

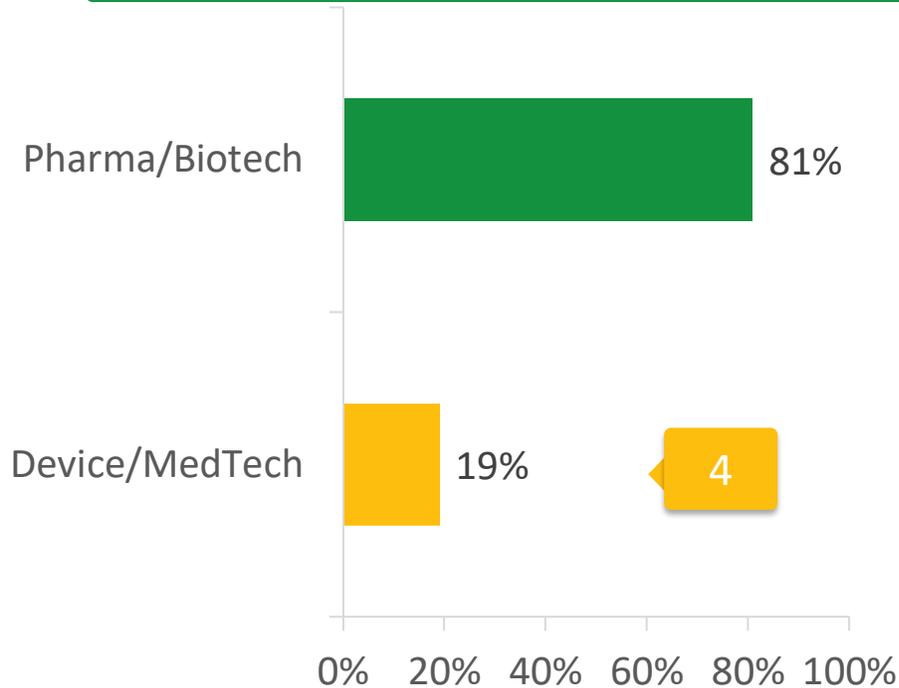
External Education MAPS Focus Area Working Group Trends & Needs Assessment

Monday, October 18, 2021



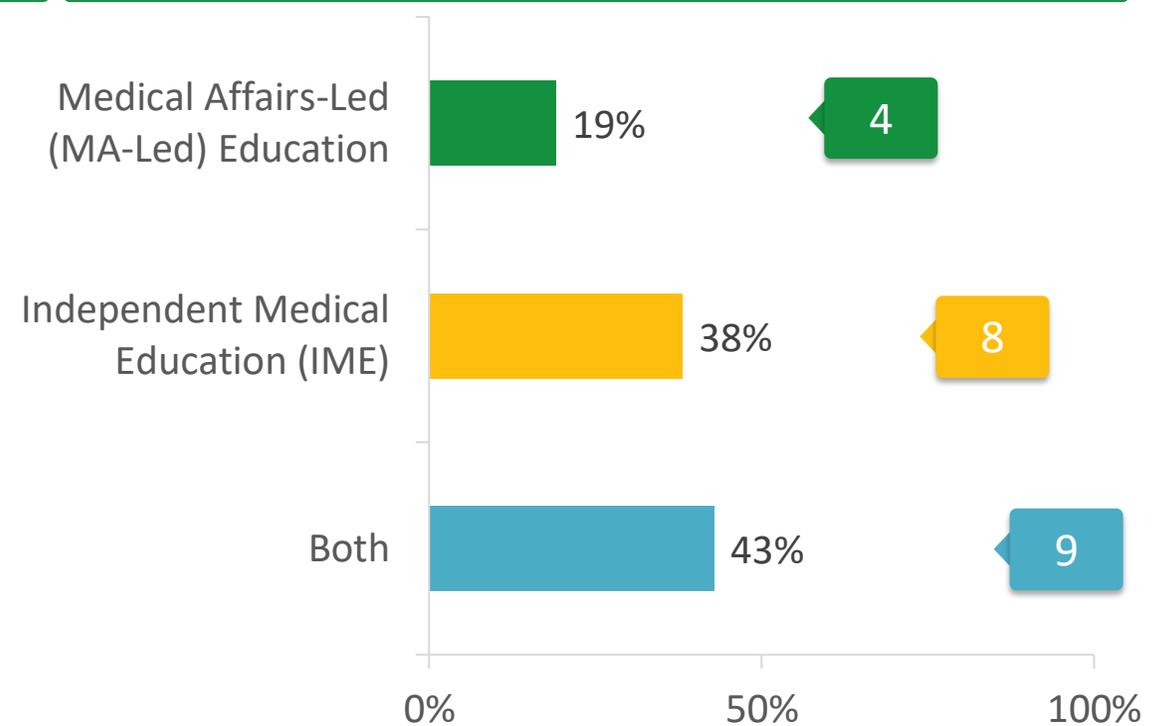
Broad response from multiple companies representing MA-Led Education and IME from Pharma and MedTech

What organization type better represent your company?



