

Welcome!
**Leveraging Technology & Data to Drive
Expert Engagement Aligned to Strategic
Imperatives**

Presenters



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Disclaimer: The views we express today are our own and do not necessarily reflect the position or views of our employer, Eisai Inc.

Educational Objectives

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

- Providing an overview of current industry trends shaping the Medical Affairs landscape
- Looking at drivers for increased utilization of technology in KEE identification and engagement
- Highlighting the importance of alignment of tactical execution to a broader corporate/medical strategy for successful KEE engagement
- Highlighting practical, real-world examples of innovation in the KEE identification and engagement workflow

Leaning on the “Third Pillar”

- ~20% Expected growth in the size of field medical teams in the coming years
- The demands of CROs, medical device, diagnostics, and veterinarian companies are incorporating the MSL role into their operations
- Technologies such as high-throughput genomics, proteomics, metabolomics are driving complexities
- Commercial engagement models are being reimagined creating demands and opportunities for Medical Affairs
- M&A Activity

The Evolution and Impact of the MSL

- ~1960's: Established by Upjohn Pharmaceuticals as a part of their commercial teams to respond to the need for scientifically trained field staff
- 2000's: Regulatory and compliance demands increased, including the Sunshine Act, EFPIA, increased scrutiny, and easier reporting mechanisms.
- 2010's: Demands for targeted subgroup treatments, stages of disease, lines of therapy, and orphan/rare diseases resulted in complex medicine and guidelines
- 2020's: Increased launches in Orphan/Rare diseases linked to expert demands for the latest scientific knowledge out of reach from commercial representatives and and KAMs
- 2025: Dramatic changes in the generational workforce will create the next seismic shift for the MS

Legacy Practices May Need to Evolve

- Expert identification and engagement often reflected the POV of the individual MSL with limited KPI's
- Interactions were targeted at experts who had primarily research interests or who were part of academic centers
- Relationships were driven during direct one-on-one scientific exchange – focused on data dissemination
- Approach has been successful when considering population health interventions, but may not reflect today's demands

Factors to Consider While You Evolve Your Practices

- Scientific relevance, impact to care and the demands of a diverse group of stakeholders reflect evolving demands of the MSL
- As pipeline innovation continues to reflect personalized medicine, the complexity of science positions the MSL as a value driver
- Impact of competitive relationships and the nature of these engagements
- Learning styles, technology adoption, and engagement preference of today's expert community

Challenge Current Thinking to Drive Change

- To drive value and impact the MLS must strive for diversity of relationships.

“Are you incorporating the “role” your experts play amongst “their peers in identification””

- Stakeholders demand real-world evidence and outcomes data associated with different drugs and products

“Are you incorporating novel data into relevant discussion to further inform your scientific insights?””

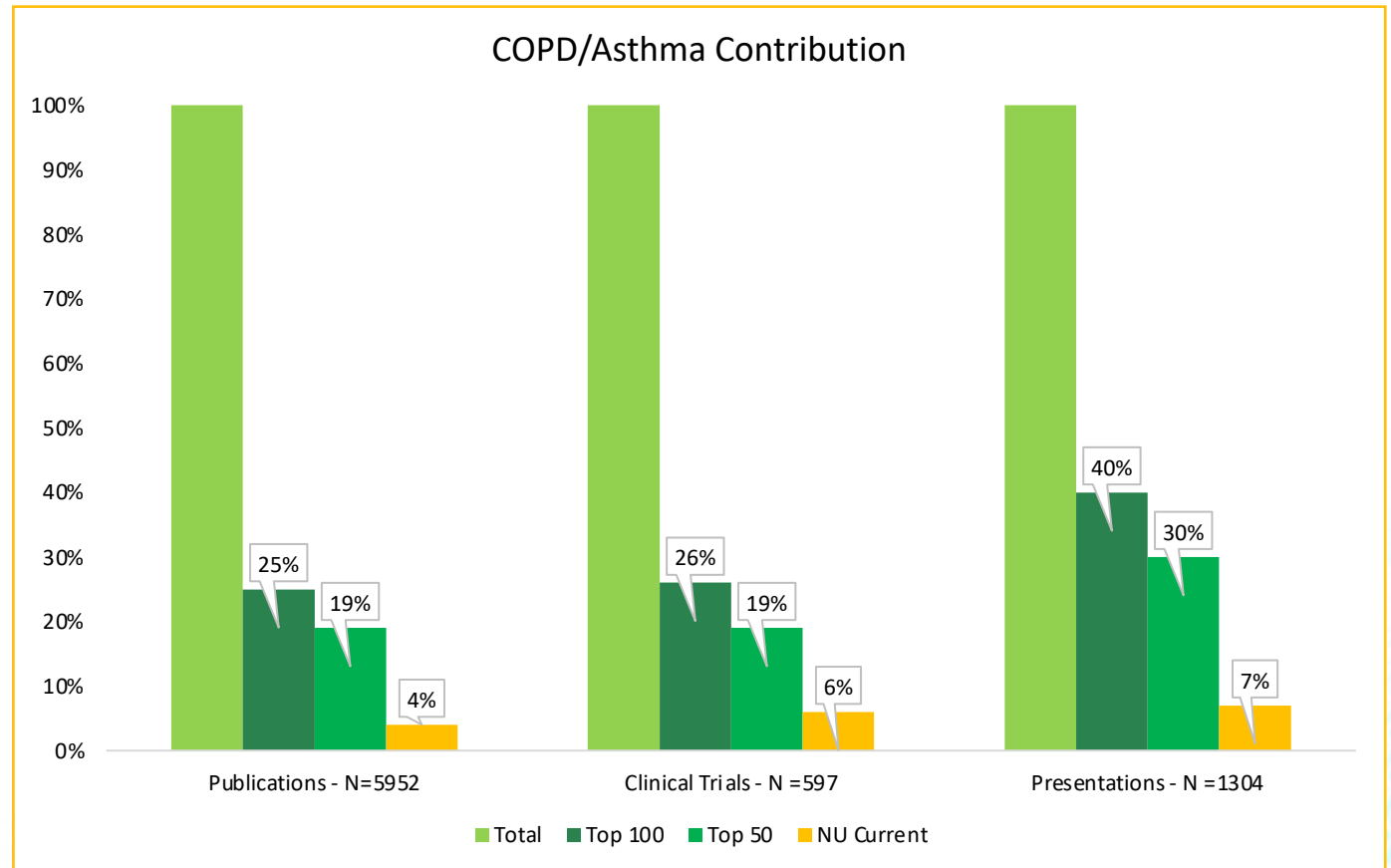
- Physicians are more amenable to having virtual interactions, and they are engaging via platforms where there is an opportunity for face-to-face interactions

