

Welcome!

Leadership in Hybrid Customer Engagements

23rd June 2023

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- The following faculty and planning members do disclose financial relationships- Scott Conry, Lori Mouser

Today's moderator and presenters



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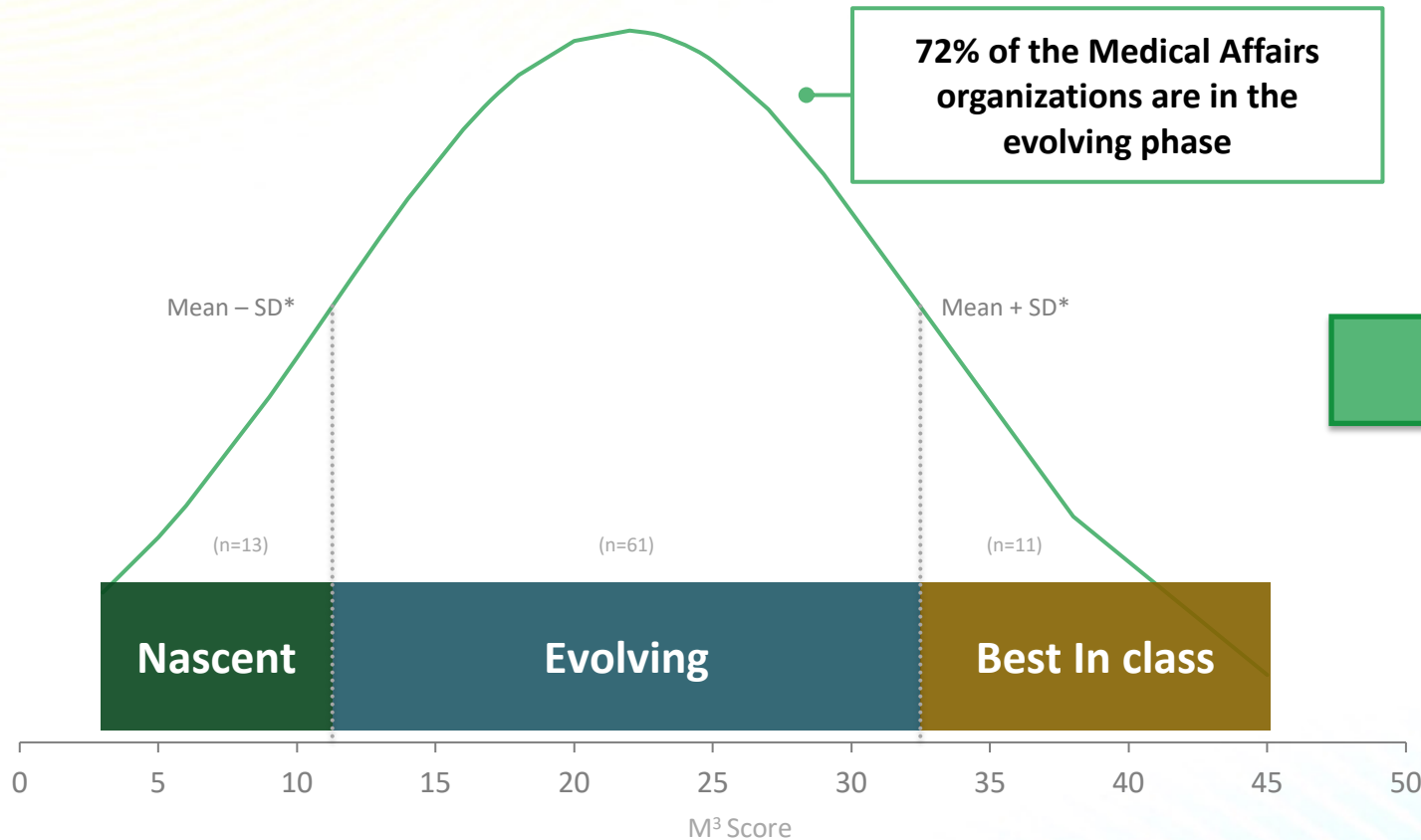
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Objectives for today's session

