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**WEBINAR**  
PARTNER CIRCLE PROGRAM

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WELCOME!

**CUTTING THROUGH THE  
NOISE OF OUR INDUSTRY'S  
LEADING TREND**

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# 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 following faculty and planning members do disclose financial relationships.

Veena Narayan

Bryan Seplveda

Ian Winburn

Ailsa Stewart

Isaac Bruce

Phebe Denison



# Objectives for Today

1

**Define the principles of impact** in medical affairs and consideration of the **role of metrics and KPIs** in impact assessment

2

**Explore approaches to impact** in different settings; the industry (biotech to big pharma), disease states (rare to more prevalent), and therapeutic technologies

3

Generate insights on the **practical adoption** of impact in medical affairs **strategic and tactical** approaches

4

Consider the **importance medical affairs** as a **key driver of impact** and its role within the cross-functional team





## Welcome to Our Panel



**Veena Narayan**

Director, Medical Affairs  
*Ionis Pharmaceuticals*



**Bryan Sepulveda**

Head of Global  
Medical Affairs  
*Sirtex Medical*



**Ian Winburn**

Global Chief Medical  
Affairs Officer –  
Specialty Care  
*Pfizer*



**Ailsa Stewart**

Executive Director,  
Medical Affairs  
*HCG*

# Evaluating the Impact of Medical Communications Has Never Been More Important



## INTERNAL PRESSURES

Need to do more with less with greater accountability



## CUSTOMER PRESSURES

Greater value on time with focus on patient needs



## PHARMA IMPACT

Role of med comms within the wider industry





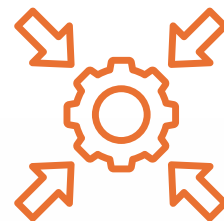
## PANEL DISCUSSION

Why is now the time for discussions  
around impact in medical affairs?





**Data and Analytics**  
capabilities have  
advanced—making  
evaluating impact possible



**Role of  
Medical Affairs** within  
pharma companies has  
evolved to a strategic pillar



In the age of instant  
gratification, impact will  
prove **good things come  
to those who wait**



## Polling question

**How advanced are you in assessing the impact of your Medical Affairs activities in advancing your organization's strategic vision?**

- ☐ **Very** - I have a well-established framework and consistently assess and align activities with the strategic vision
- ☐ **Advanced** - I have a strong approach but see opportunities to improve alignment or measurement.
- ☐ **Intermediate** - I struggle to connect activities to the strategic vision
- ☐ **Beginner** - I have started exploring ways to assess impact but have significant room for improvement







ONLY  
**50%**  
of our industry partners  
discuss **measures of impact**  
>1× a year

Typically, only during annual planning

HCG Medical Communications Impact Survey – conducted June-July 2024 through Microsoft Forms. N=25.  
Respondents were senior client and scientific services leads at HCG for one or more accounts represented in the survey. All questions were posed with multiple-choice selections.



ONLY  
32%

of our industry partners are  
forming **effective KPIs**

Including:  
target, audience, action, timeframe

HCG Medical Communications Impact Survey – conducted June-July 2024 through Microsoft Forms. N=25.  
Respondents were senior client and scientific services leads at HCG for one or more accounts represented in the survey. All questions were posed with multiple-choice selections.



60%  
of our industry partners  
**utilize basic activity**  
metrics in place of  
effective KPIs

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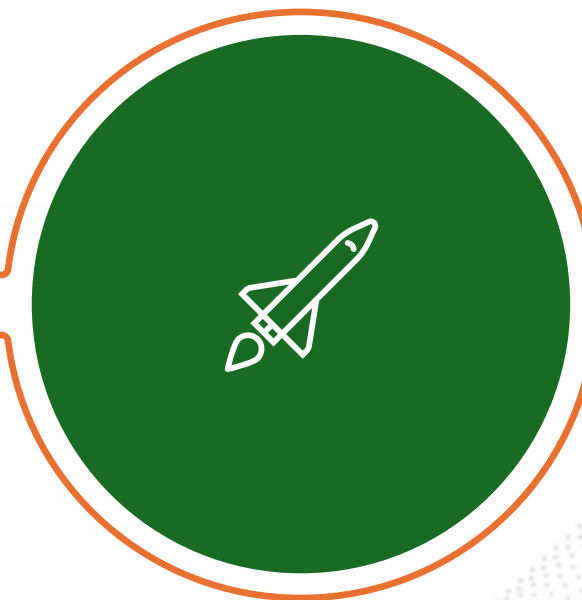


