

Welcome!

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

Presenters



Ryan Mazon

VP of Business Development
Array



Ann Hartry, PhD

Former VP, US & Global Value
Evidence
Lundbeck



Debbie Liberio

Head of Business Development
Array

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-,sīt (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



An Insights-Driven Approach to Creating and Refining the Integrated Medical Communication Strategy and Plan

Monicca Shanthanelson, PhD, CMPP¹ VP, Global Head of Medical Business Consulting, Veeva Systems
 Scott Houck, PhD, CMPP¹ Therapeutic Unit Scientific Lead, MedThink SciCom
 Slesy Easo-Joseph, PhD, MS¹ Director, Scientific Communications, Teva Pharmaceuticals
 Robin Winter-Sperry, MD² Global Field Based Medical Lead, Ipsen
 Nancy Ortiz, PharmD² Executive Director, Global Medical Affairs & Field Medical, Strongbridge Biopharma PLC
 Robert Groebel² VP, Global Life Sciences Strategy, Definitive Healthcare
 Milana Zivkov, MD, MSc² Senior Director, Insights & Training, Astellas
 April Adams, PharmD² Senior Director, Field Medical, Bristol Myers Squibb
 Renu Juneja, PhD³ Head, Scientific Evidence & Communications, Oncology US Medical Affairs,
 Janssen Pharmaceutical Companies of Johnson & Johnson

¹On behalf of the Medical Communications FAWG. ²On behalf of the Field Medical FAWG. ³On behalf of the Insights FAWG.



AMAPS MEDCOMM FAWG WHITE PAPER
 This publication represents the consensus opinion
 of members within the MAPS organization but does
 not represent formal endorsement by the authors'
 organizations

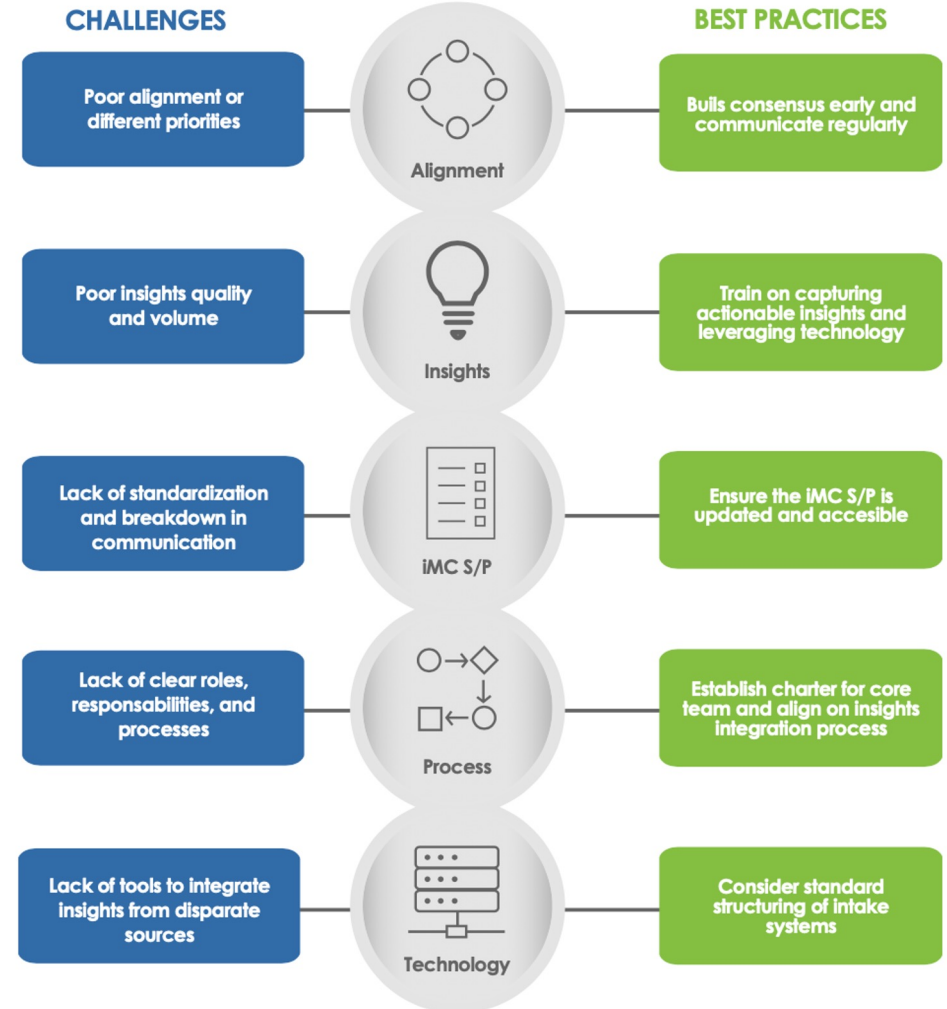


Figure 4. Challenges and best practices for developing an iMC S/P. AI, artificial intelligence; iMC S/P, Integrated Medical Communication Strategy and Plan.