Answered: 21

External education approach represented

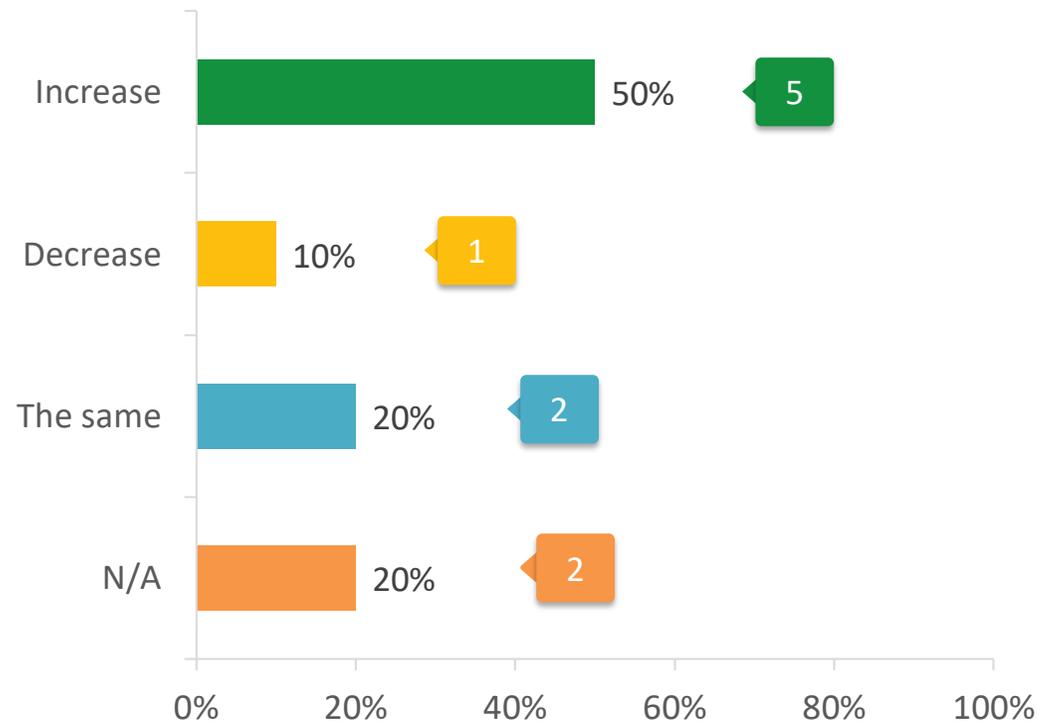


Answered: 21



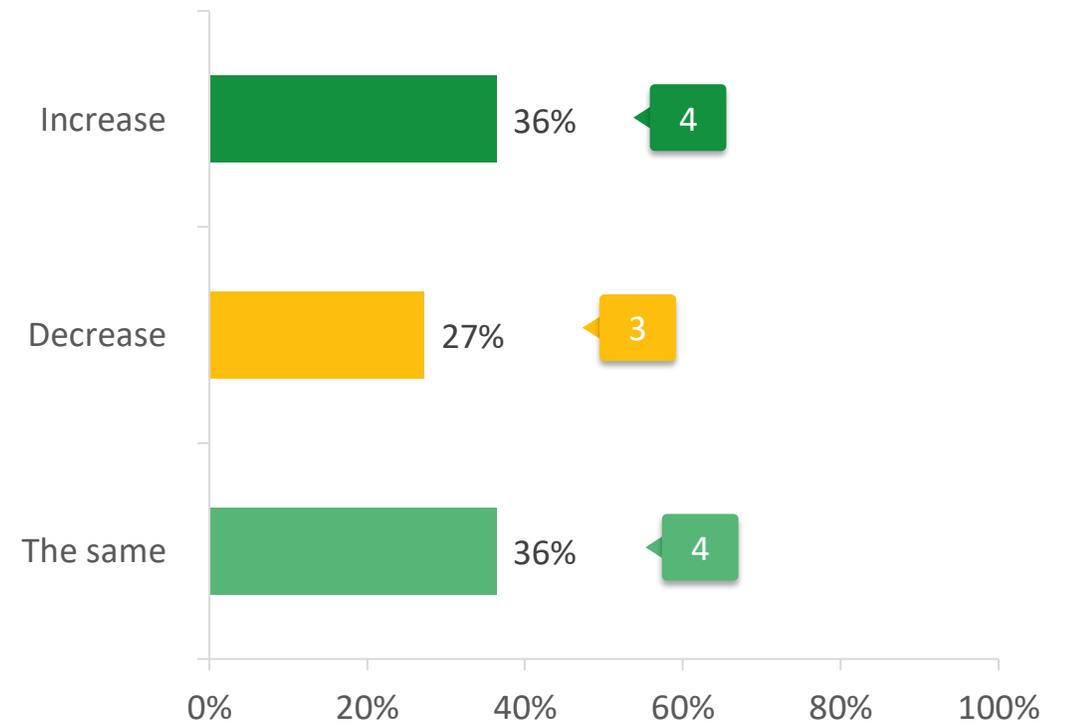
Education programs for payers & patients have mostly stayed the same or increased for MA-Led and IME

Has the MA-Led education for Payer/Patients increase/decrease, etc in the last 12 months?



Answered: 10

Has the number of programs supported through IME increased, decreased or remained the same in the past year?



Answered: 11

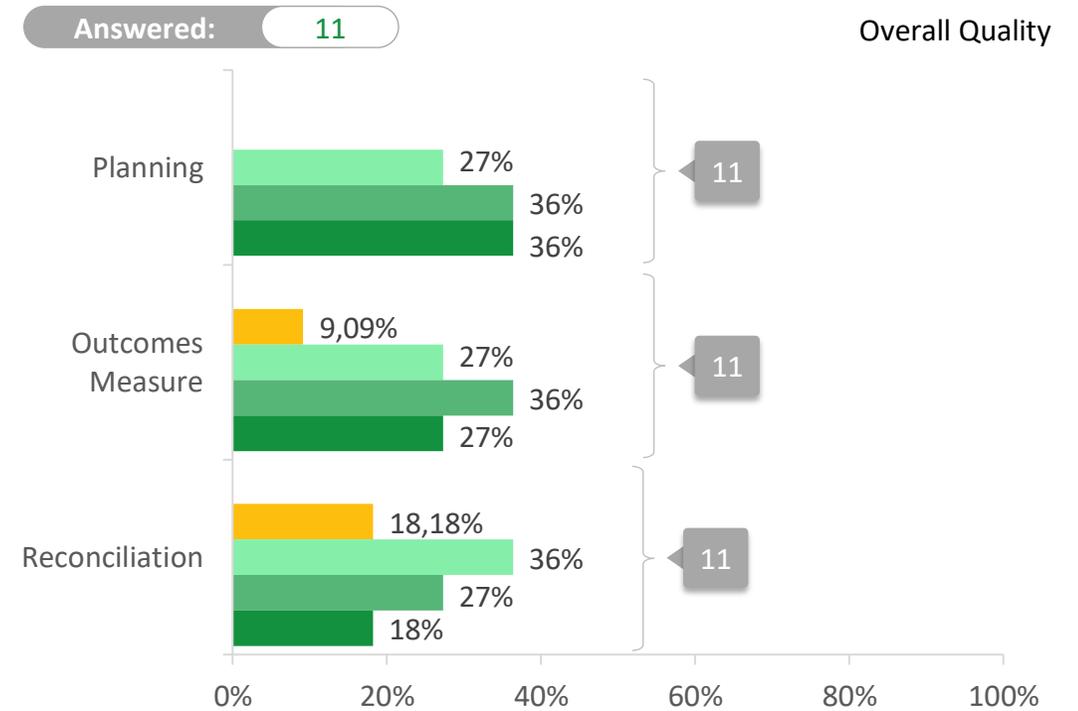


There is room for improvement in the planning and measuring of MA-led education and IME

How would you rate the current overall quality of planning, delivering, monitoring and measuring of your medical education activities?



