MAPS Medical™ Affairs Professional Society
FOR Medical Affairs Professionals BY Medical Affairs Professionals

Welcome!

Using Metrics & Insights to Turn Medical Affairs Events into Strategic Assets

Presenters

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Educational Objectives

At the end of this webinar, you will have learned:

- The benefits of building a holistic event program instead of a series of individual events.
- How to identify and then incorporate meaningful metrics into your programs.
- How to derive meaning and actionable steps from metrics that impact decision making internally and externally.

Rehabilitation for your analysis paralysis

Metric

met·ric | 'me-trik (noun)

A piece of collected data that helps measure against a stated goal

Insight

in·sight | 'in-ˌsīt (noun)

A thought-provoking outcome that leads to possible new courses of action

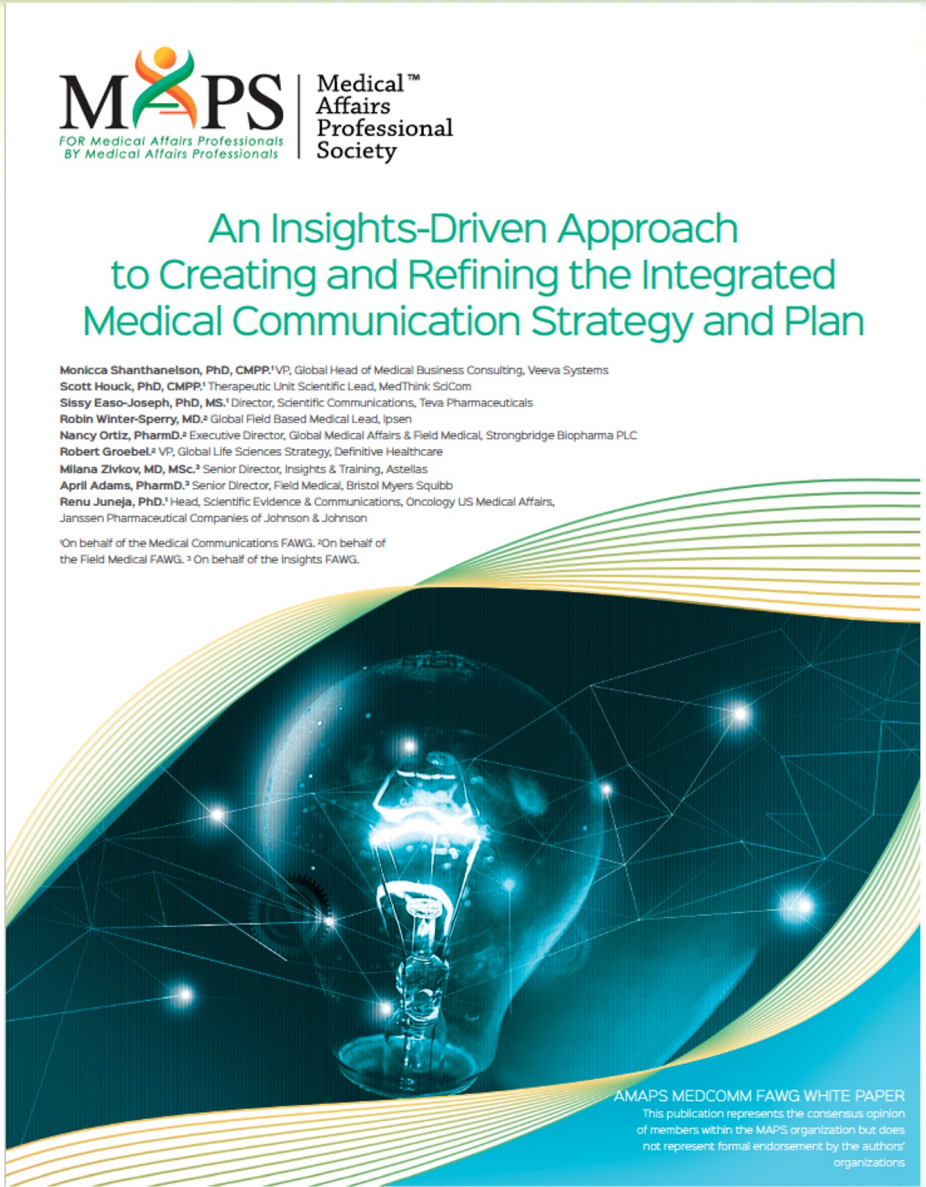
Polling Question

How effectively does your organization collect and utilize event metrics? [Choose one]

