

Medical Affairs Mastery: Shaping the Future of MedTech with MAPS

Presented by the MAPS MedTech Special Interest Group

Presenters



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Poll:

What challenges is your Medical Affairs team is facing today?

- A. Educating cross-functionals partners on the value of Medical Affairs and its impact
- B. Budget/resource constraints
- C. Siloed practices
- D. Medical Affairs not involved with strategy



MAPS is FOR Medical Affairs, BY Medical Affairs



NONPROFIT, MEMBERSHIP-BASED
ORGANIZATION FORMED IN AUGUST
2016



12,000+ INDIVIDUAL MEMBERS
FROM OVER 220 LIFE SCIENCES
AND MEDTECH COMPANIES
GLOBALLY



MORE THAN **150 SENIOR LEADERS**
FROM OVER **40 COMPANIES**
CURRENTLY VOLUNTEER WITH
MAPS



MAPS is a Partner in MedTech



The mission of the MedTech Special Interest Group (SIG) is to build a global community that empowers Medical Affairs professionals to grow as strategic leaders in the MedTech sector, providing development opportunities, industry insights, and a supportive network dedicated to advancing careers and shaping the future of Medical Affairs.

2024 MAPS Americas Meeting

- San Juan, Puerto Rico, March 24-27, 2024
- Largest gathering of Medical Affairs Professionals
- Meeting Objective:
 - Develop, refine, and enhance the core capabilities of Medical Affairs, to share best practices across the industry, and to ensure that participants take home actionable insights and tools that will fuel the capabilities of their Medical Affairs teams.

MedTech Session Planned for the Meeting

Mission Possible: Building A Medical Affairs Function from the Ground Up

Into the Med Affairs Multiverse: Surviving & Thriving as a MedTech MSL

EU MDR: How Notified Bodies and MedTech Organizations are Responding

Let the Medical Affairs and Medical Information Partnership be the Key to your Success (*co-sponsored with Medical Information FAWG*)



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The Mission, Value, and Roles of Medical Affairs in MedTech

An Overview of External Education Structure, Activities, and Regulations in the MedTech Industry

ELEVATE

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PODCAST CHANNEL

Ajit Patwardhan, MD, MS, MBA
Olympus Corporation of America

John Giantsidis, JD, MEng
CyberActa

What is Cybersecurity And Its Importance For Medical Device Manufacturers

Episode 1

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Vision for Generative Artificial Intelligence in Medical Affairs

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Affairs
Professional
Society

The Safety Impact of Medical Device Cybersecurity

John Giantsidis, JD, MEng
President
CyberActa

Ajit Patwardhan, MD, MS, MBA
Medical Safety Officer
Olympus Surgical Technologies of America



Industry Partnership Program (IPP)



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Seat at the Executive Consortium

Forum for CMOs and Global MA Heads only to discuss pertinent Medical Affairs issues during 3 meetings per year



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To communicate upcoming activities to your membership, to relay any unmet needs of your organization, and to network and collaborate with other IPP Ambassadors at regular meetings



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35 Partner organizations

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REGENERON Sumitomo Pharma ucbl varian A Siemens Healthineers Company VERTEX VIATRIS™



Poll:

What topics or focus areas would be most valuable to you and your organization?

- A. Training new Medical Affairs Professionals
- B. Strategy
- C. How to generate and communicate insights
- D. Best Medical Information Practices
- E. External Education
- F. Evidence Generation Activities (nuances in IIS, RWD/RWE, etc)
- G. New regulations (MDR, IVDR), their implications and strategies
- H. A 'blueprint' on how to conceptualize and make a business case for a medical affairs implementation within a MedTech company
- I. Operations: CRM/Tools, formalizing insights





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Questions?

MedTech SIG

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IPP Program

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