

**Welcome!**

# **Crafting a Compelling Business Case for Medical Affairs in Clinical Development**

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# Presenters



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# Webinar Introduction & Educational Objectives

This session aims to empower participants with the knowledge and skills needed to articulate the value proposition of Medical Affairs and create persuasive business cases for increased involvement in clinical development activities.

## **Creating a Unified Vision of Collaboration**

*Bring together the stakeholders as partners, working cooperatively to ensure that clinical development and Medical Affairs is meaningful and appropriate for clinical use.*

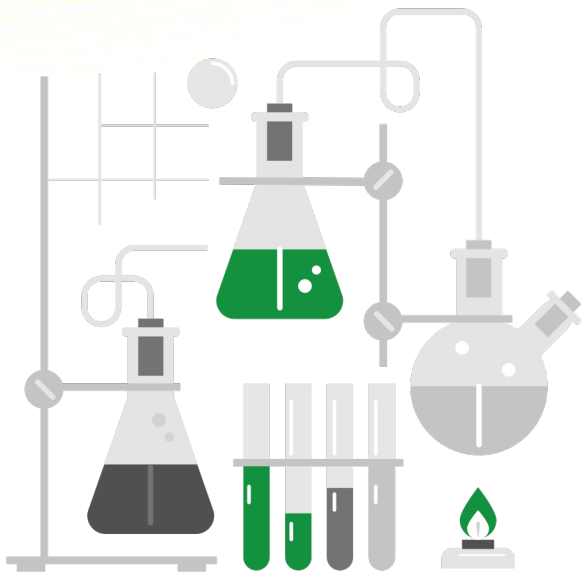
## **Define the Value Proposition of Medical Affairs in Clinical Development**

*Clarify the core functions, activities, and key performance indicators of Medical Affairs with the Clinical Development process*

## **Craft a Persuasive Business Case for Medical Affairs Engagement**

*Provide insights and tools for attendees to develop a compelling business case that underscores the impact of Medical Affairs activities on clinical development*

# Let's get a pulse on the "room" before we get started...



How involved is your Medical Affairs team in the clinical development process?



To what extent does your MA team partner with Clinical Operations today?

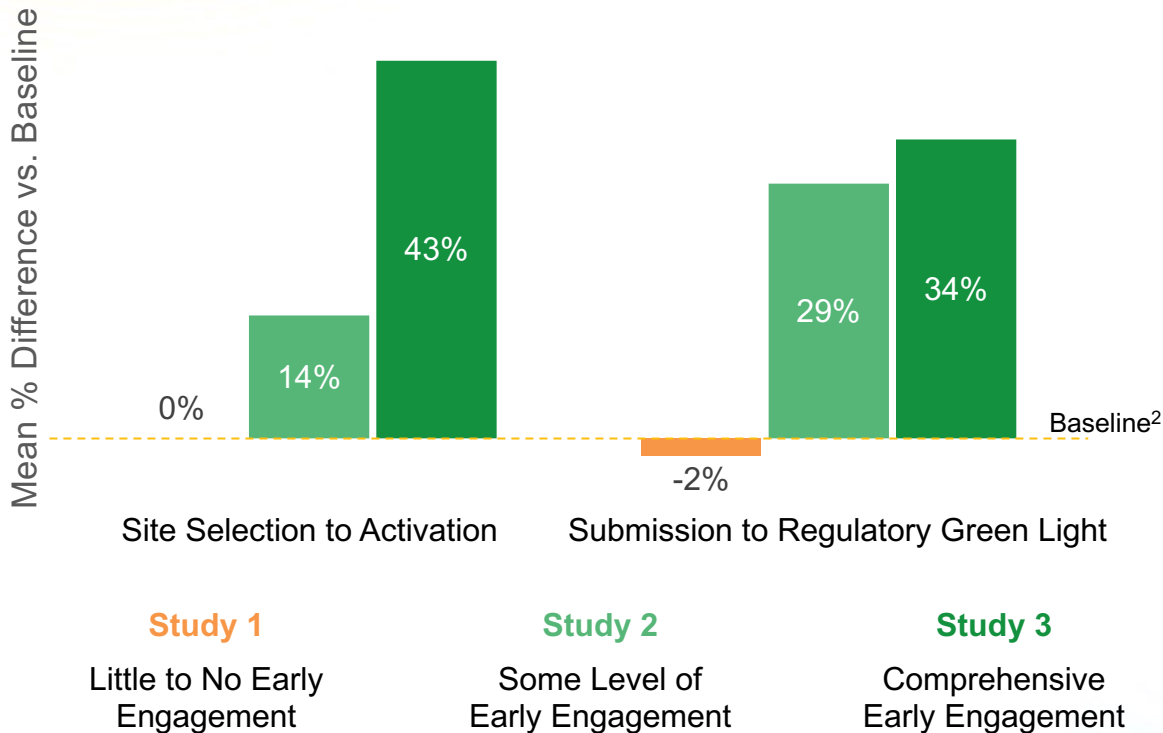


How early in the asset development lifecycle does your organization initiate Medical activities?