- We rarely collect event metrics
- We collect lots of event metrics, but rarely analyze them
- We analyze our event metrics, but rarely produce actionable insights
- We consistently turn event metrics into actionable insights that create business opportunities

Navigating the Challenges

Identifying Challenges within Medical Affairs



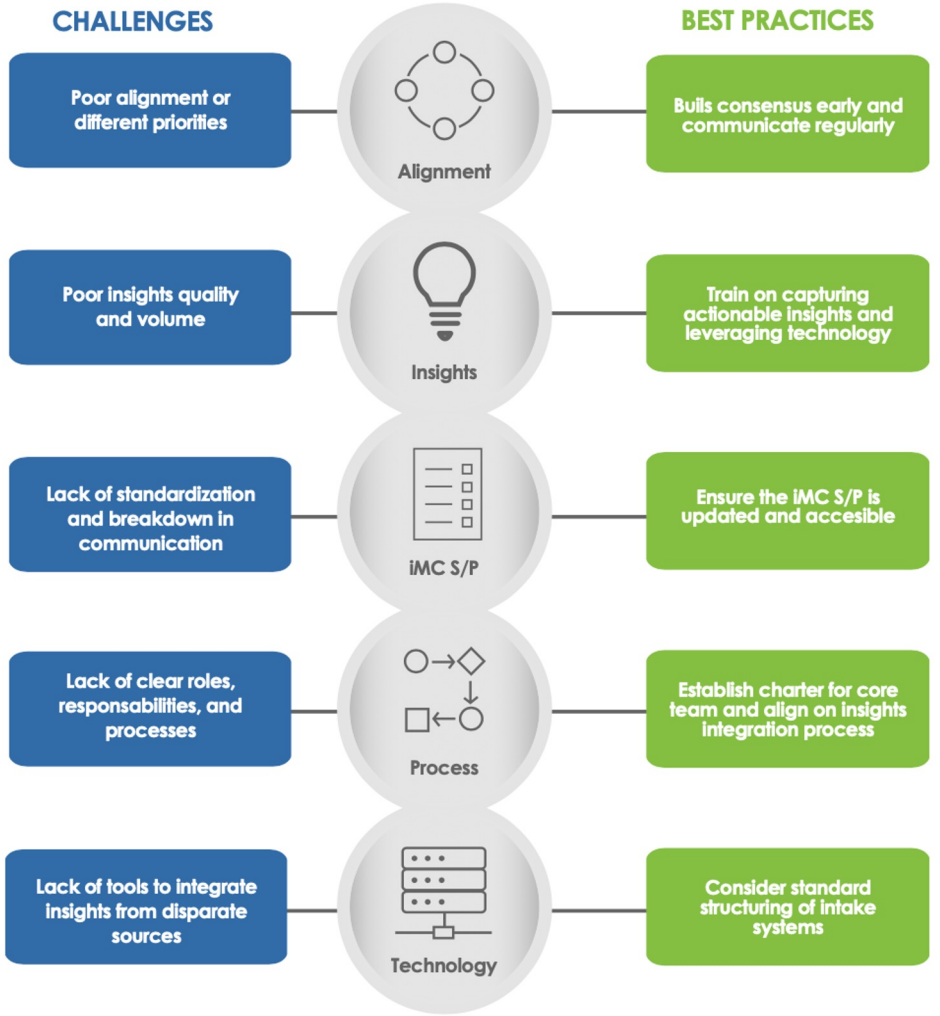


Figure 4. Challenges and best practices for developing an iMC S/P. AI, artificial intelligence; iMC S/P, Integrated Medical Communication Strategy and Plan.

Contributing Factors to Challenges

- Lack of internal resource/bandwidth (time to communicate regularly)
- Unclear goals for outcomes/insights
- Suboptimal use of or access to centralized technology

