

October 18, 2023

# Demystifying Data in Medical Affairs

## *Webinar Series*

- Part I: What does data mean to medical affairs and how can we optimize its use?
- Part II: Approaches to overcome the issues with data
- Part III: Future outlook for data
- Part IV: The next steps for you to begin using data (Today)

# Today's Speakers

Moderator:



**Greta James-Chatgilaou**

Medical Affairs  
Consultant

Panelists:



**Jeff Lange**

Director, Center  
for Observational  
Research

**Amgen**



**Jon Zdon**

Medical Affairs  
Consultant



**Lindsay Grant**

Medical Director  
Australia & New  
Zealand

**AbbVie**

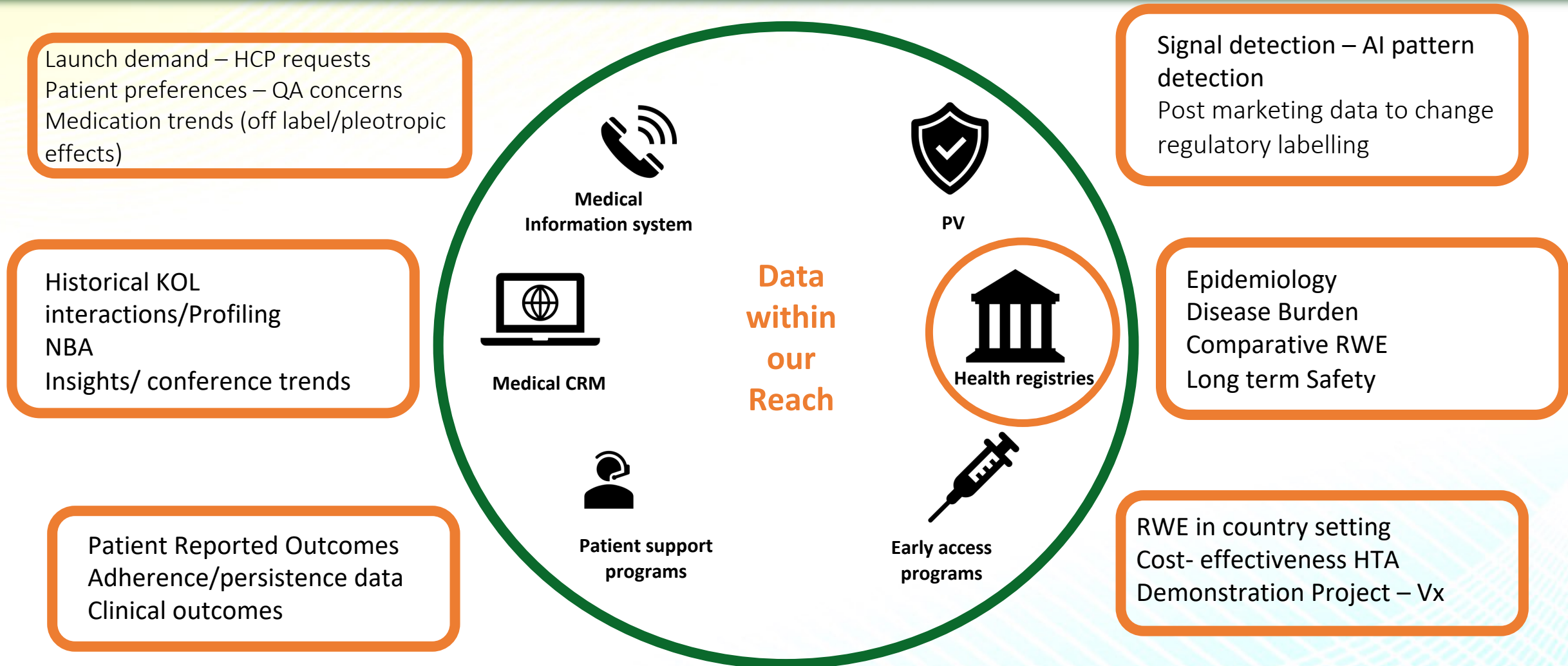


# Today's Session

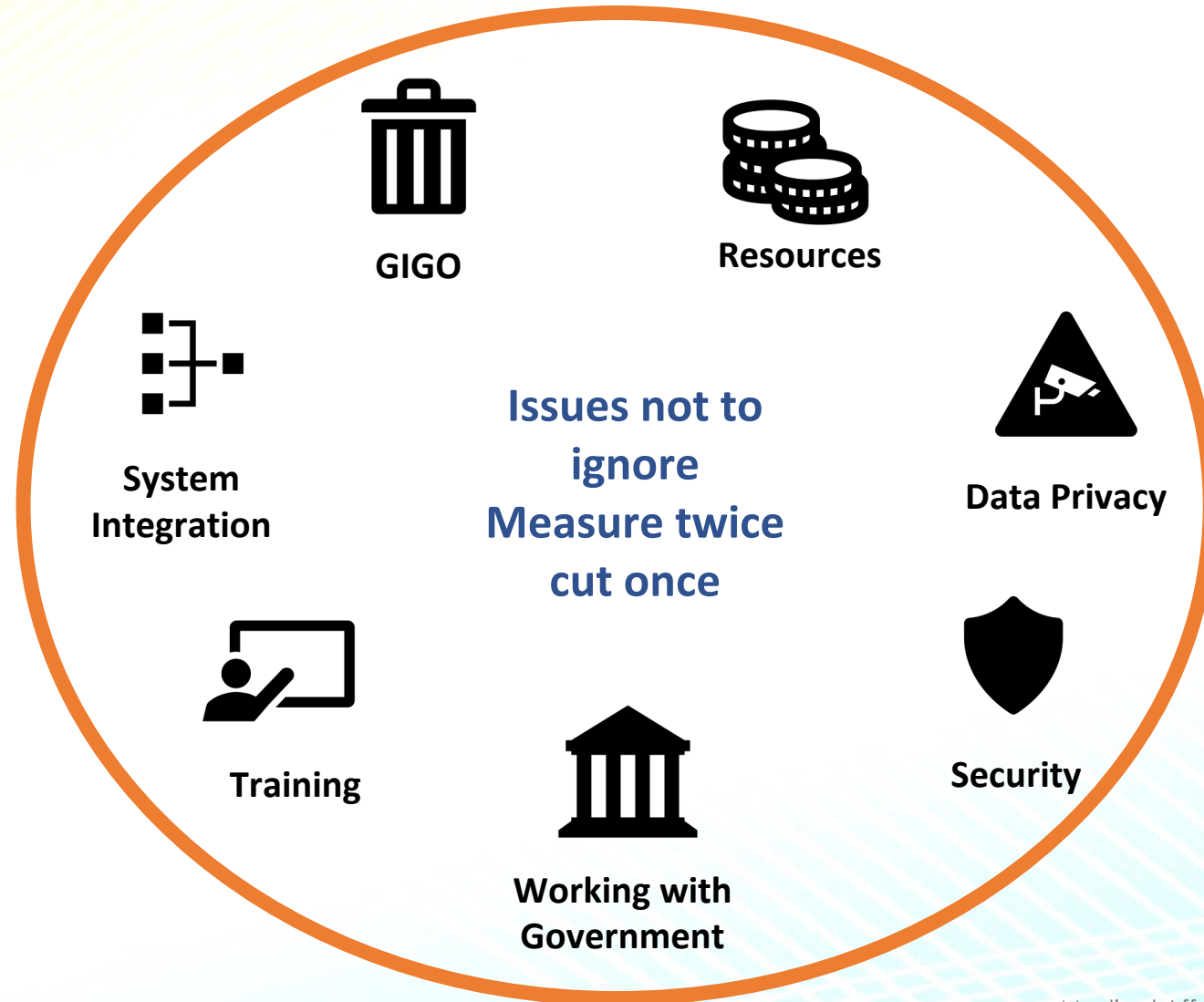
## This webinar will cover:

- Quick recap of the first 3 parts of this series
- A look at “quick win” (short), medium and long-term projects that Medical Directors could tackle
- Open discussion about innovative projects