ACTIVITY  
METRICS



Individual performance measures

MEDICAL AFFAIRS  
VISION



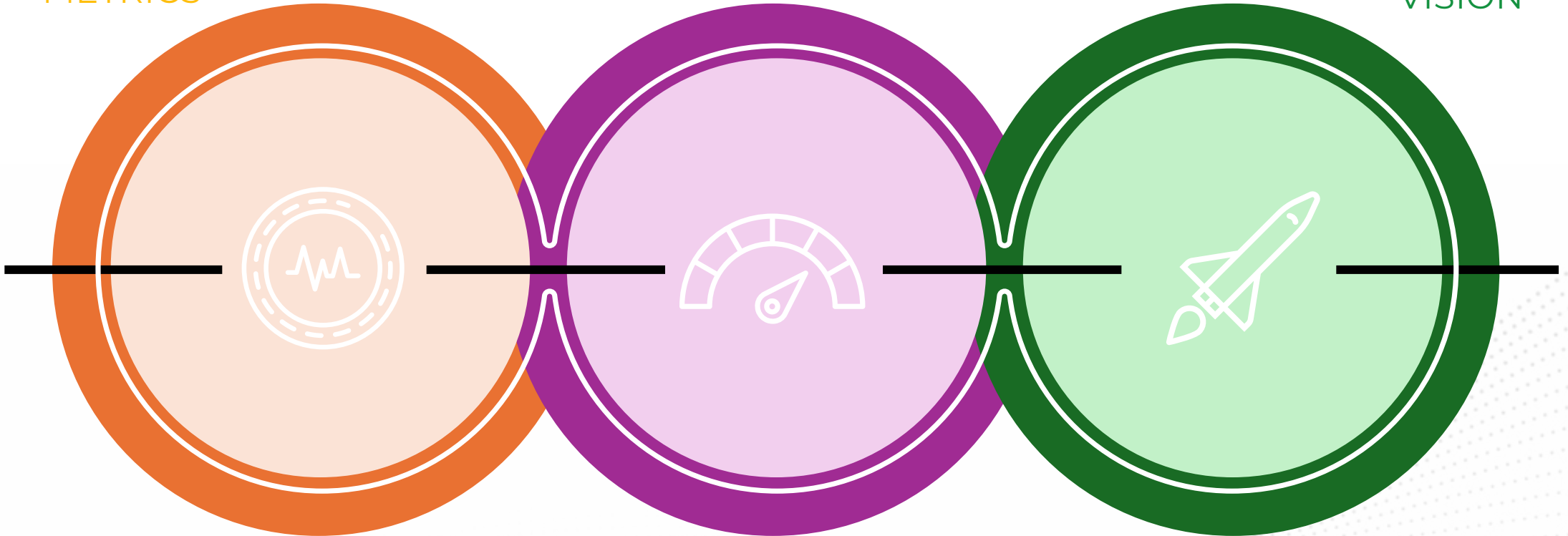
Overall purpose and objectives



ACTIVITY  
METRICS

WE BELIEVE THAT EVALUATION  
OF IMPACT...

