








Medical Affairs: Amplify Your Science to Optimize Launch and Improve Patient Care



Who we are:

Syneos Health offers comprehensive Medical Affairs capabilities and expertise to help you navigate an increasingly complex medical and scientific environment. In coordination with your team, we can develop and execute strategies that aim to amplify your science and value story to an ever-expanding set of stakeholders, for maximum impact in any setting—from early development to commercialization and beyond.

Medical Affairs Service Offerings Delivering High-Quality and Strategically Aligned Solutions

						
Strategy and Operations	Evidence Generation	Scientific Communications	Field Medical Excellence	Training and Development	Medical Information	Insights and Innovation
<p>Our Global team is focused on strategy and execution, leveraging cross-functional expertise to design tailored solutions to support organizational transformation and asset, portfolio and therapeutic area strategic engagements.</p>	<p>A holistic evidence strategy should be a fully integrated component of asset development. We offer services across the evidence continuum, including:</p> <ul style="list-style-type: none">• late-phase interventional and observational studies• peri-approval work• Real World Evidence strategies• field-generated insights• HEOR consulting and modelling	<p>Credentialed specialists are dedicated to creating custom content optimized for multichannel delivery:</p> <ul style="list-style-type: none">• scientific communication platforms• peer-reviewed publications with digital pull-through• breakthrough and innovative MOA videos• complete KOL identification and engagement plans	<p>With our focus on providing outsourced field medical teams, our global MSL and Clinical Educator teams receive comprehensive training that seek to ensure your science is reaching the right stakeholders at the right time for maximum impact.</p>	<p>Our in-house, award-winning Learning Solutions team leverages innovative technology to drive:</p> <ul style="list-style-type: none">• knowledge retention• skill refinement• leadership development for your Medical Affairs teams.	<p>Full pharmacovigilance services include safety call center services for:</p> <ul style="list-style-type: none">• adverse events• product complaints• medical information handling	<p>Innovation is at the center of our solution development and delivery—our goal is to drive innovation in our solution development and delivery, creating Medical Affairs programs that focus on:</p> <ul style="list-style-type: none">• insights gathering and analysis• impact measurement and assessment• digital engagement tactics• new solution development

What we do:

At Syneos Health Medical Affairs, we partner with life sciences customers with the goal of delivering actionable insights and purposeful engagement via a full suite of offerings that support the optimization of product launch:



Engage diverse stakeholders (HCPs, KOLs, payers, patients, caregivers, investigators) for impact across the product development lifecycle



Develop and execute on Real World Evidence strategies and late-phase studies that aim to support product authorization, prescriber uptake and patient satisfaction



Develop and execute on strategies with the objective of accelerating delivery and optimizing execution of clinical trials



Amplify the patient voice through engagement tactics that contextualize the science



Structure Medical Affairs organizations to help our customers achieve success



Maximize the impact of dissemination activities



Build high-performing teams through learning agility and business acumen



Measure impact and value of medical strategies and activities



Create custom content optimized for multichannel delivery



Innovate with digitally enabled solutions that help drive smarter and more effective scientific exchange

Wherever you are in your journey, Syneos Health is uniquely positioned to offer both standalone and integrated Medical Affairs solutions that can help you realize organizational advancement, with the goal of improving market potential for your asset and/or portfolio. Our strategies have helped clients accelerate optimized clinical delivery, improve patient outcomes and set the foundation for commercial success.

Want to learn more?

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About Syneos Health

Syneos Health® (Nasdaq:SYNH) is a leading fully integrated biopharmaceutical solutions organization built to accelerate customer success. We translate unique clinical, medical affairs and commercial insights into outcomes to address modern market realities.

Together we share insights, use the latest technologies and apply advanced business practices to speed our customers' delivery of important therapies to patients. We support a diverse, equitable and inclusive culture.

To learn more about how we are **Shortening the distance from lab to life®**, visit syneoshealth.com or [subscribe to our podcast](#).