- 1** > **Why is leadership in hybrid customer engagements important ?**
- 2** > **Discuss key considerations as the industry moves to a hybrid model**
- 3** > **Ideate on a go to market framework for leadership in hybrid customer engagements**

Today, Medical Affairs organizations are rapidly evolving, and the hybrid model of customer engagement plays an important role in driving this change

Assessing the maturity of Medical Affairs organizations



Moving from “evolving” to “best in class”

In order to support the transformation from evolving to best in class, Medical Affairs organizations need to focus on building the “next gen” of Medical Affairs

Some of the other **key drivers** for this transformation will also be:

Robustness of the organization’s customer engagement model

Agility of the organization’s go to market strategy in response to changes in engagement preferences

All of this within the purview of hybrid becomes even more challenging to solve for

The hybrid model of customer engagement has sustained its value, with more than 1/3rd of engagements expected to be virtual in 2024 and beyond

The response of Medical Affairs leadership to both the growth and value of the hybrid model falls in 3 buckets:



Focus on customer centricity

Organizations are focusing on optimizing KOL experience with **personalized solutions**

36% medical professionals mentioned that their organization is implementing **content modularization** to quickly share information across channels



Deploying digital strategies

Organizations are focusing on **digital tactics** to improve human health and **transform patient outcomes**

31% medical professionals expect **strengthened relationships** with KOLs and an amplified **customer-centric approach** as the most important outcome from a successful digital strategy



Increasing investment and focus on field medical

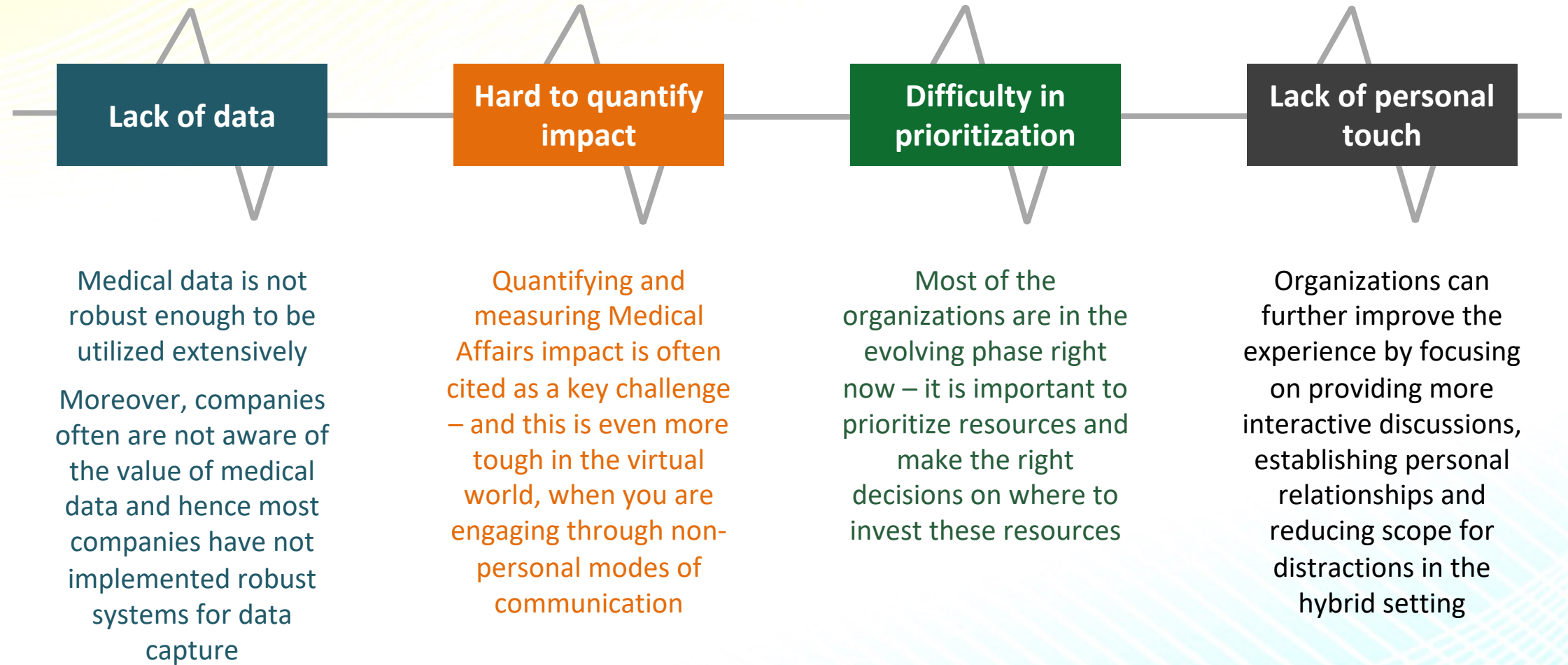
Field medical continues to receive the **maximum investment** from leadership