Contributing Factors to Challenges

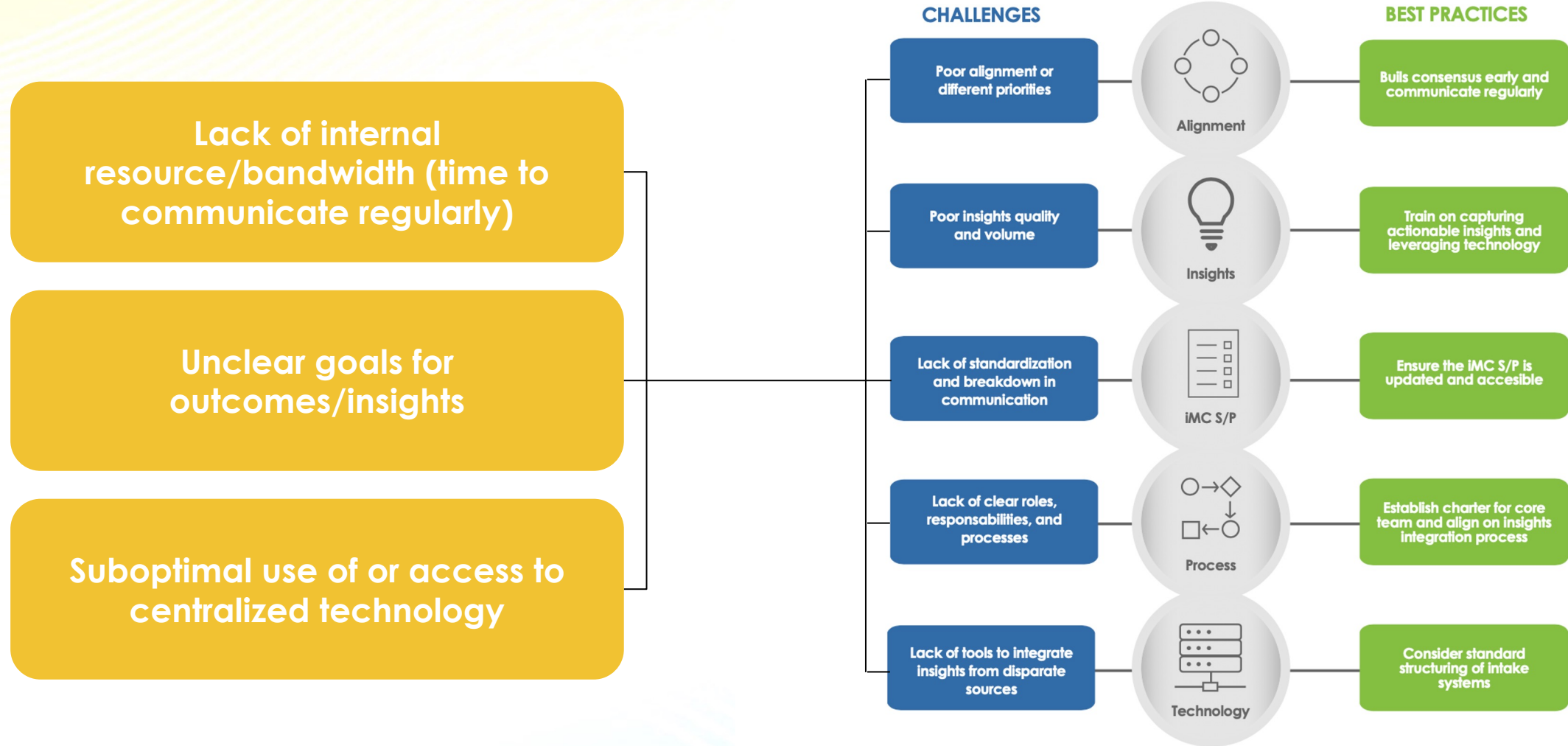