How would you rate the current overall quality of planning and measuring of your independent medical education activities?



1. Poor 2. Fair 3. Good 4. Very Good 5. Excellent

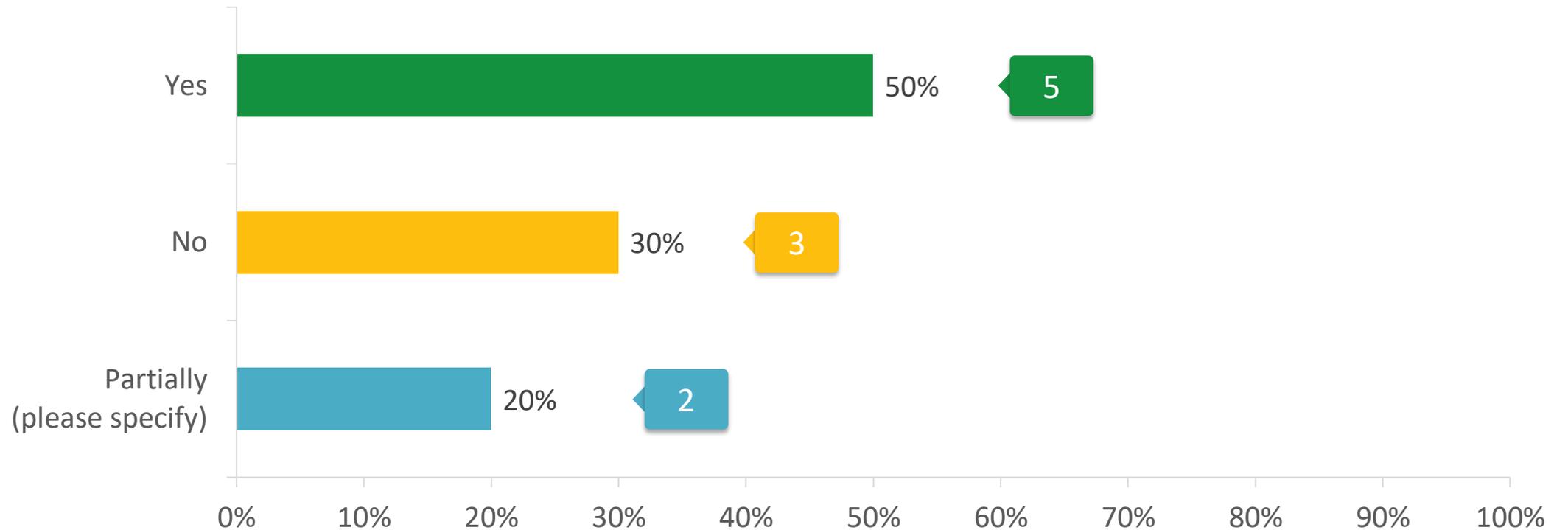


Medical Affairs Led



Most respondents' have at least a partially centralized function to create content

Do you have a central function/approach to MA-led content creation?

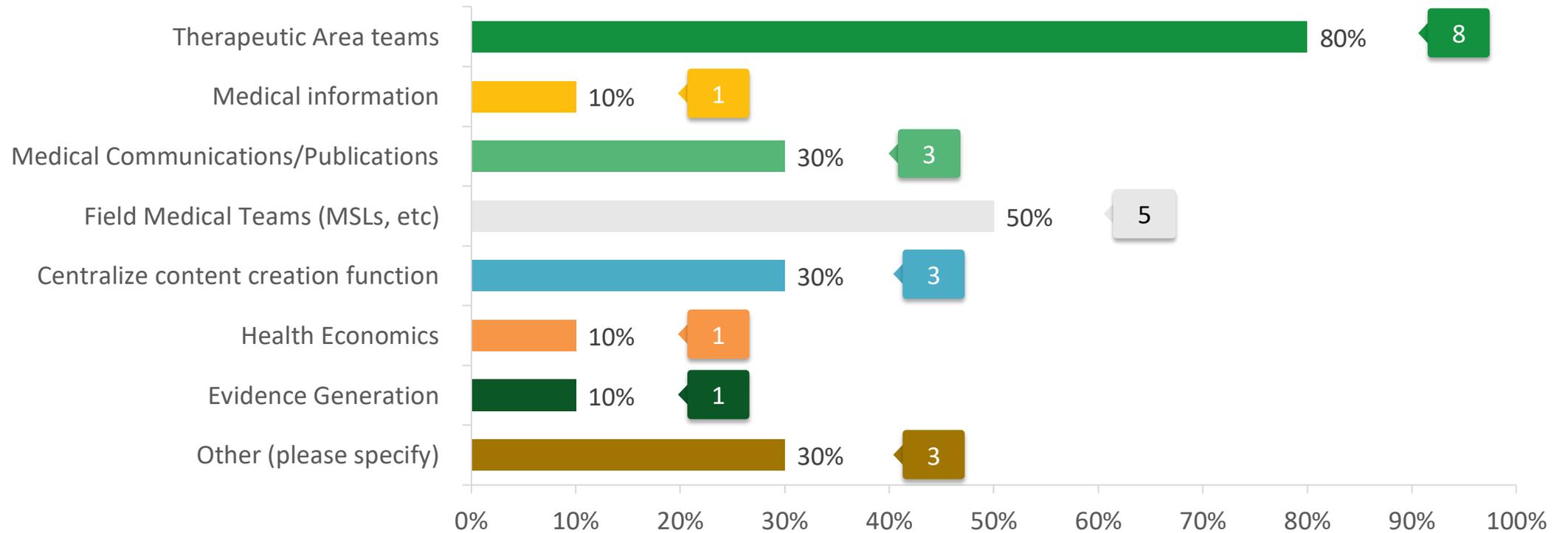


Answered: 10



Therapeutic Area teams, Field Medical and central content creation functions are the main creators of MA-Led Education

Which group/function is involved in developing MA-Led education content?