# The Value of Medical Affairs in Clinical Development

## Impact of Early Engagement on Study Activation<sup>1</sup>

By actively involving Medical Affairs in the clinical development process, we can drive faster cycle times and enhance their chances of success



## Where Medical Affairs can Drive Value

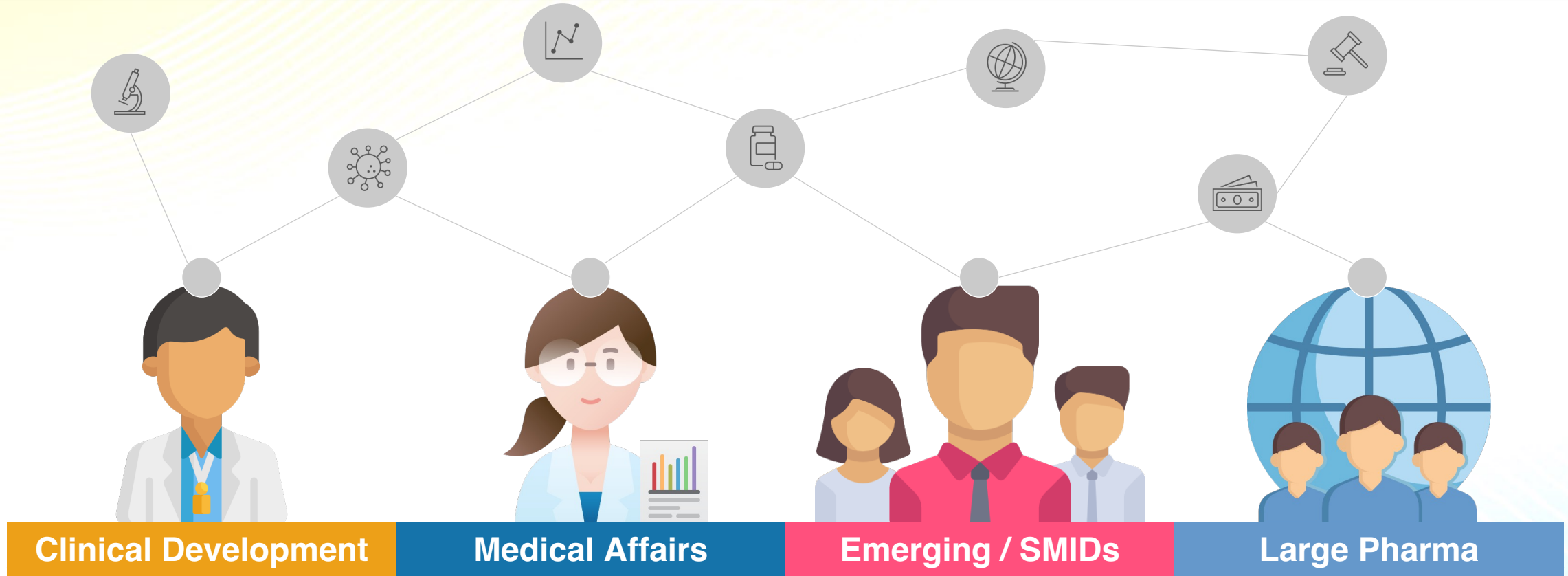
The goals of Medical Affairs teams are not unique to those of Clinical Development – the two should work seamlessly together to reach the same goals

- ✓ Drive efficiencies throughout the clinical development process
- ✓ Enhance ability to identify, engage, and retain eligible participants
- ✓ Accelerate patient recruitment timelines
- ✓ Increase chances of selecting the best-suited sites and investigators
- ✓ Realize time and cost savings through patient engagement
- ✓ Ensure continuity in product and trial value messaging
- ✓ Increase stakeholder engagement levels throughout the trial
- ✓ Streamline data analysis and regularly submission processes
- ✓ Develop impactful long-term follow up and outcomes programs

1. Syneos Health study start up data; 3 studies conducted under similar market conditions: same study sponsor, same governance structure, same indication (NSCLC), same phase (Ph2), same reporting, same time frame

2. Syneos Health internal benchmark – avg study times of all oncology trials delivered since 2018

# A Shared Vision for Clinical and Medical Affairs



**Accelerate the clinical development process to get the most effective medicines to the patients that need them – faster**

# Building a Business Case: Messaging to Clinical Partners

## FLIP the SCRIPT

What drives our Clinical partners?