“Have you embraced an engagement model that aligns to an expert’s communication preference””

A Disconnect Between Strategy & Execution ?

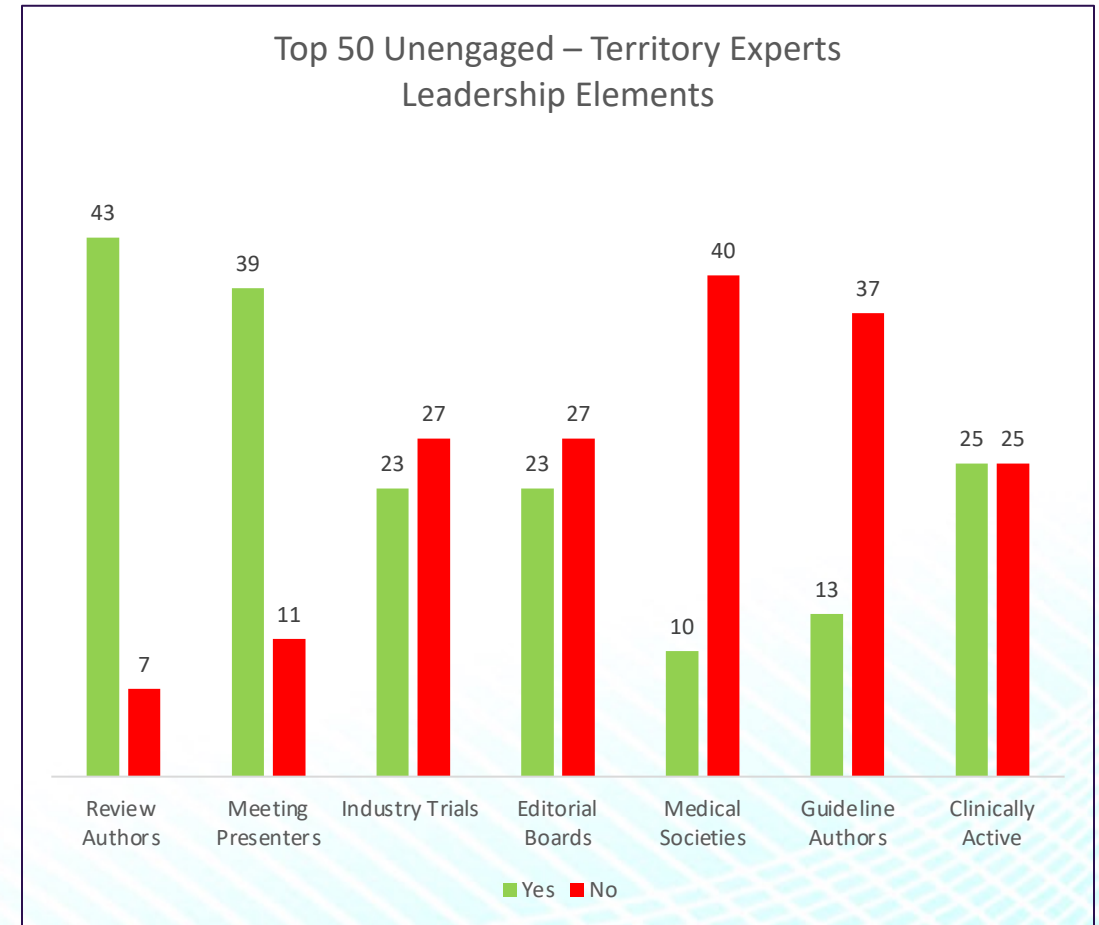
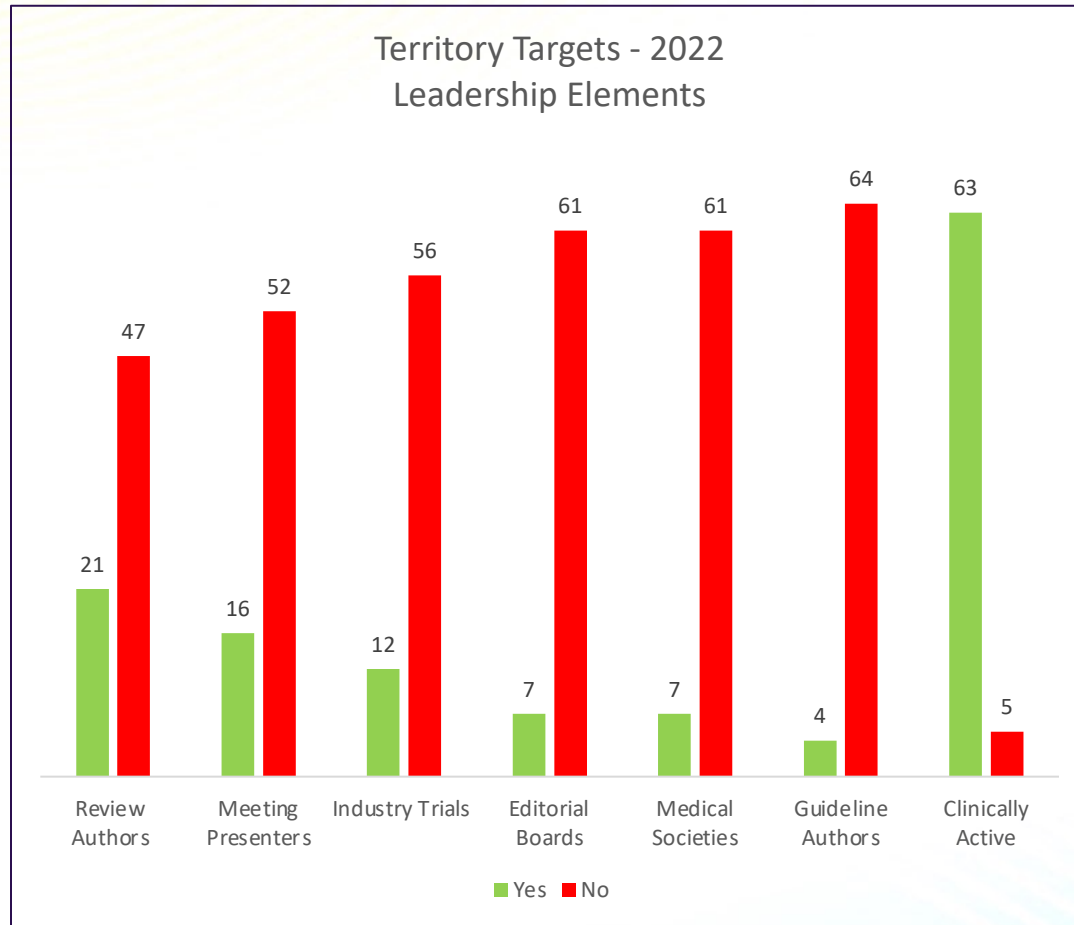
A Field Medical Example

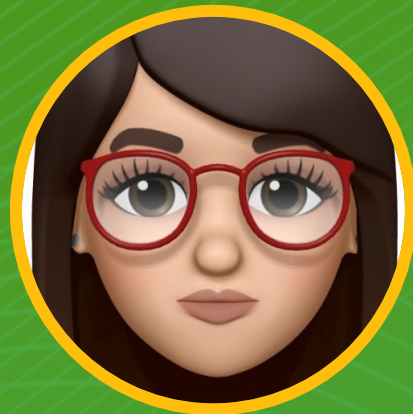
- Single Territory Asthma/COPD Activity
- 2082 experts working in Asthma/COPD
- 100 experts contribute 25-40% of total body of scientific output
- Company X is currently engaged with 10 of the top 100
- Company X is currently engaged with 6 of the top 50
- **26** currently engaged experts are contributing less than **7%** in all three core categories



A Disconnect Between Strategy & Execution ?

A “Communication Expert” Example





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Discussion:

*Diverse Perspectives on Technology, Data and the
Evolution of KEE identification and engagement*

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Key Take-Aways

- The role of medical affairs and the MSL continues to evolve
- Stakeholders and their needs continue to evolve as well
- Being more thoughtful, specific and data-driven is essential
- Use technology and data to ensure that strategies you develop get the executional excellence they require
- Open the aperture on where you can apply technology and data to drive even greater impact in Medical Affairs

Question & Answer