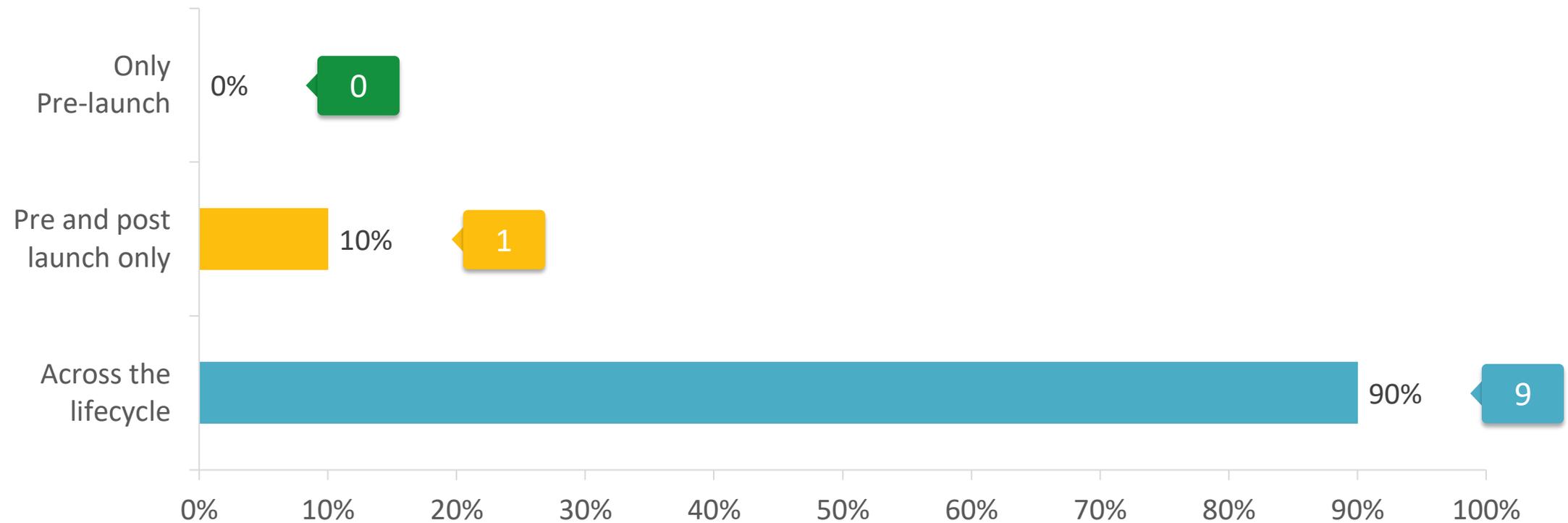


Answered: 10



Most companies develop MA-led education across the lifecycle

Do you have company business guardrails on when, in the product life cycle, Medical Affairs should develop MA-led education?

