

Finding the Holy Grail of Medical Affairs: Impact and Measurable KPIs

Presenters



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**The views and opinions expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of Novartis or any of its officers.*

Educational Objectives

This session will provide a learning opportunity for our audience by helping to:

- **Review previous ways Medical Affairs used to assess the impact of its activities**
- **Discuss new ways Medical Affairs can look at the impact it is making**
- **Examine the benefits of looking at the impact you are making**
- **Explain how to get started and how to deal with compliance in this process**

Poll: How is your organization currently measuring impact?

Part 1: What Has Been Tried in the Past

*The history of Medical Affairs and its potential
impact*

Four ways commonly used to look at the impact of Medical Affairs



Surveys sent to healthcare professionals from vendors or via MSLs to understand feedback and how the engagements are perceived.



Share of Scientific Voice can use bibliometrics and social media to better understand if your medical messages are being used by the community.

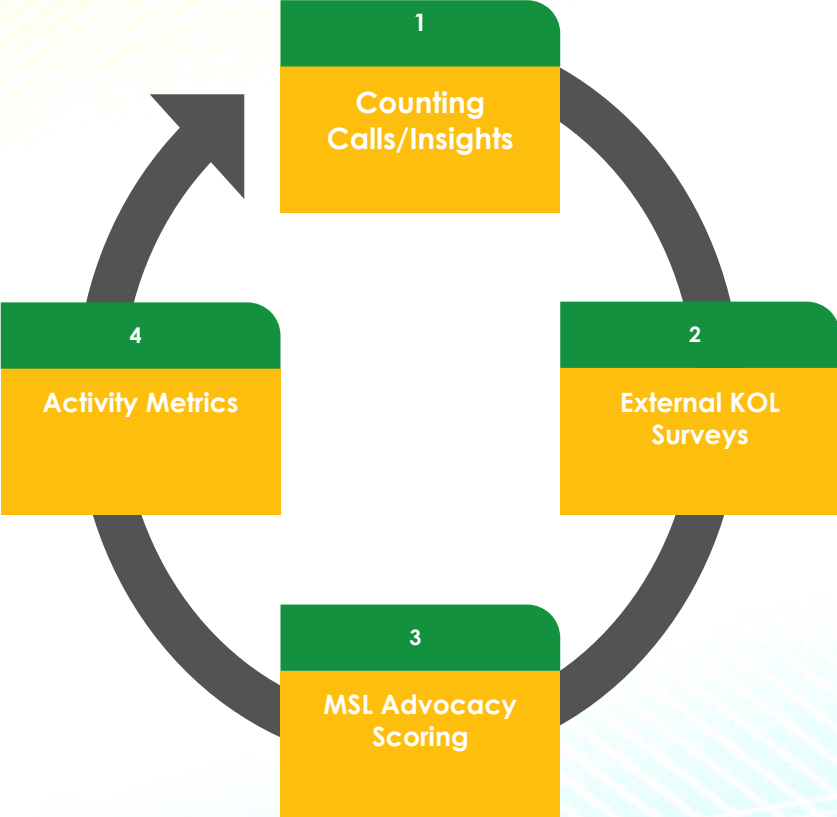


MSL Insights brought back to HQ to better understand unique the perspective of healthcare professionals. The more Insights you had the more the impact.you had.



Number of activities conducted by Medical teams across field activities, scientific activities and more.

Current Methods Used by Medical Affairs Teams



What Does the Future Look Like

Questions to consider

“Numbers by themselves are never enough. Quantitative metrics require the context and interpretation provided by qualitative metrics in order to convey a useful narrative.”

