

Welcome!

Harnessing the Potential of an Insights-Driven Medical Organization

Presenters



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- The following faculty and planning members do not disclose financial relationships- (*Marcela Gonzalez, Natalie McCorkle, Seóna Rossi*)

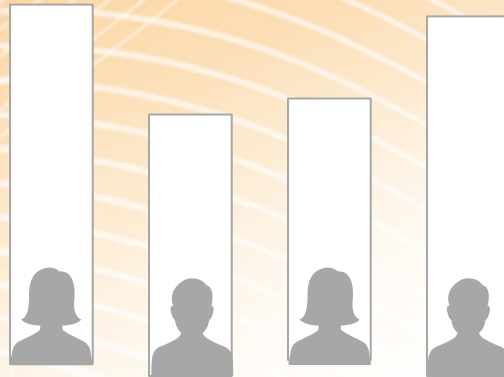
Educational Objectives

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

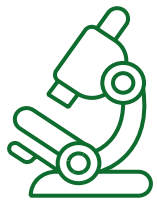
1. Discussing some of the key challenges facing medical insights gathering and utilization
2. Sharing best practices to embed an insights-driven culture
3. Exploring the future potential of medical insights

POLL

Tell us about yourself



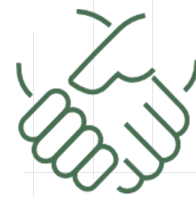
Insights are the Foundation of Medical Affairs Value