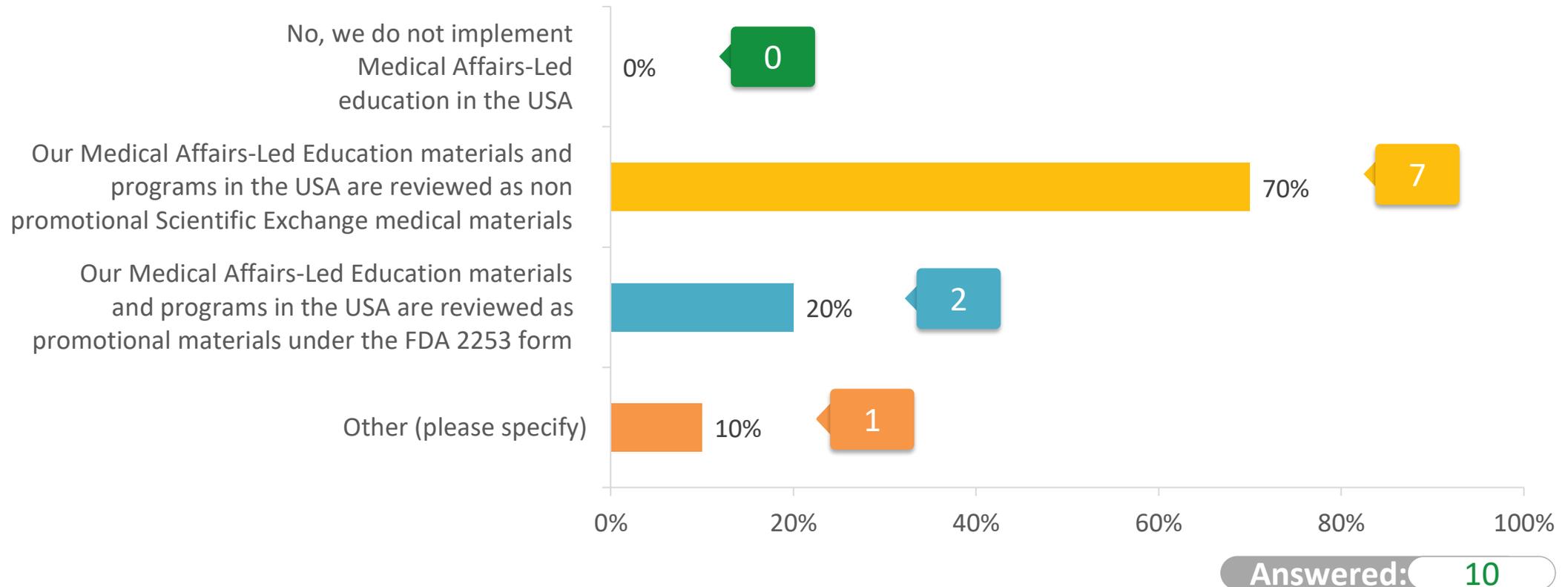


Answered: 10



Education content in the US is reviewed mostly as Scientific Exchange

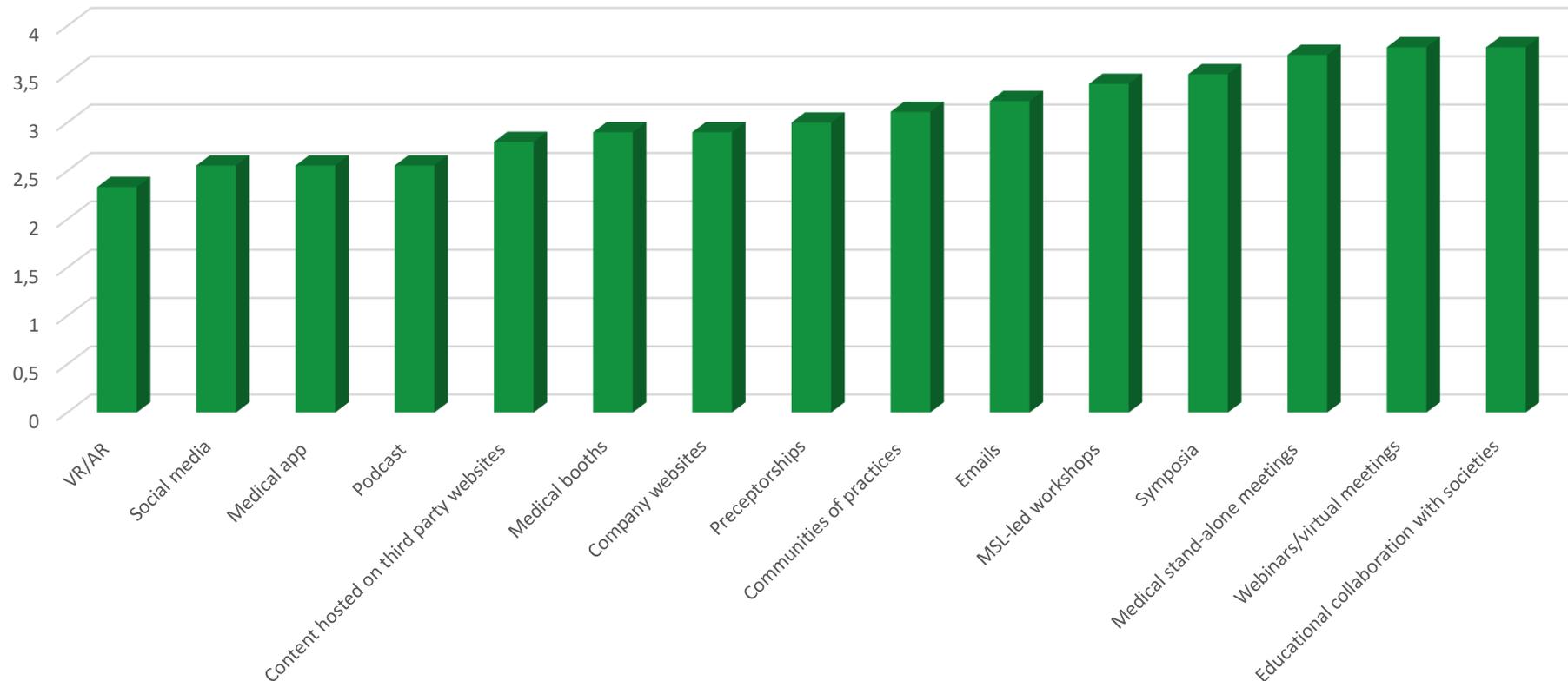
If you implement education in the US, how do you review your medical affairs developed education programs?





Collaborations, and P2P events are the MA-Led education formats perceived as being delivered with the highest proficiency

How would you rate the quality of the MA-led activities conducted by your company, considering scientific content, relevance for external experts, and platforms used?

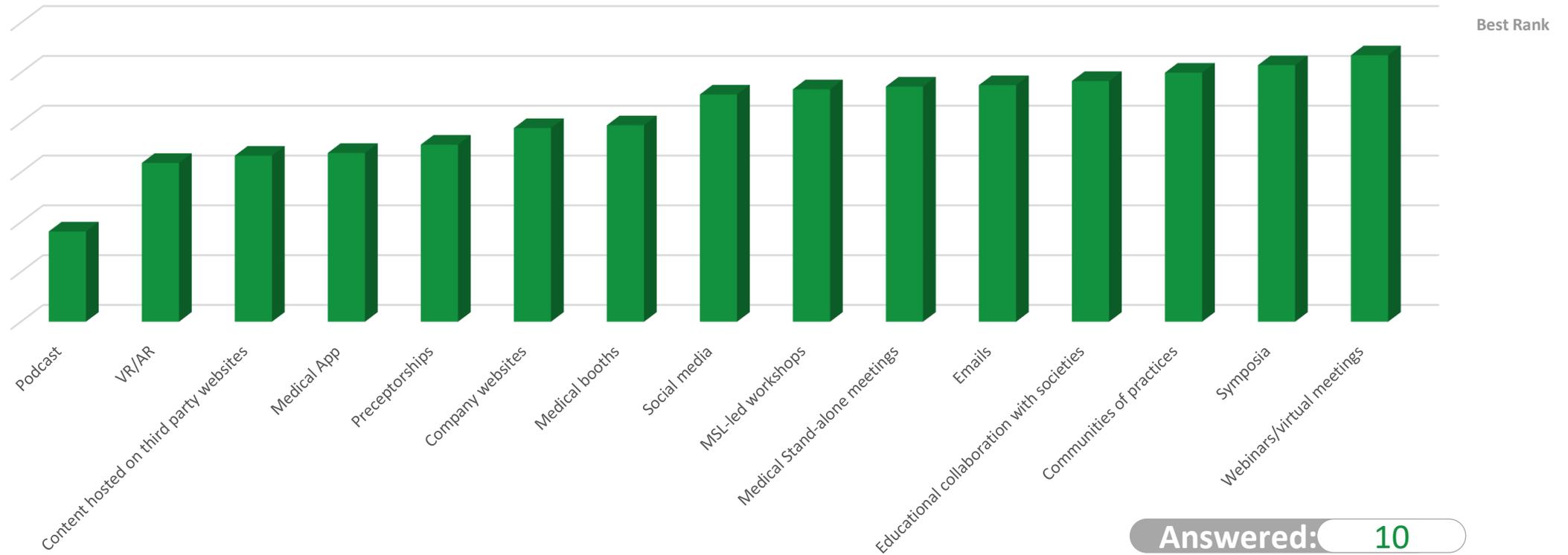


Answered: 10



Peer to peer events and communities of practice are the MA-Led education formats perceived as most impactful