- Source: MAPS

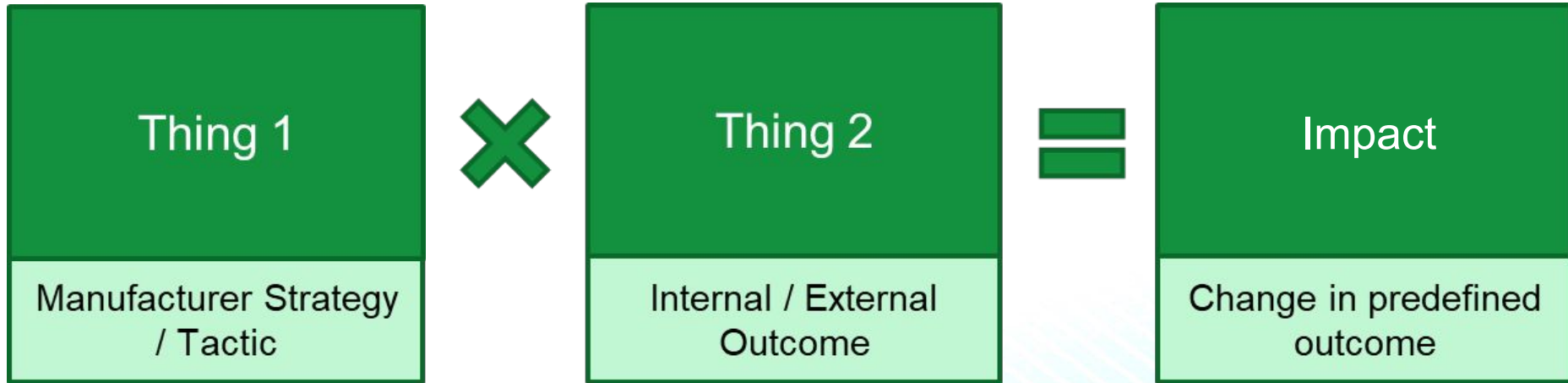


Part 2: Shifting the Conversation on Impact

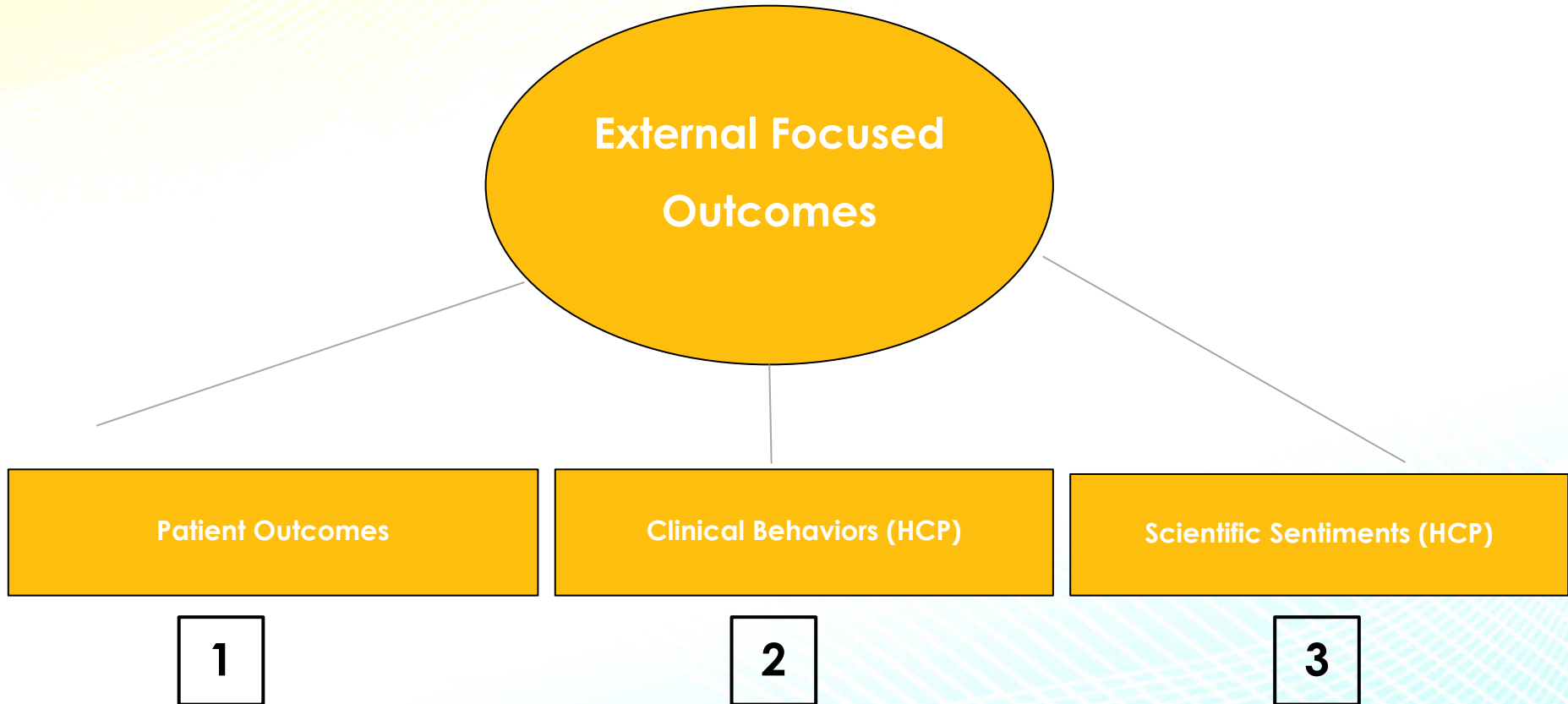
*From internal measurements to external clinical
outcomes*