Evidence
Generation



Scientific
Communication



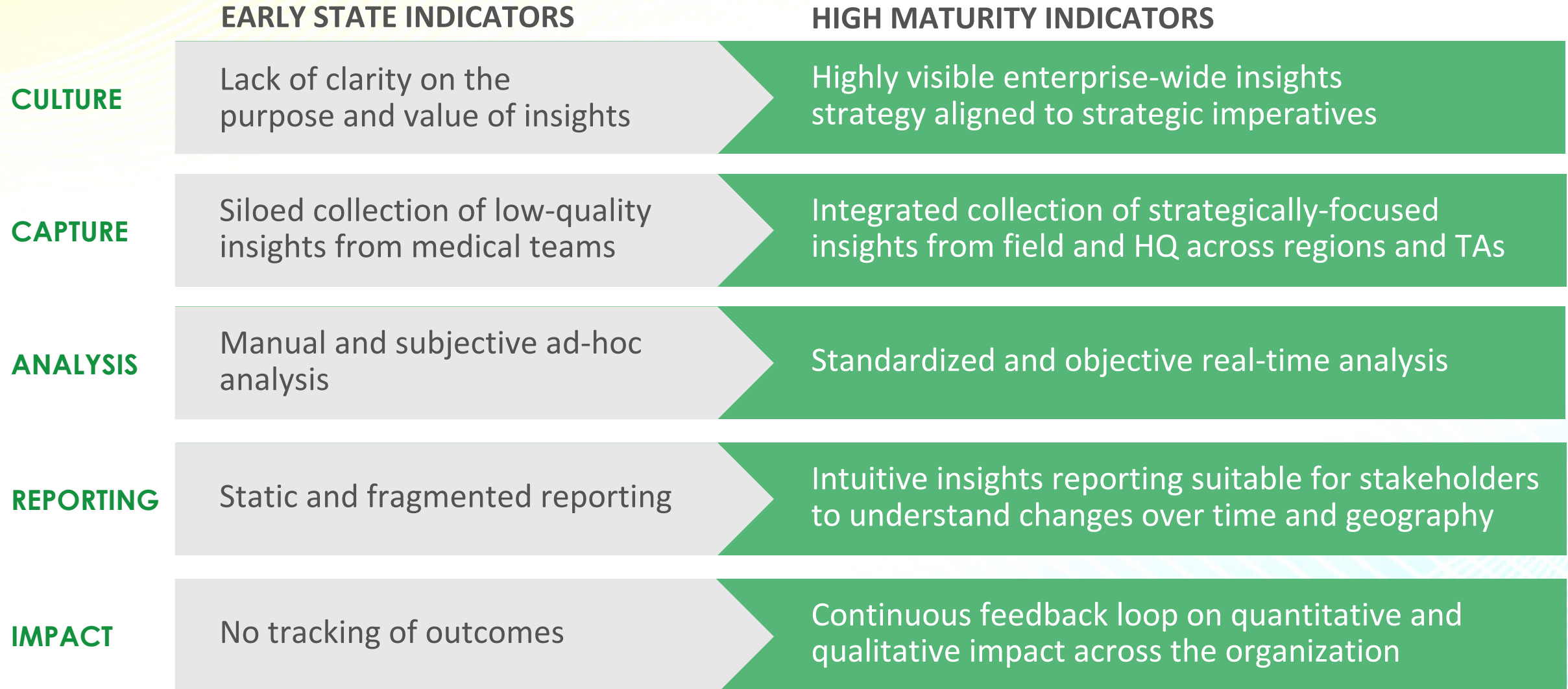
Expert
Management



Medical
Strategy

Medical Insights

Insights Maturity Spectrum



POLL

Where would you rank your organization's insights maturity?