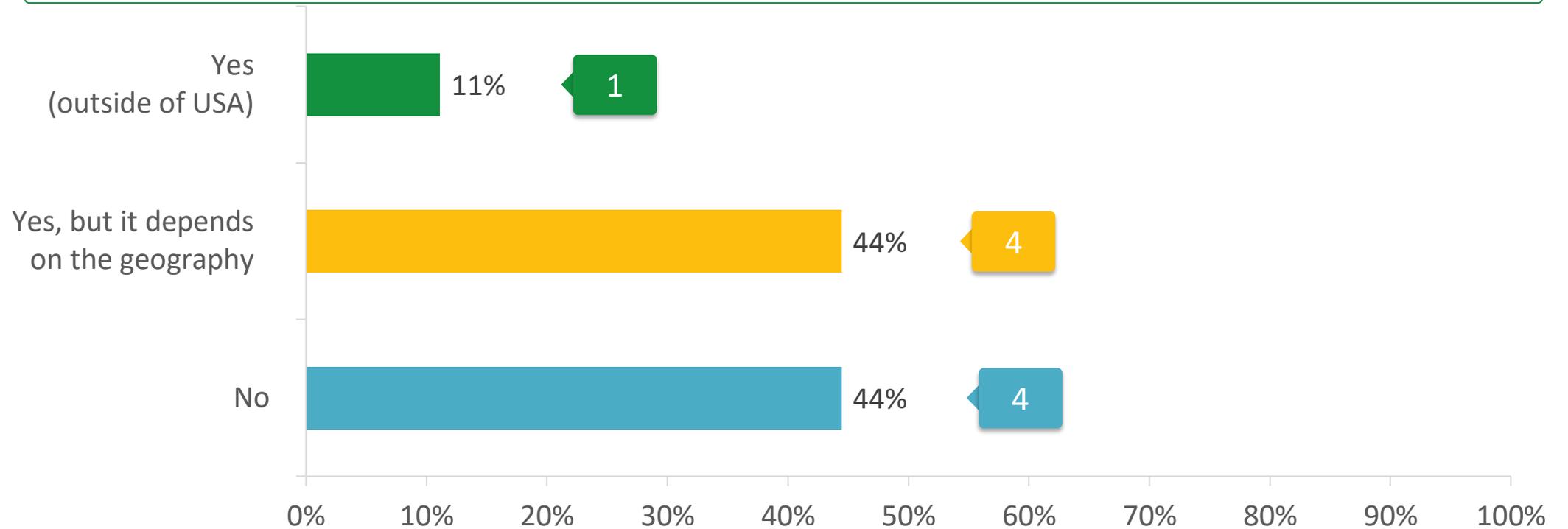
Rank the following programs in order of your perceived impact by the audience





Half of the respondents' companies support HCP congress sponsorships in certain geographies

Does your company support HCP sponsorships for delegates to attend congress?

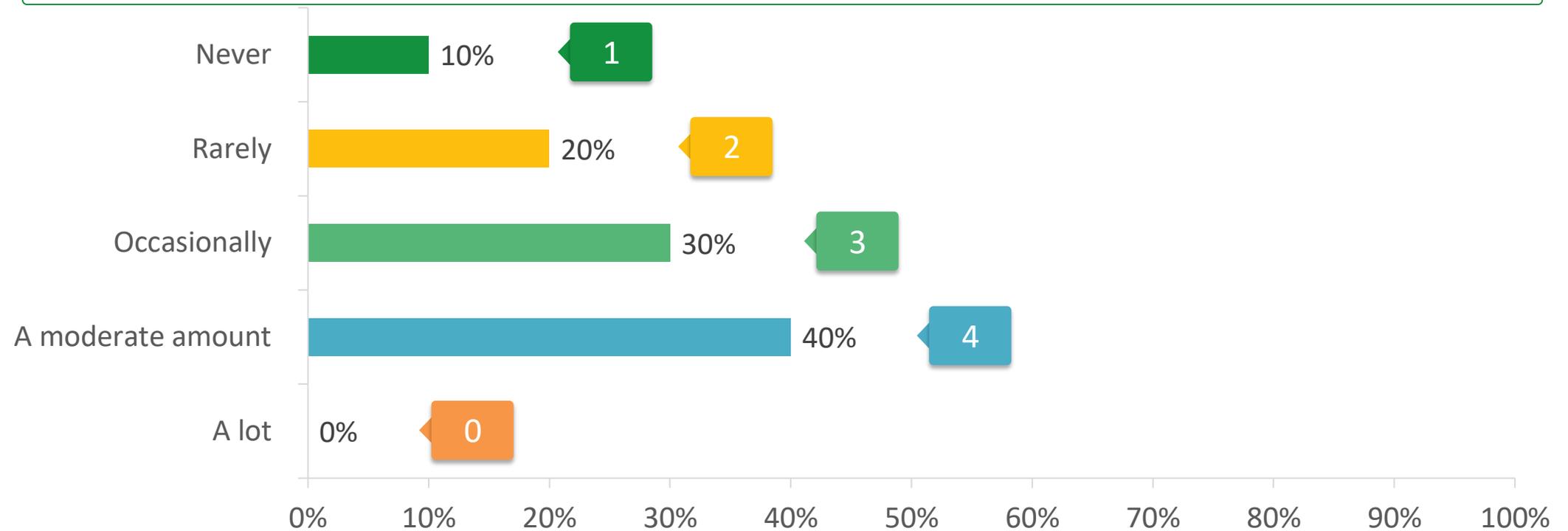


Answered: 9



Learning resources and programs are not consistently provided internally for External Education capability enhancement

Does your company provide internal capability education/learning to enhance planning, delivering, measuring and monitoring of EE?