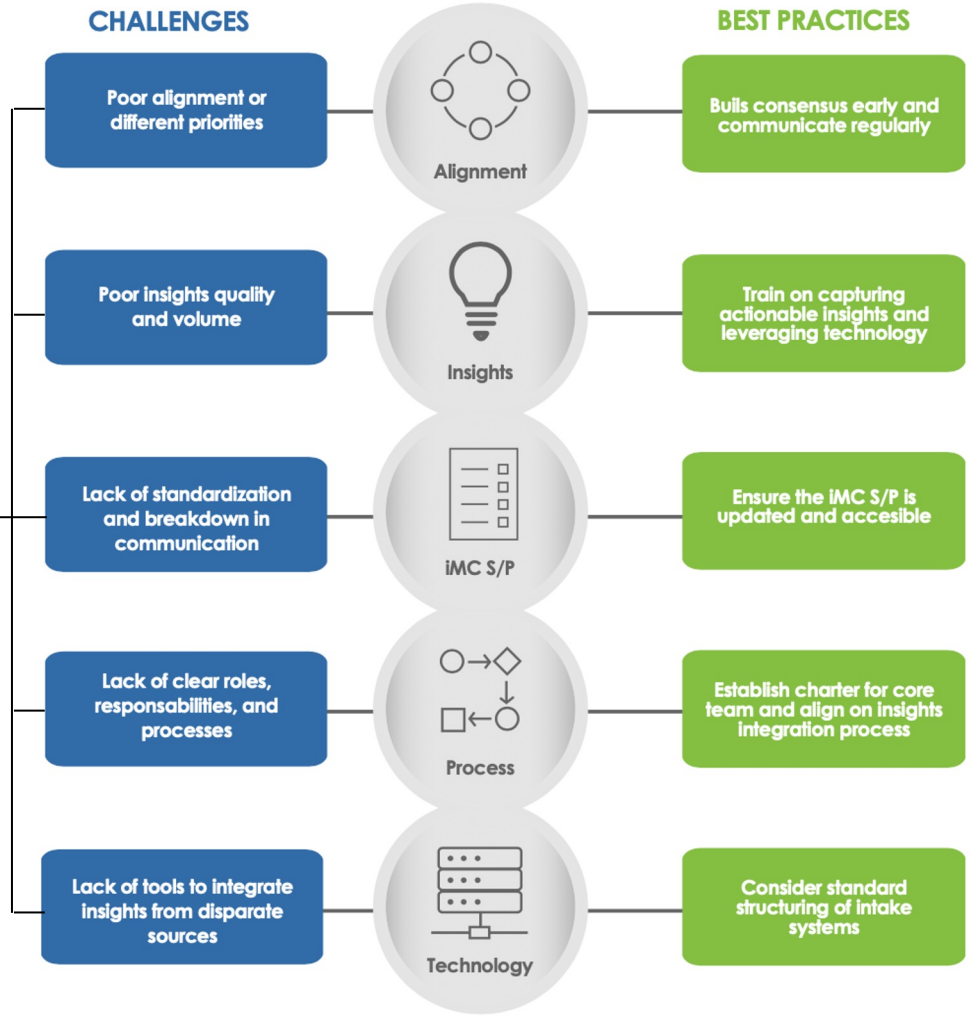
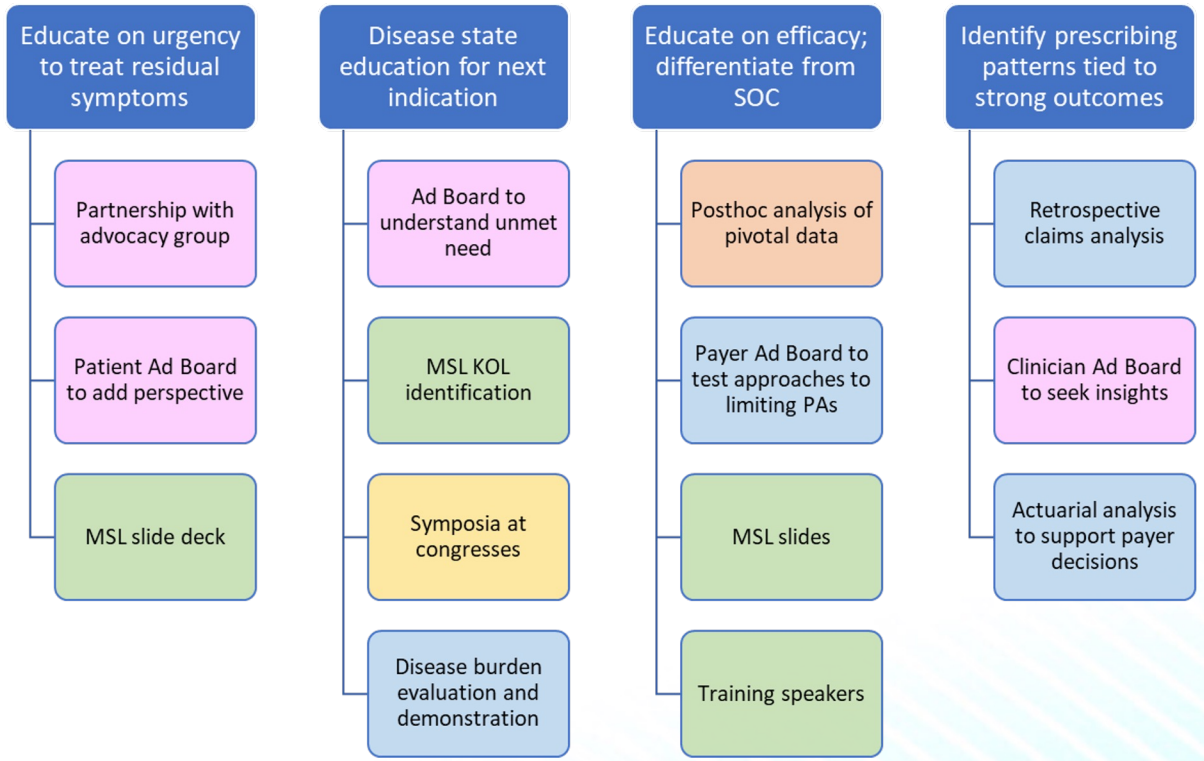