Definition of Impact

“The effect or influence of one person, thing, or action, on another”



Shifting the Conversation to External Outcomes



A Case Study on Impact

Type of Analysis

Change in clinical behavior or Scientific
Share of Voice

Data Sources

Claims/EMR/Publications/
Congresses/Social
Media/Clinical Guidelines

Impact Concept

Clinical Domains

Diagnosis/Testing/Referral/
Outcomes/ Management

Indications/Country

Cardiovascular/Dermatology/
Oncology/Rare Disease
US/ EU/ Asia/ LaCan

Identify core areas of focus (TA, type of outcome, and data)

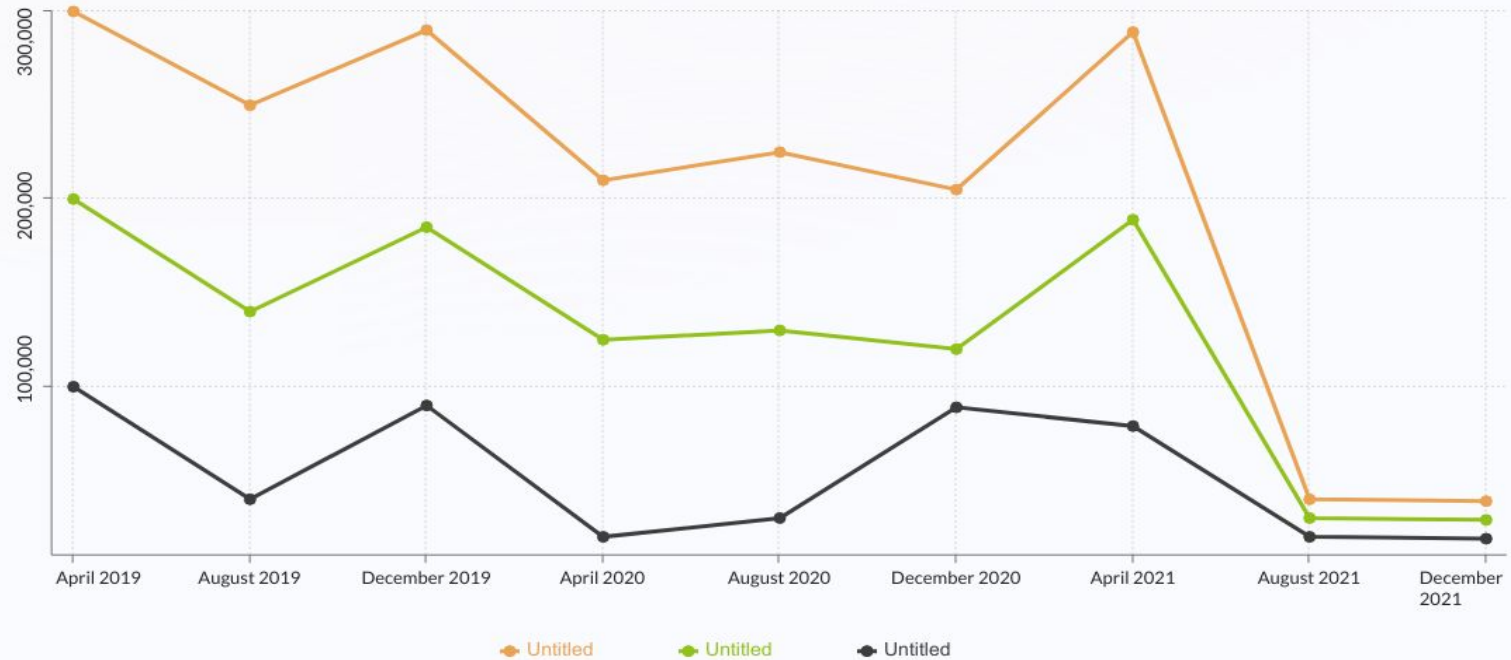
Translate and convert to something that can be measured

