

EMPOWERING MEDICAL AFFAIRS IN A RAPIDLY EVOLVING HEALTHCARE LANDSCAPE

Medscape Medical Affairs partners with Medical Affairs teams throughout a product's lifecycle. We facilitate optimal collaboration between internal teams, physicians, and the broader medical community, connecting you directly with our directly with Medscape's 5 million active physician members worldwide.

OUR MEDSCAPE MEDICAL AFFAIRS SOLUTION SUITE

- Medscape Medical Affairs enables all medical affairs professionals to maximize the impact of medical activities in accelerating the adoption of life-changing therapies into clinical practice.

MARKET ASSESSMENT



Provide Rapid and Revealing Market Assessment

Practice Predictor™
Survey Solutions
Site Behavior Analysis

KOL IDENTIFICATION & ENGAGEMENT



Fast-Track Engagement with External Experts

KOL Mapping
Advisory Boards

DISEASE-STATE EDUCATION



Leverage Learning Design Experience & Reach

Webinars, Symposia,
Masterclass

PUBLICATION AMPLIFICATION



Amplify and Extend Reach of Key Papers

QxMD Read

INTERNAL TRAINING & ASSESSMENT



Increase Confidence & Knowledge

MSL Assessment*
Sketchpad Animation
Live Training

CLINICAL TRIAL AWARENESS



Discuss Key Trials, Support Site Enrollment and/or Patient Recruitment

Clinical Trial Central

WHY MEDSCAPE VS OTHER PROVIDERS

- **BRAND INTEGRITY & TRUST** Over 25 years of meeting clinicians' point-of-care needs
- **ANDRAGOGY** Learning science for adults that drives knowledge & belief change
- **DATA. DATA. DATA.** Demonstrating impact and insights to fuel your mission



To learn more, please contact your Medscape Medical Affairs representative.
Visit us @ www.medscapemedaffairs.com