

Welcome!

Insight Generation:

A Team Sport for Medical Affairs

MAPS Content Hub: 208 Resources on Insights

September 6, 2022

The Rise of the KOL & DOL

In this White Paper, A

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November 5, 20

From Data to the Medical

In this webinar, insight gap impact responsibilities how to close it.

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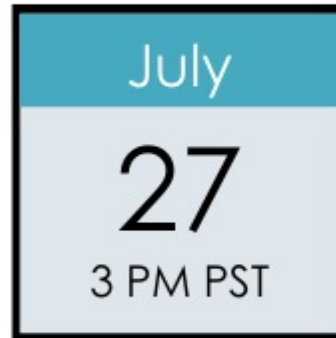
A Guide to Translating Insights into Business

In this Within3 White Paper, when Medical Affairs teams can achieve improve business function, and with a holistic, technology-enabled approach.

May 10, 2022



MAPS West Coast Chapter



West Coast Corridor Chapter Meeting - Generating Actionable Insights that Impact Strategy

August 2, 2022

Strategies for Getting Insights from Your Event

representations of become actionable— done to improve

Managing Insights Process

emerging information and

How to Find Relevant Research in an Ocean of Data

This podcast details the need for content curation to cut through the noise — and eventually provide patient benefit.

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Insights For

(FAWG) member

associated with

insights as a way

lexicon of the function.

This webinar addresses key steps all

Medical Affairs teams can take now to

move toward a more holistic approach to

insights gathering activities, allowing them

to make better, faster decisions.



Teamwork -

*Medical Leadership
working together to
drive an integrated
strategy.*





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- The following faculty and planning members do disclose financial relationships- *Vicky Jones, Debra Sierka, Scott Thompson*
- Please see the Credit Disclosure page for full details on faculty and planning member disclosures.

Presenters



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Co-CEO
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Melanie Fulton

