

Welcome!

Beyond KPIs: Measuring Impact Through Data-Driven Strategies

Presenters



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- The following faculty and planning members do disclose financial relationships- *(list las names here)*

Panel Questions – Opening Remarks

Panel Question

What industry dynamics have shifted to cause a change in how we talk about the impact of Medical Affairs?

Panel Question

How do you think expectations for Medical Affairs teams in larger organizations have changed when it comes to measuring impact?

Panel Question

What opportunities and challenges do you see for measuring Medical Affairs impact?

Panel Question

How has access to technology, more data/analytics changed expectations for measuring medical impact?

Panel Question

Internal Vs. External Metrics - How do we know when it's helping patients?

Panel Question

In your experience, how are companies doing this well today?

Q&A

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