Virtual MSLs have gained prominence as more than half of the KOLs cited interacting with this role

Insight

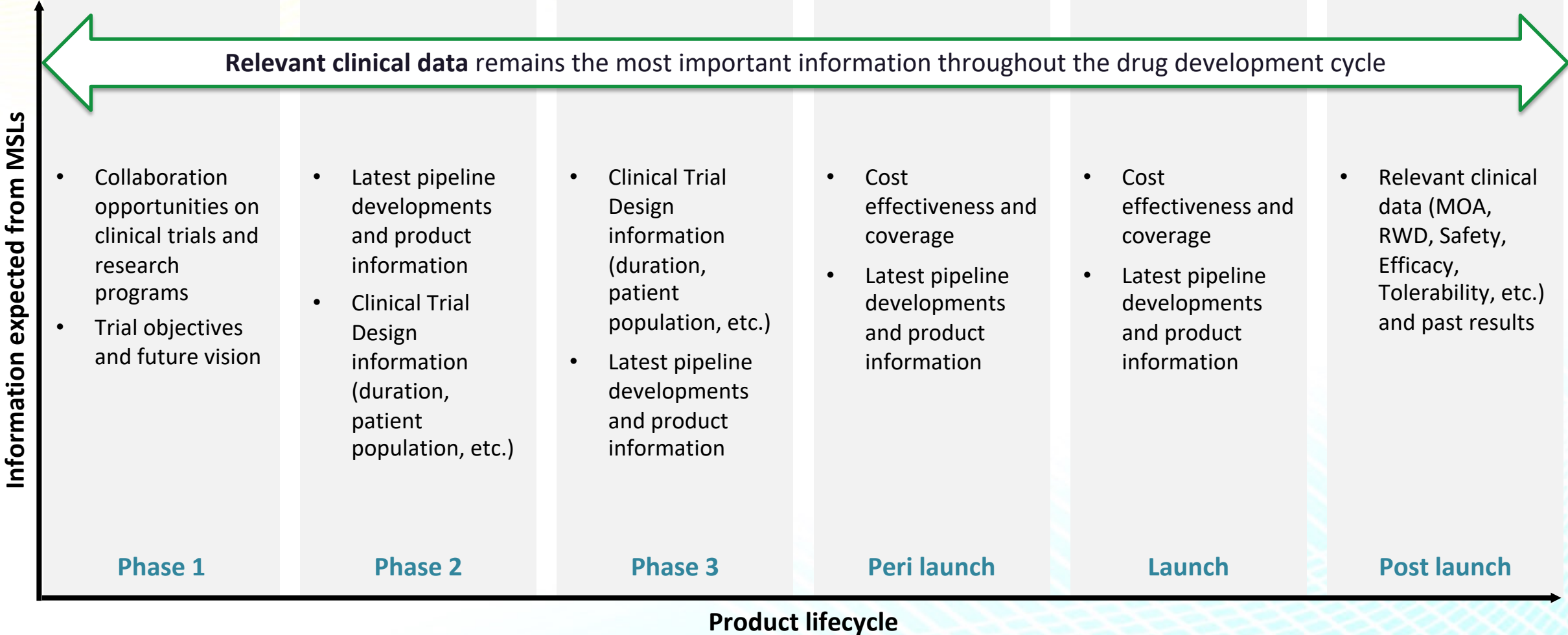
Responses

What are the key considerations to keep in mind as Medical Affairs moves towards the hybrid model of engagement?



It is imperative to provide relevant information at the right time to KOLs as their educational needs vary across the product lifecycle

Medical Affairs continues to play an important role prior to launch in the product lifecycle – more than 85% of KOLs mentioned that they would like to begin scientific engagements with an MSL before launch



As Medical Affairs moves towards a hybrid model of customer engagement, having a long-term vision is the need of the hour



Continuous landscape evolution needs to be addressed appropriately

- A broader customer universe calls for a need to be **segmented** and **engaged** with the right way – start ideating or implementing approaches for KOL **segmentation** and **archetyping**
- Agile frameworks and processes should be setup to respond to changing perceptions, preferences and behaviors of the customers, with an increased focus on digital and omnichannel – start ideating and/ or implementing **customer engagement planning** processes/ tool
- Upskilling and talent management should enable medical teams to be rightly equipped and solve for the future challenges

Where is the biggest impact of this evolution?