# Data at your fingertips and the power in your palm

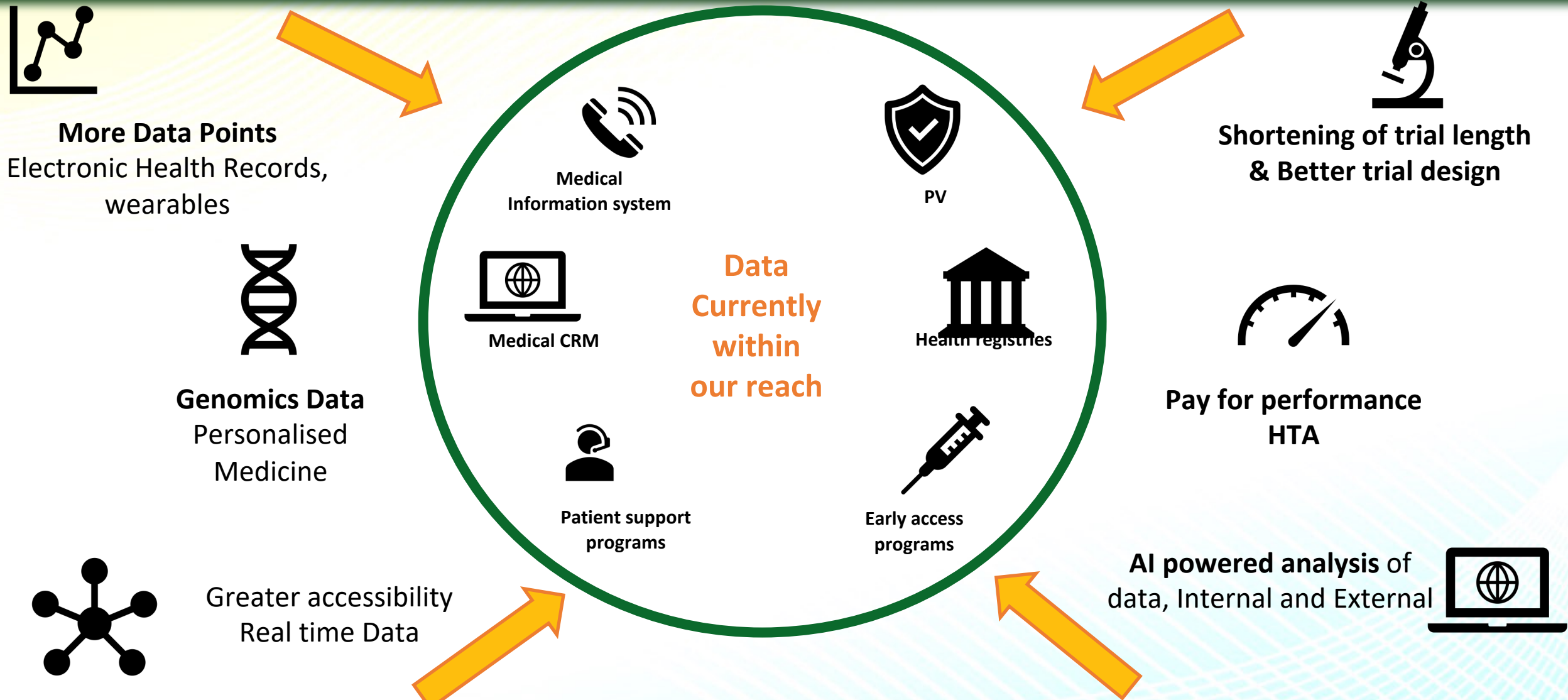


# Considerations around Data





# Megatrends of data in the next 3 years



# Medical Affairs can add value to an organization by using data in several ways



## Identifying trends

- Optimise patient outcomes
- Enhance treatment efficacy
- Monitor PV landscape for signals
- Patient forecasting



## Solutions for access

- RWE / SOC / Epi / PROs / Long term safety
- Identify groups of patients most likely to benefit
- Improve clinical trial design
- Support regulatory and market access submissions



## Understand needs and preferences of HCPs

- Identify knowledge gaps to tailor and develop education
- Understand needs to appropriately resource
- Training initiatives



## Monitor and evaluate impact

- Track metrics
- Engagement levels
- Information uptake
- Behaviour change
- Assess effectiveness and make data driven adjustments

# Opportunities to be strategic with Data



## Quick Wins

- Metrics – medical activity
- Medical Education – measurement & refine
- Patient forecasting
- Compassionate / Medical Information / PV



## Medium Term

- Metrics for decision making
- Identify patient groups
  - Registry
  - Chart reviews
- AI



## Long Term

- Access data collection (SOC, EPI, RWE)
- Clinical trials required locally
- AI



# Q&A

*Please type any questions or comments  
you have into the Q&A box!*

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Please email Maria at:

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to activate your free membership, or to learn more about the Industry Partnership Program.



# Thank you!