON-MEMBERS (Includes 1 year MAPS membership)	\$2,150 USD

Can't make the London program?
Attend our program in Zurich!
26-27 September 2022

Visit <https://medicalaffairs.org/le-masterclass-Zurich/> for more details.

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