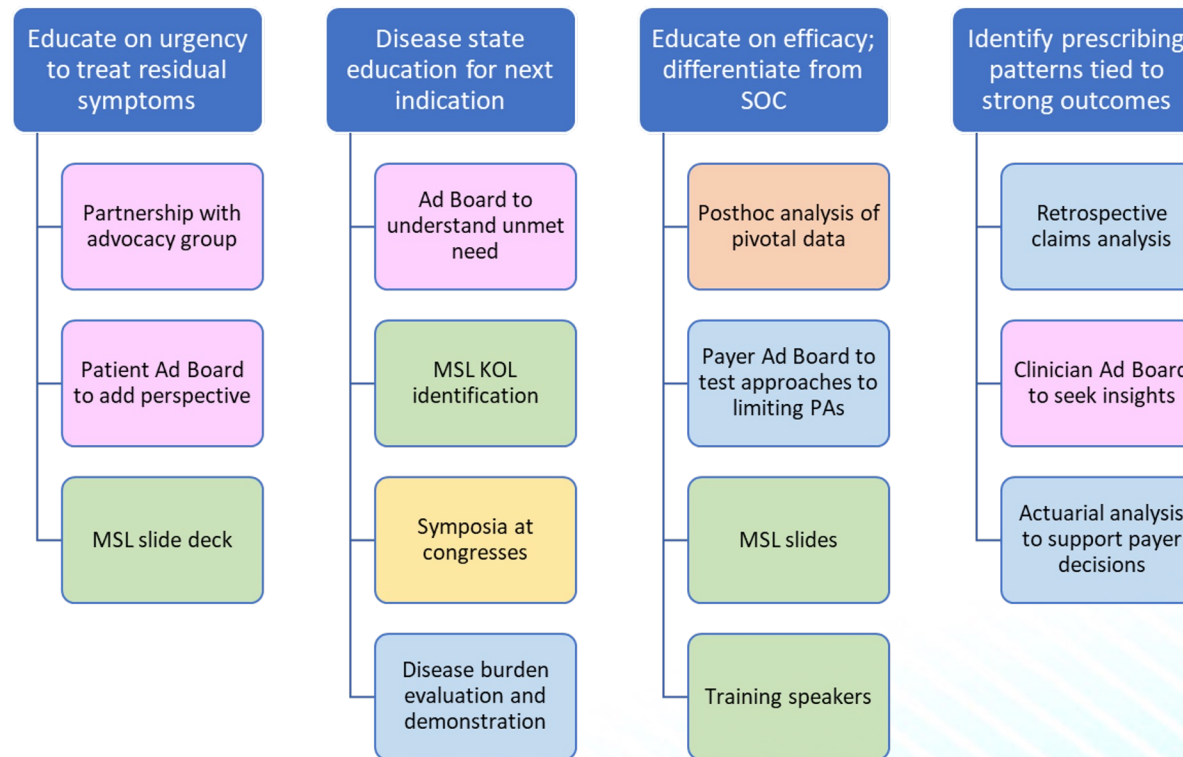