**INSIGHTS
MATURITY**

**No insights
process**

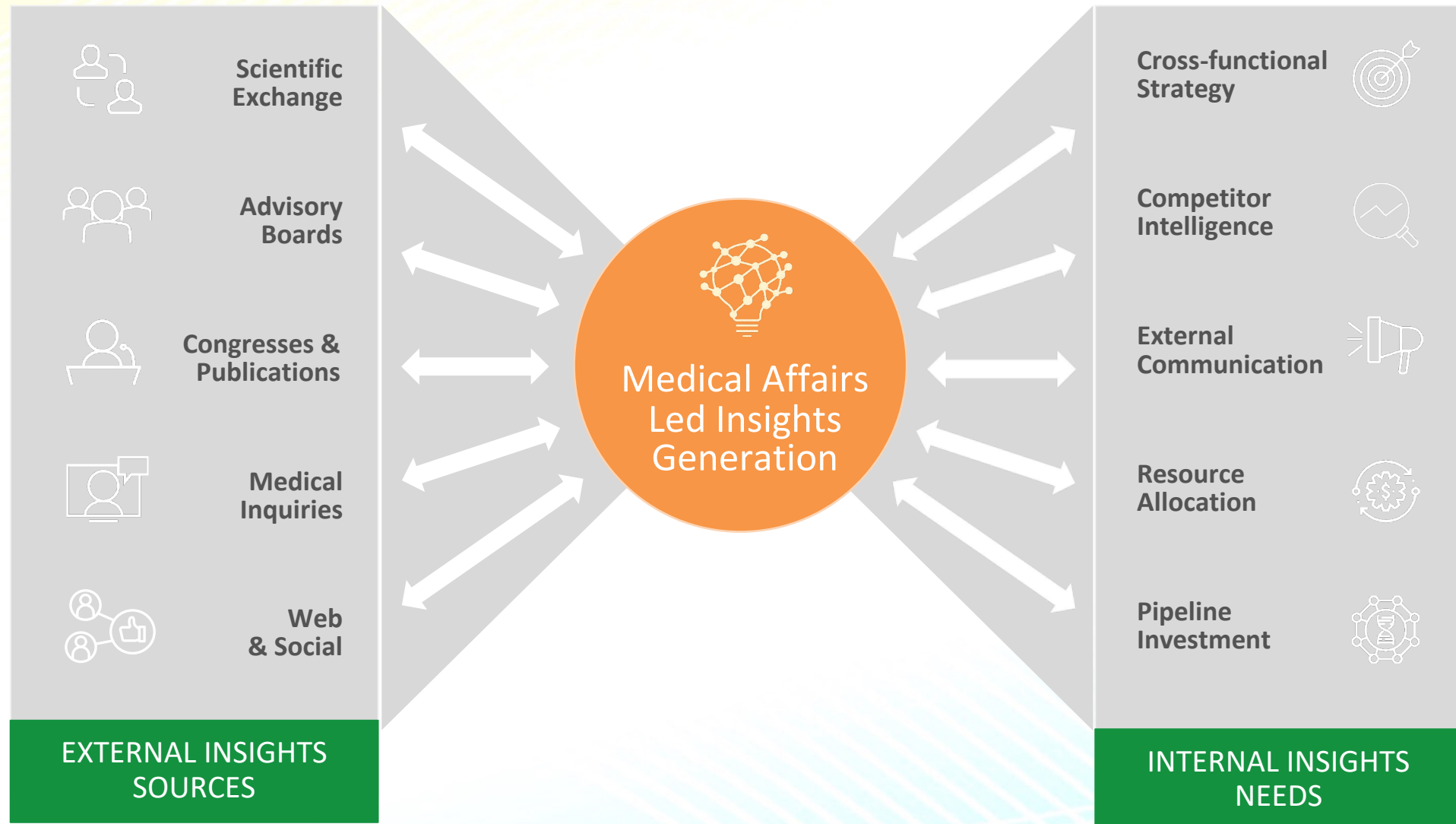
**Early stage
across the
organization**

**Varying levels of
maturity across
the organization**

**High maturity in
some domains**

**High maturity
across all domains**

Utilizing Medical Insights as the Currency of Medical Value Creates an Insights-Driven Organization



Medical is Uniquely Positioned to Harness High-Value Insights



Who We Engage With



When We Engage



What We Engage About

Internal and External Stakeholders Benefit from Investing in Insights

CLINICAL



✓ **Informed**
R&D Strategy

MEDICAL



✓ **Valued**
Scientific Narrative

CROSS-FUNCTIONAL



✓ **Accelerated**
Time to Market

HCPs



✓ **Addressed**
Unmet Needs

PATIENTS



✓ **Optimized**
Diagnosis and Treatment

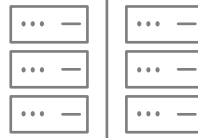
What are the Key Challenges?



HQ to field
disconnect



Cross-functional
misalignment



Siloed insights
repositories



High-effort
insights analysis



Slow, static
insights reporting

POLL

What is the biggest blocker to harnessing the potential of medical insights in your organization?

HQ to field
disconnect

Cross-functional
misalignment

Siloed insights
repositories

High-effort
insights analysis

Slow, static
insights reporting

1

2

3

4

5

Best Practices to Create an Insights-Driven Organization



People



Process



Technology

Medical Insights Investment Strategy

Business Case Development

Quantify the business need

Assess organizational insights maturity

Set ambitious future state goals

Calculate the cost to get there and prioritize

Organizational Buy-In

Secure senior leadership endorsement

Map stakeholder involvement

Define the “what’s in it for me”

Create the culture from the bottom up

Operationalizing for Success

Start small, don’t wait for perfection

Leverage technology, experiment and iterate

Demonstrate value early, communicate often

Standardize and scale

Leverage Technology to Make Your Insights Process Future-Ready



Streamline
capture



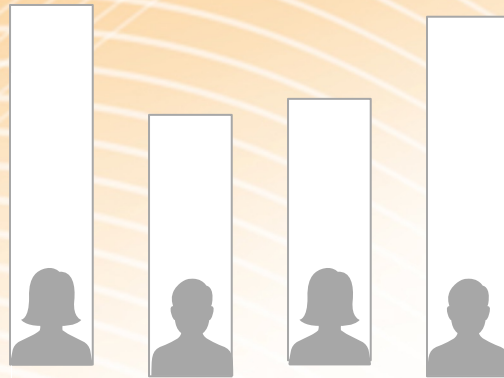
Enrich
analysis



Accelerate
dissemination

POLL

Where do you see the biggest impact of an insights-driven organization?



Submit your answers into
the Q&A Box



Questions