To most effectively articulate the value of Medical Affairs in helping to achieve the shared vision, we should be speaking the same language as our Clinical partners.



*How can I proactively ensure that my trial progresses as scheduled to minimize unwarranted costs?*

*What mitigation strategies do I need to put in place to minimize potential risks to trial execution?*



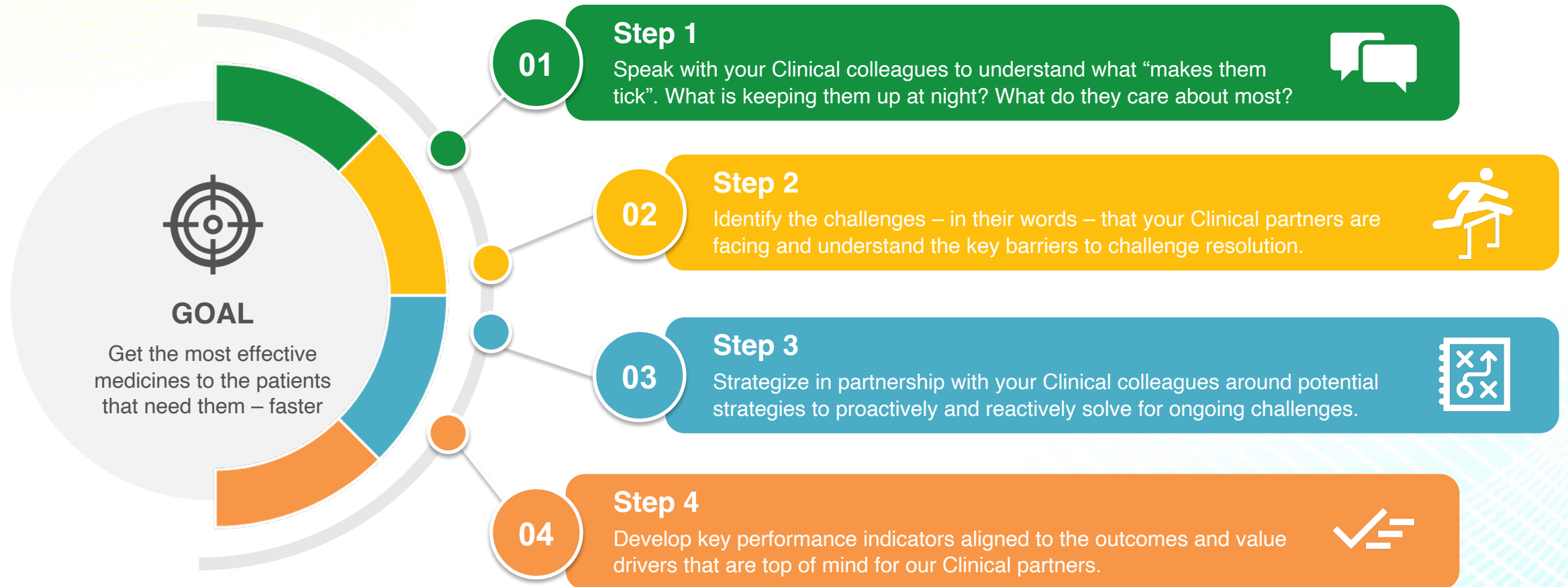
*Where are there opportunities to manage and control costs associated with this trial?*





# Building a Business Case: Messaging to Clinical Partners

*It is important that Clinical and Medical teams have clear alignment from the start and articulate expectations of the partnership model and best ways of working for long-term success*



# Key Success Factors in Building your Business Case



**What KPIs are you measuring to demonstrate success of a Clinical-Medical partnership?**

***Some Considerations for KPI Development:***

*Alignment to Clinical Trial metrics*

*Co-creation with Clinical Partners*

*Demonstration of unique and incremental value*

# A Shared Vision for Clinical and Medical Affairs

## Q&A



Accelerate the clinical development process to get the most effective medicines to the patients that need them – faster