Figure 4. Challenges and best practices for developing an iMC S/P. AI, artificial intelligence; iMC S/P, Integrated Medical Communication Strategy and Plan.

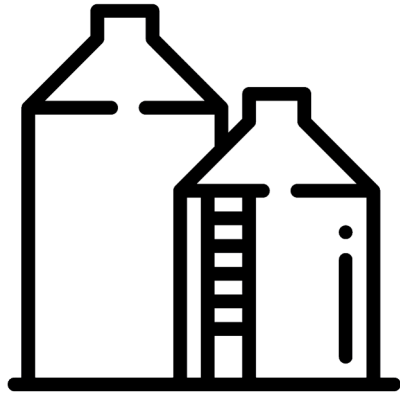
Addressing the Challenges

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

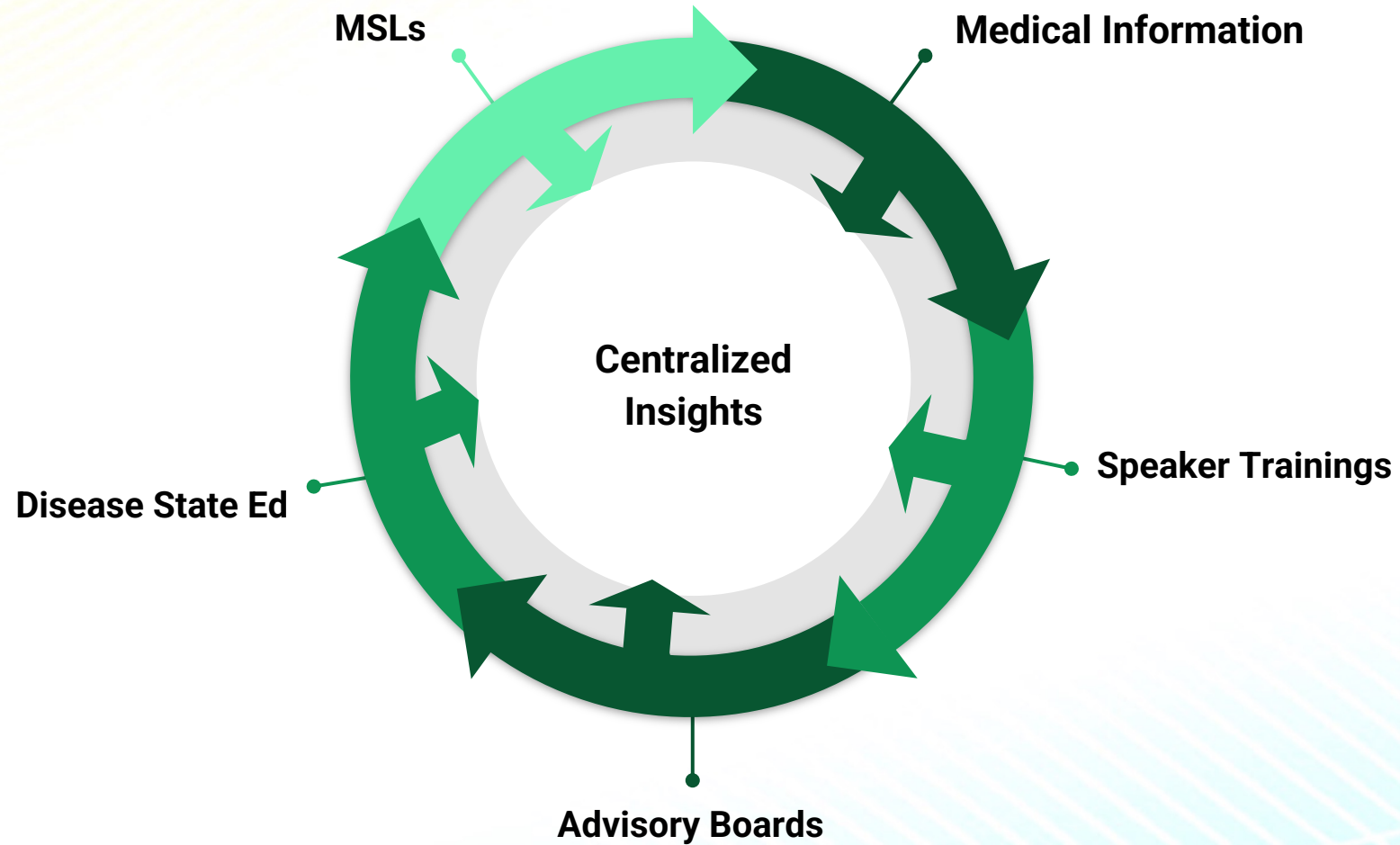


Lack of communication builds **confirmation bias and groupthink**. This leads to repeating processes because "they worked before" without evaluation.



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 metrics 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)

**Disseminate
&
Retrieve**



The Building Blocks to Actionable Insights



1. DATA



2. SORTED



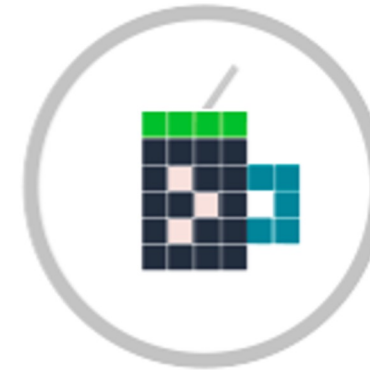
3. ARRANGED



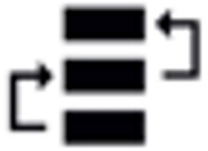
**4. PRESENTED
VISUALLY**



**5. EXPLAINED
WITH A STORY**



**6. ACTIONABLE
(USEFUL)**



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.