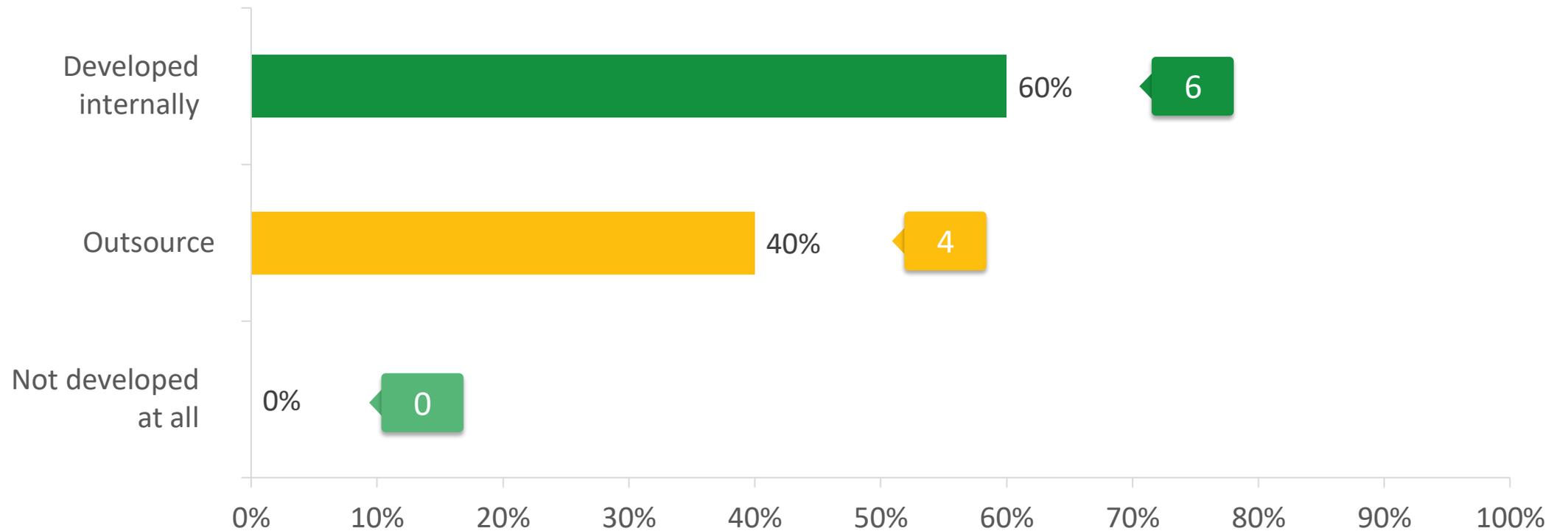


Answered: 10



Educational gap assessments are performed internally & externally

When gathering and identifying the gaps that define your strategy, do you perform needs/gaps assessments internally or outsource their development?



Answered: 10

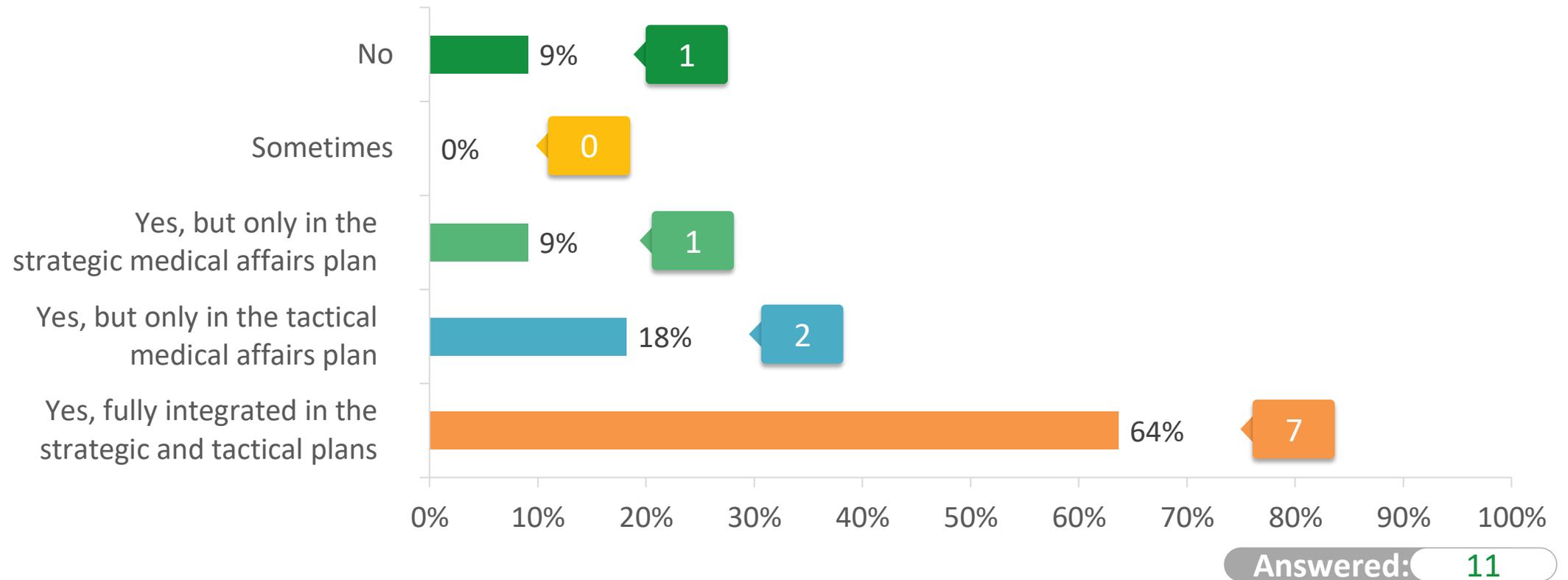


Independent Med Education



IME is usually fully integrated into both the strategic and tactical plans of Medical Affairs.