MEDICAL AFFAIRS  
VISION



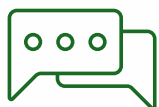
...is the **SPEEDOMETER** for progress  
against our strategic goals



# 5 Steps to Developing an Impact-Driven Approach

01 ▶

START THE  
**CONVERSATION**



No matter where you are in the journey, talk about impact

02 ▶

SHIFT THE  
**MINDSET**



Adopt a test-and-learn approach—understand success and learnings

03 ▶

ASK  
**DIRECTLY**



Utilize surveys and HCP touchpoints to ask questions relating to impact

04 ▶

ALWAYS BE  
**MEASURING**



Build from the bottom up—KPIs and metrics for every project

05

BUILD ON THE  
**BASICS**



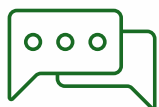
Whether ready for big data, AI, or something a little simpler, try something new



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## PANEL DISCUSSION

How did you start incorporating impact into your medical affairs planning?



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## PANEL DISCUSSION

In moving impact forward, how did you approach that change in mindset?

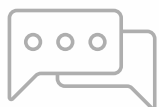




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## PANEL DISCUSSION

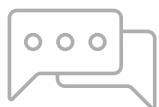
What challenges need to be considered in evaluating the impact of medical affairs?



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# We Are **Evolving** Our Approach to Impact

## MEASUREMENT



Metrics

Basic KPIs

## EVALUATION



Strong KPIs

Incorporating proxy measures of success

## AGGREGATION



Dashboard for monitoring

Data integration

## ROBUST ANALYTICS



Integration of AI tools

Automated reporting



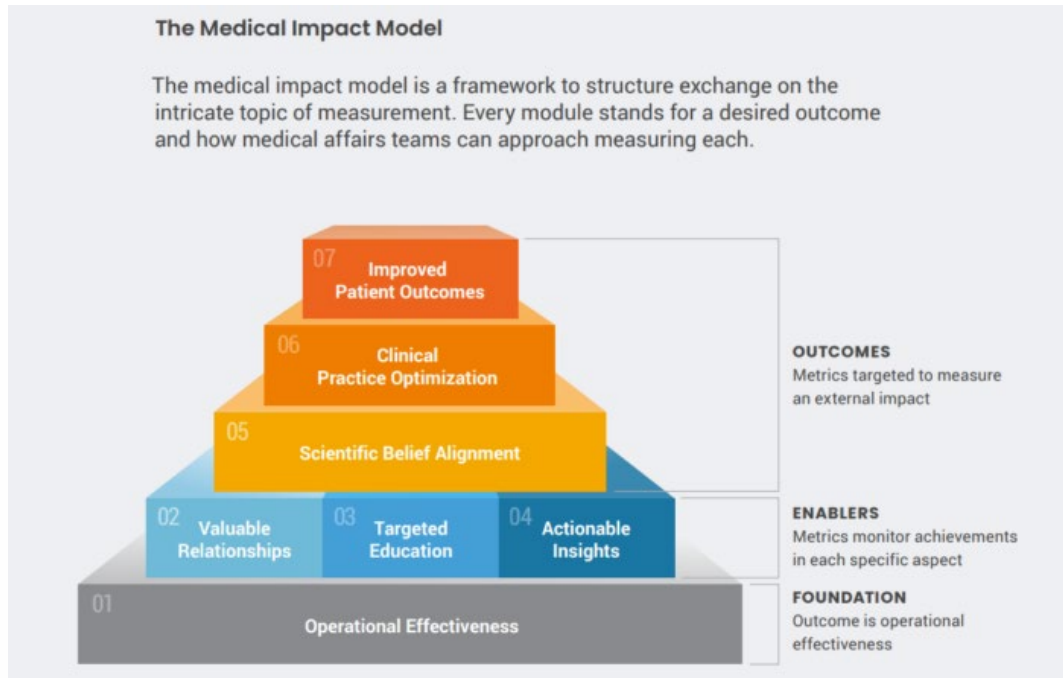
## PANEL DISCUSSION

How are you evolving your  
approach to impact?





# MAPS Resources



Why NOW Is the Time to Measure Medical Impact



Driving Excellence: Measuring and Enhancing the Performance and Impact of Medical Affairs



Three “Generations” of Insights Implementation



WHITE PAPER: Measuring the Impact of Medical Affairs





# Audience Questions





[www.medicalaffairs.org](http://www.medicalaffairs.org)

# Thank you!