Executive Leader
Medical Affairs Excellence



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Sanofi

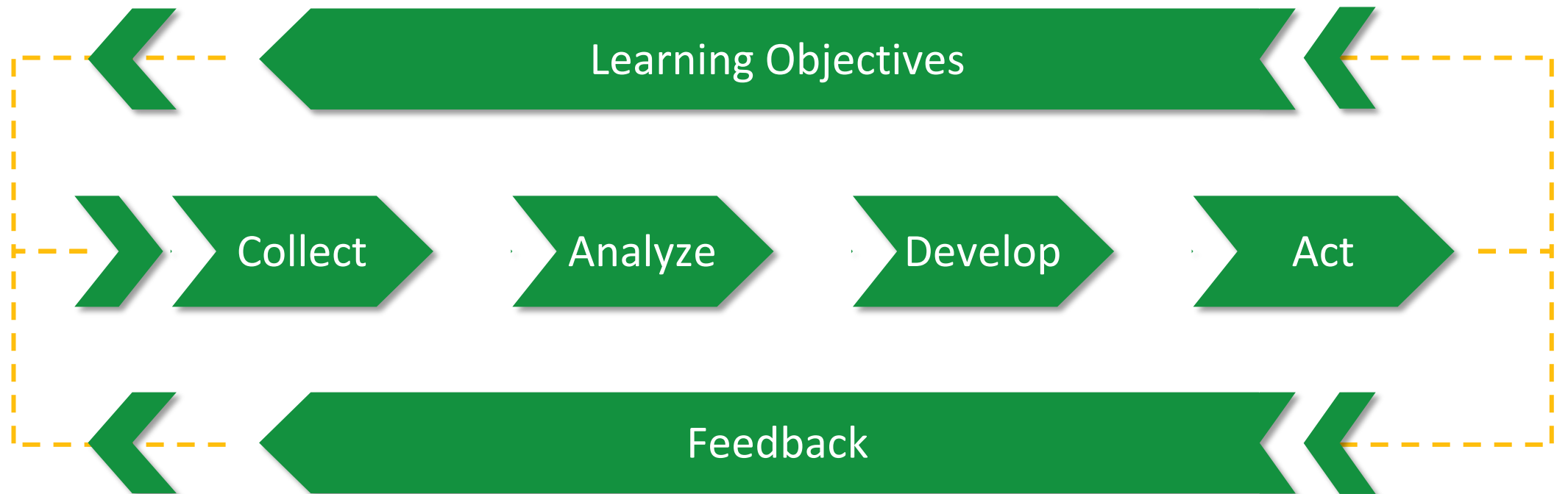


Vicky Jones

Senior Director
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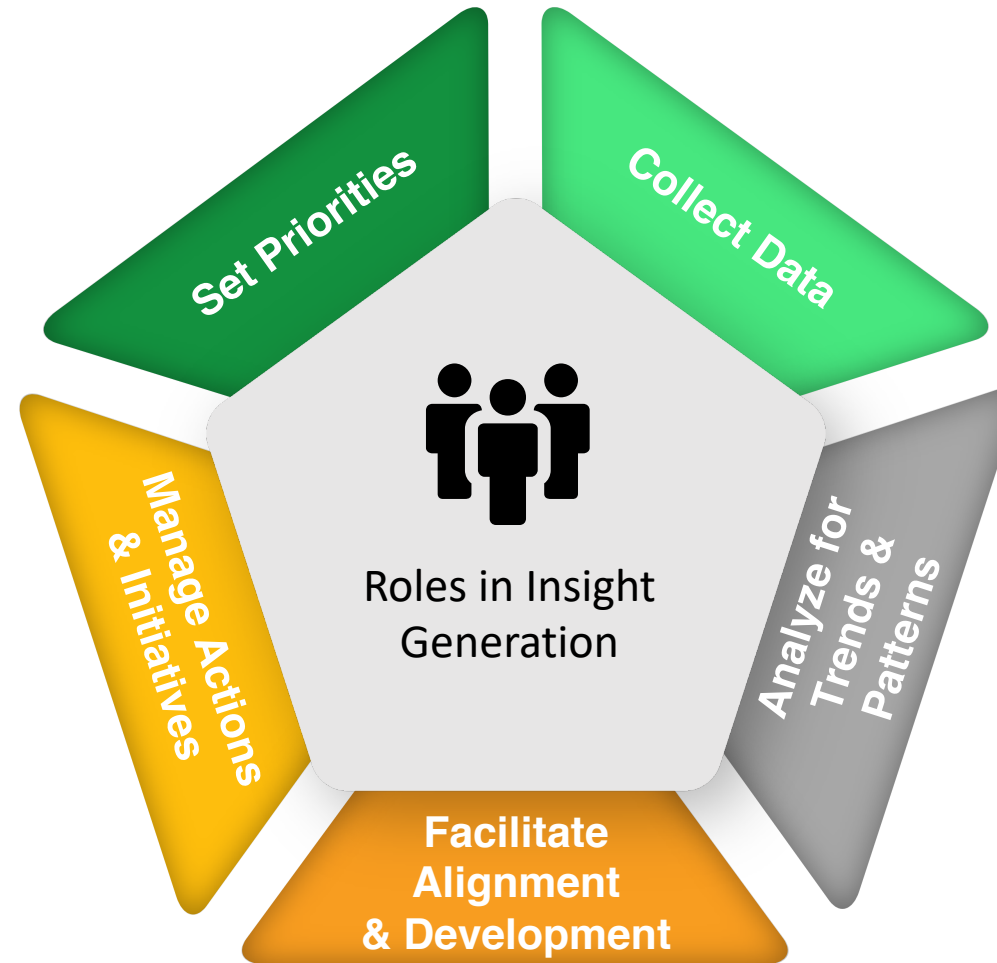


Accelerated Insights® Process





Roles in Insight Generation





Learning Objectives

Learning objectives are used to ensure that the entire team collecting, analyzing, and reviewing insights understands what is valuable and actionable.





Data Collection

Every time we engage with experts is an opportunity to learn. Powerful questions are used to collect both what is being said, and why the medical community is saying it.





Develop Insight & Actions

Insights are developed by the Medical Leadership team as they assess confidence in the data, identify patterns and trends, and define potential impact.







Actionable Insights



- *Therapeutic Area Lead*



- *Head of Field Medical*



- *Program Strategist*



Thank You!