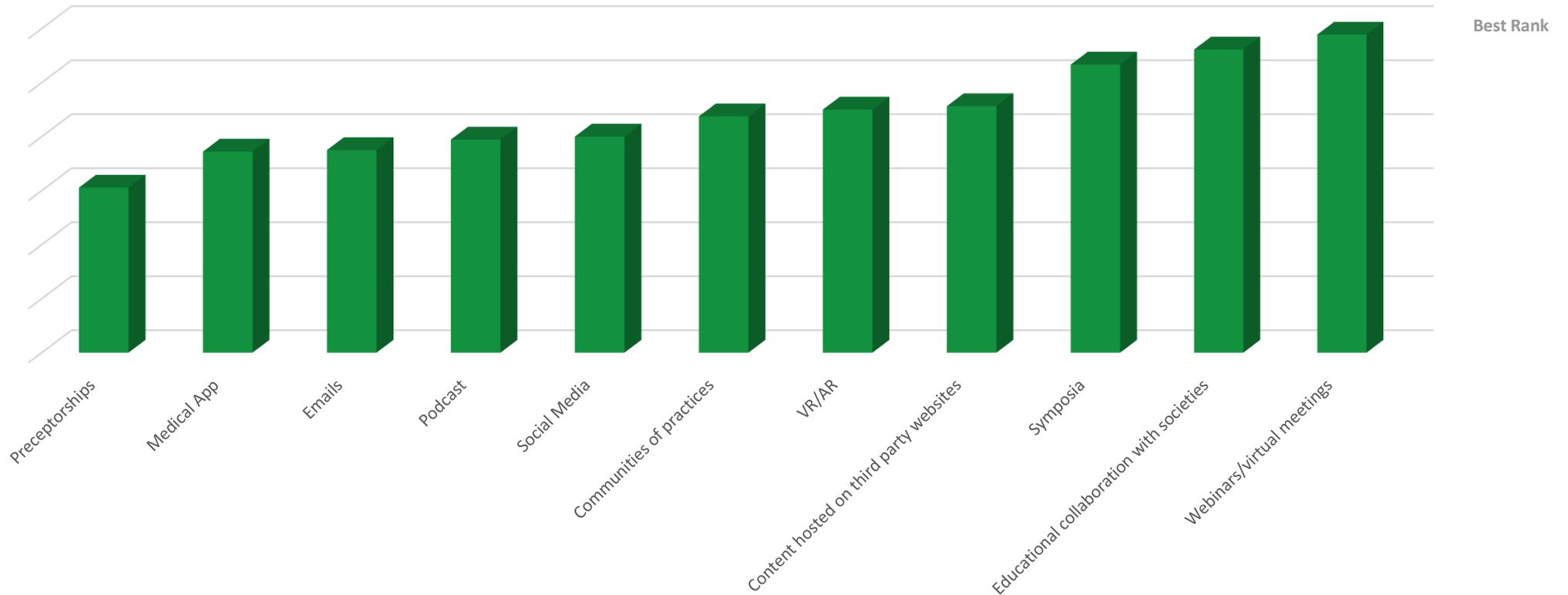
Is IME included into the overarching Medical Affairs plan?





P2P events and collaborations with societies are the IME formats perceived as most impactful

Rank these IME program formats in order of their perceived impact

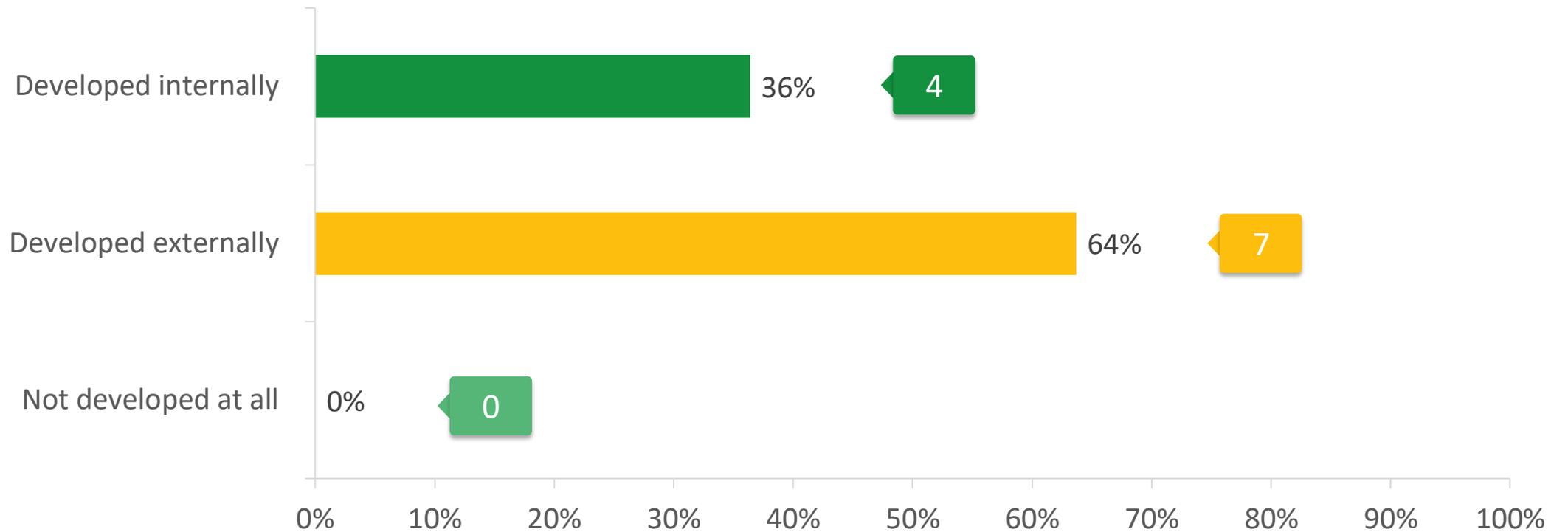


Answered: 9



Needs assessments done for IME purposes are developed internally & externally

When gathering and identifying the gaps that define your strategy; Do you perform Needs / Gaps assessments internally or outsourced their development?



Answered: 11



Sufficient resource and capability training could enhance EE programs

What are the main barriers to design programs?

Answered: 6

Open-Ended Response

Medical Affairs team is stretched very thin- a lot to do and could use a dedicated role to EE.

Complexity of the Regulatory framework; audience generation

Resources

Budget, content development expertise, faculty selection, bandwidth/resources

Resources

Metrics that matter and measure behaviour change in clinical practice

Does your company provide internal capability education/learning to enhance planning, metrics and reconciliation of EE?

Answered: 11