Refine and Tailor for clinical and country considerations

Quantify using appropriate data and models

Determine impact and gather Insights

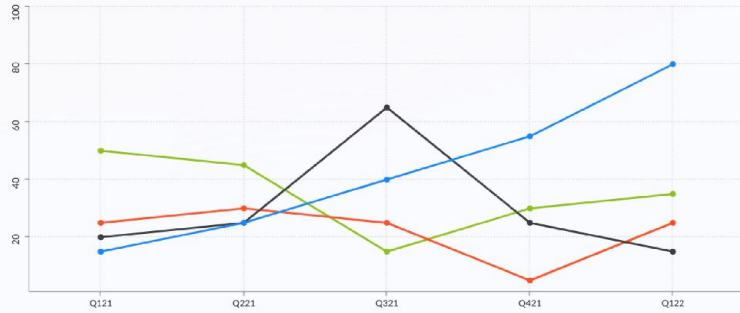
Change in Indication-Specific Clinical Parameters



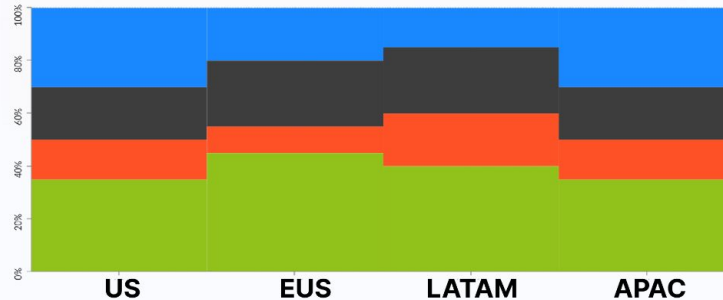
Change in Indication-Specific Scientific/Digital Themes



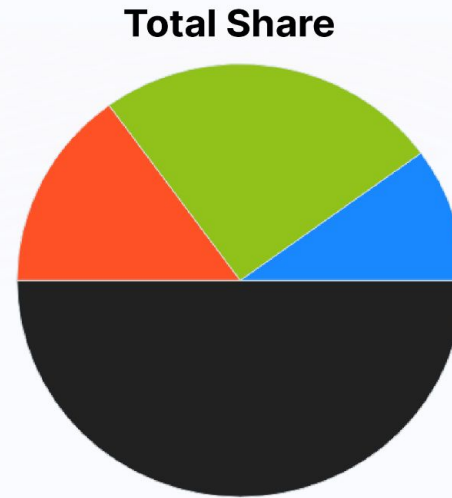
Change in Scientific Share of Voice



Change over time



Share by country



Part 3: Considerations of Impact

Compliance, data privacy, organizational considerations and beyond

Questions