



# Strategic Collaboration With Agency Partners: One Plus One Equals Eleven

February 1, 2023 Presented by the MAPS Medical Communications FAWG

#### **Presenters**









#### **Todd Parker**

SVP, Managing Director MedThink SciCom United States

#### Renu Juneja

Head of Scientific Evidence and Communications

Janssen

United States

#### **Wes Portegies**

CEO and Founder MedComms Experts United States

#### **Elise Blankenship**

Director, Medical Affairs Excellence

Ipsen North America United States

Medical Affairs Professional Society (MAPS) | 2022



#### **Conflict of Interest and Disclosures**

MAPS is committed to ensuring full disclosure of potential Conflicts of Interest (COI) by session presenters/developers. While a presenter COI is not prohibited nor necessarily harmful to the learner, it is important that this be shared with the learner so the learner may make an informed decision regarding material presented. A COI includes any transaction or relationship which presents, or may present, a conflict between a presenter/developer's - or his/her spouse/life partner's - personal, business or other interests.

• The faculty and planning members do not have relevant financial relationships to disclose

### **Educational Objectives**

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

- 1. Ensuring alignment between agency and client on needs, goals, and mutual accountability
- 2. Defining optimal characteristics for successful partnerships



## **Panel Discussion**

Medical Affairs Professional Society (MAPS) | 2022