The biggest impact of the hybrid shift will be on the ***go to market (GTM) strategies*** of Medical Affairs organizations, which is transforming the way companies drive value both internally and externally

What role is the Medical leadership expected to play?

Medical Affairs leaders are expected to **reassess and revamp their GTM frameworks** that will allow them to drive strategic shifts and create a positive impact among the healthcare community

A roadmap considering customer, landscape models, and operational drivers can help achieve leadership in the hybrid model of engagement

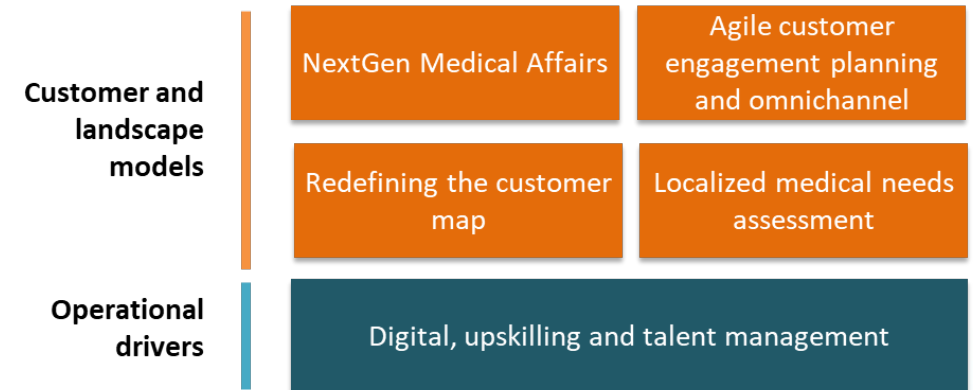
A holistic transformation for Medical Affairs organizations can be achieved by looking at **two key** aspects:

Customer and landscape models

- Enable agility in engagement planning with varying needs on how and when to engage with your key customers
- Assess medical unmet needs utilizing localized models based on disease prevalence, value benefits, etc.
- Redefine the customer map to include the expanding stakeholder continuum based on the right prioritization metrics
- Lastly, figure out your next gen model for Medical Affairs, enabling your field teams to be MSLs of choice

Operational drivers

- Throughout the process, focusing on digital, upskilling and the right talent management will accelerate the shift towards the new GTM model



Building blocks for the Medical Affairs go-to-market framework for the future