Figure 4. Challenges and best practices for developing an iMC S/P. AI, artificial intelligence; iMC S/P, Integrated Medical Communication Strategy and Plan.

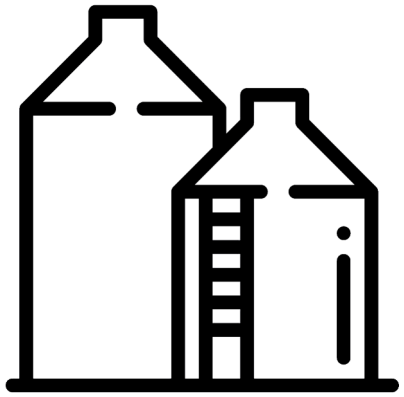
Addressing the Challenges

From Typical Programs to Holistic Programs

OBECALP® 2022 Medical Affairs Brand Plan



Potential Limitations on MA Program Effectiveness

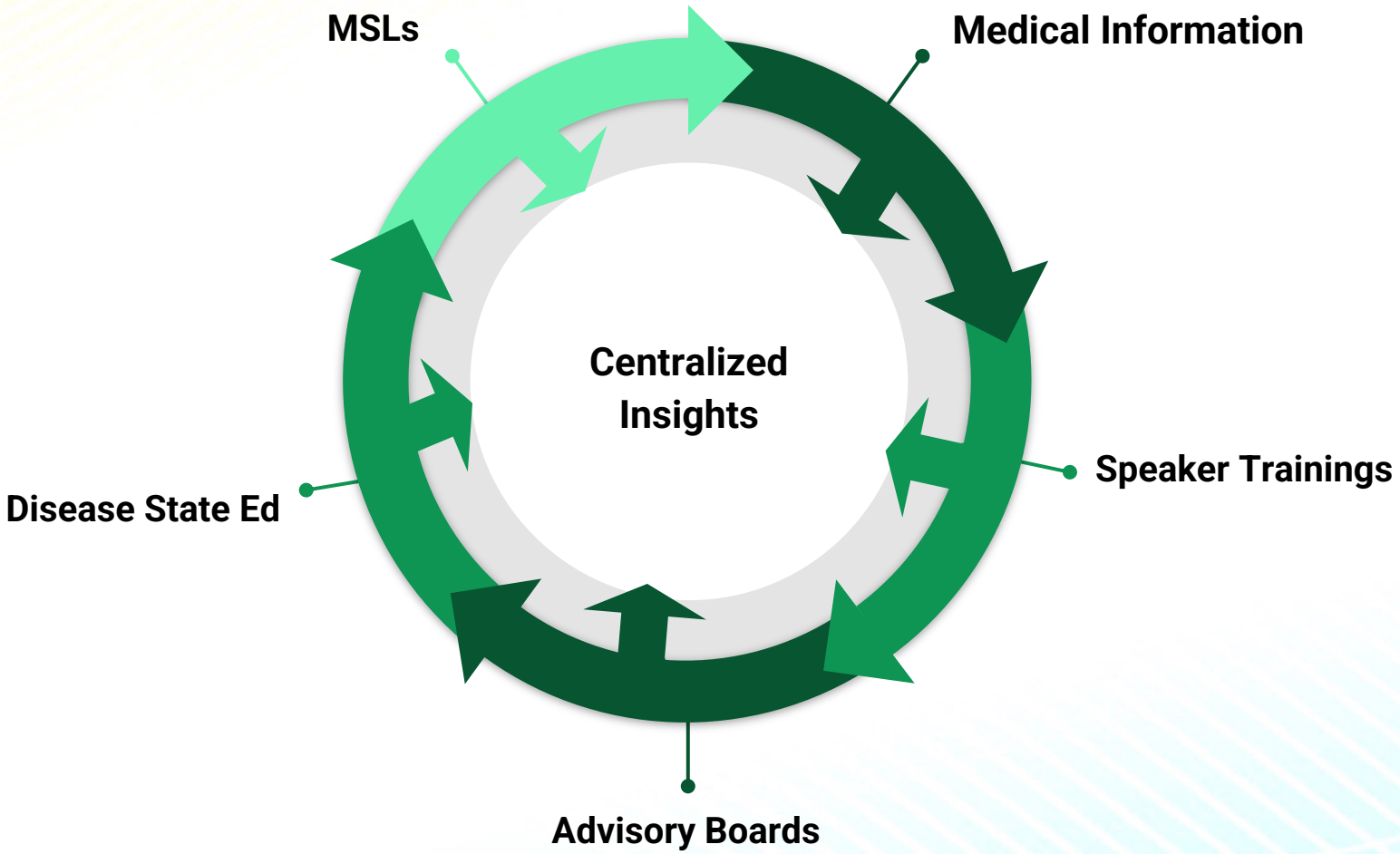


Siloed functional groups don't communicate because they lack infrastructure or are too busy. Valuable information isn't readily available to other groups

Lack of communication builds **confirmation bias and groupthink**. This leads to repeating processes because "they worked before" without evaluation.

Output from programs is a report (at best) that few people read or analyze for insights. **Implications are not clear or agreed upon** before changes are implemented.

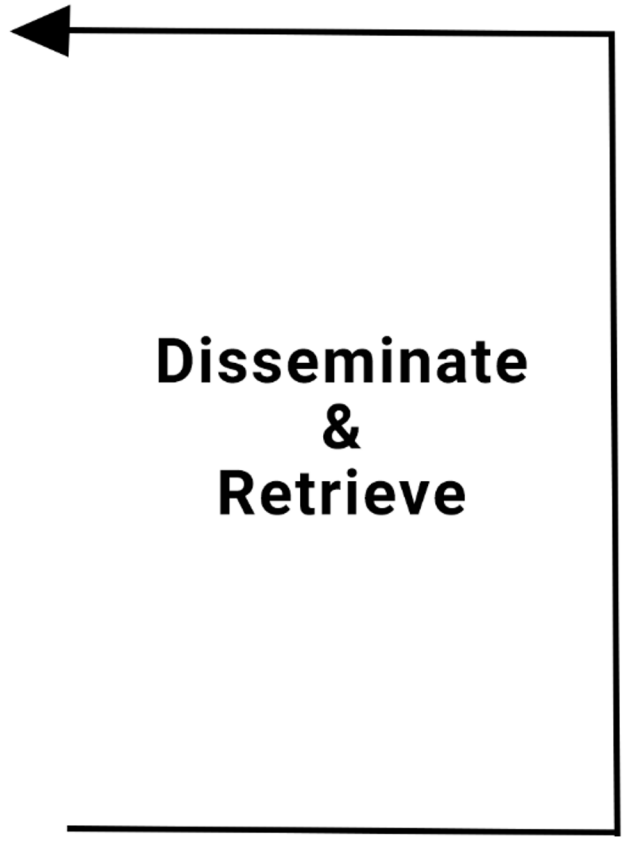
Pulling it all Together



Identifying Areas to Achieve Program Success

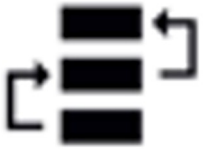
In order to get meaningful insights, teams need to:

- Establish goals for the program
- Define the metrics needed to measure success
- Use analysis of prior collected metris to inform program planning
- Create questions aligned with goals and designed to capture the right metrics
- Utilize technology that allows for data capture, not just transcription
- Use metrics to create actionable intelligence/insights
- Utilize actionable intelligence/insights to feedback into the communication loop (internal and external)



The Building Blocks to Actionable Insights

Q&A



Build a holistic event program where individual events inform one another through a central insights repository

Incorporate meaningful metrics into your programs by setting clear, agreed upon goals.

Analyze for insights and take actionable steps to impact decision making internally and externally.