

Welcome!

Unlocking the potential of a Medical Affairs budget

Ensuring optimal external engagement

Presenters



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- The following faculty and planning members do disclose financial relationships: Carter, Geffroy, Marlborough, and Oortwijn

Educational objectives

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

- Demonstrating the **value of cross-functional collaboration** in building an effective Medical Affairs engagement plan
- Exploring how a **deep understanding of stakeholders and the therapeutic landscape** can inform efficient budget allocation
- Sharing **best practice approaches** for content development which can maximize the impact of a Medical Affairs budget

Agenda

Timing	Topic	Speaker
5 mins	Welcome and introductions	Alice Carter
20 mins	Effective preparation to ensure efficiency	All speakers
20 mins	Delivery of content which meets the needs of our stakeholders	All speakers
10 mins	Final audience Q&A	All speakers, moderated by Alice Carter
5 mins	Closing remarks	Alice Carter

Polling question 1

Over the next 3-year period, do you expect there to be a greater emphasis placed on Medical Affairs external engagement with stakeholders such as HCPs, policy makers, payers, and patients:

- A** Yes
- B** No
- C** I don't know

Effective preparation to ensure efficiency

Cross-functional collaboration at the planning stage sets us up for success

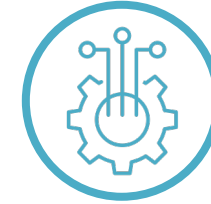


Challenge

- Historically, many functional teams have often worked in siloes and not towards one common vision or goal
- Insights are not always shared
- Multiple plans are developed in isolation
- Limited communication between functional teams leads to confusion and lack of awareness
- HCPs do not differentiate between functions and inconsistent approaches can reduce the impact of interactions



Solution



Impact

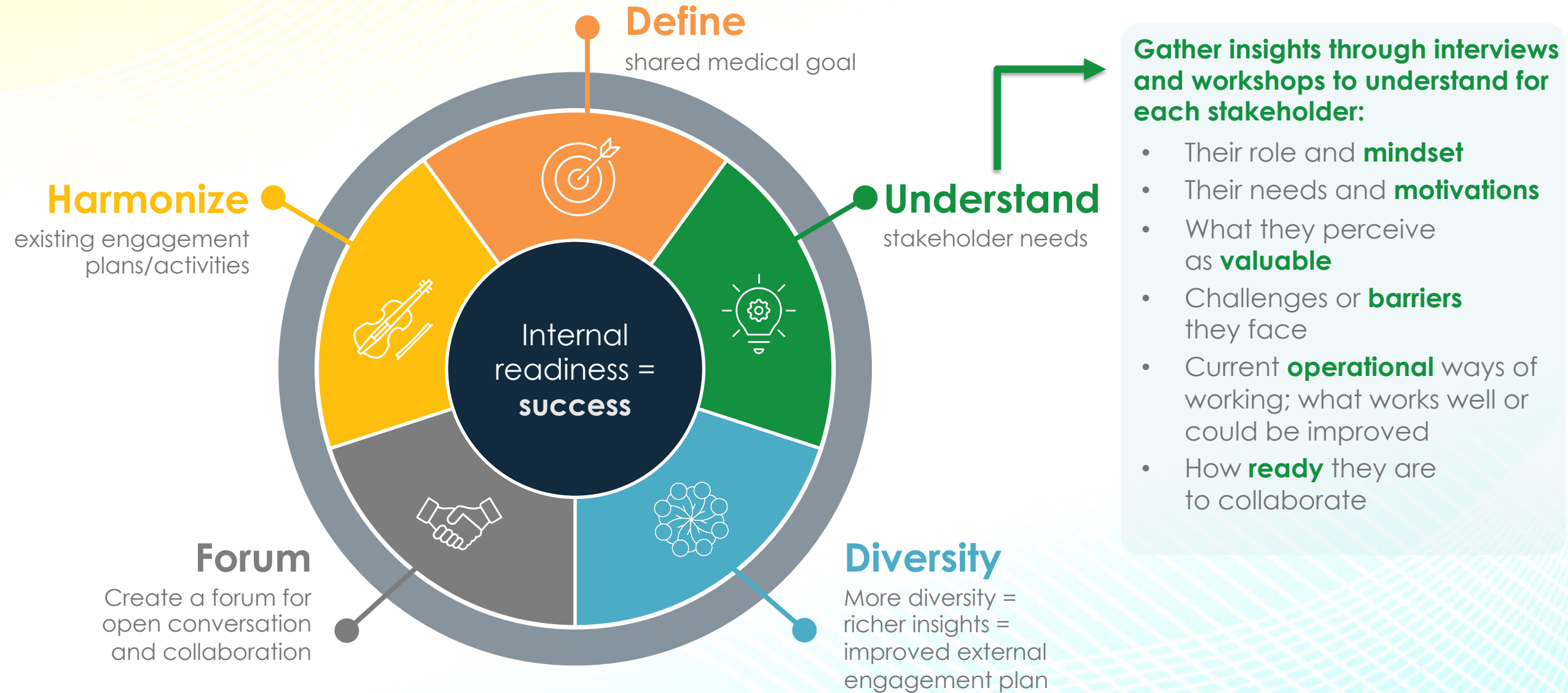
- Time and budgetary efficiencies can be realized by eliminating duplication of effort; sharing of ideas; leveraging and including all assets from different functions to form an integrated external engagement plan, clearly considering data releases and key milestones for communication

Polling question 2

To what extent do you collaborate cross-functionally and/or between global and local teams in the development of your Medical Affairs external engagement plan?

- A** Only at the start
- B** Once we have a first draft
- C** Only at the end, just before we are ready to roll out the plan
- D** Throughout the entire development of the plan
- E** I do not, the Medical Affairs team works entirely on the plan as a solo function

Practical tips to support cross-functional collaboration

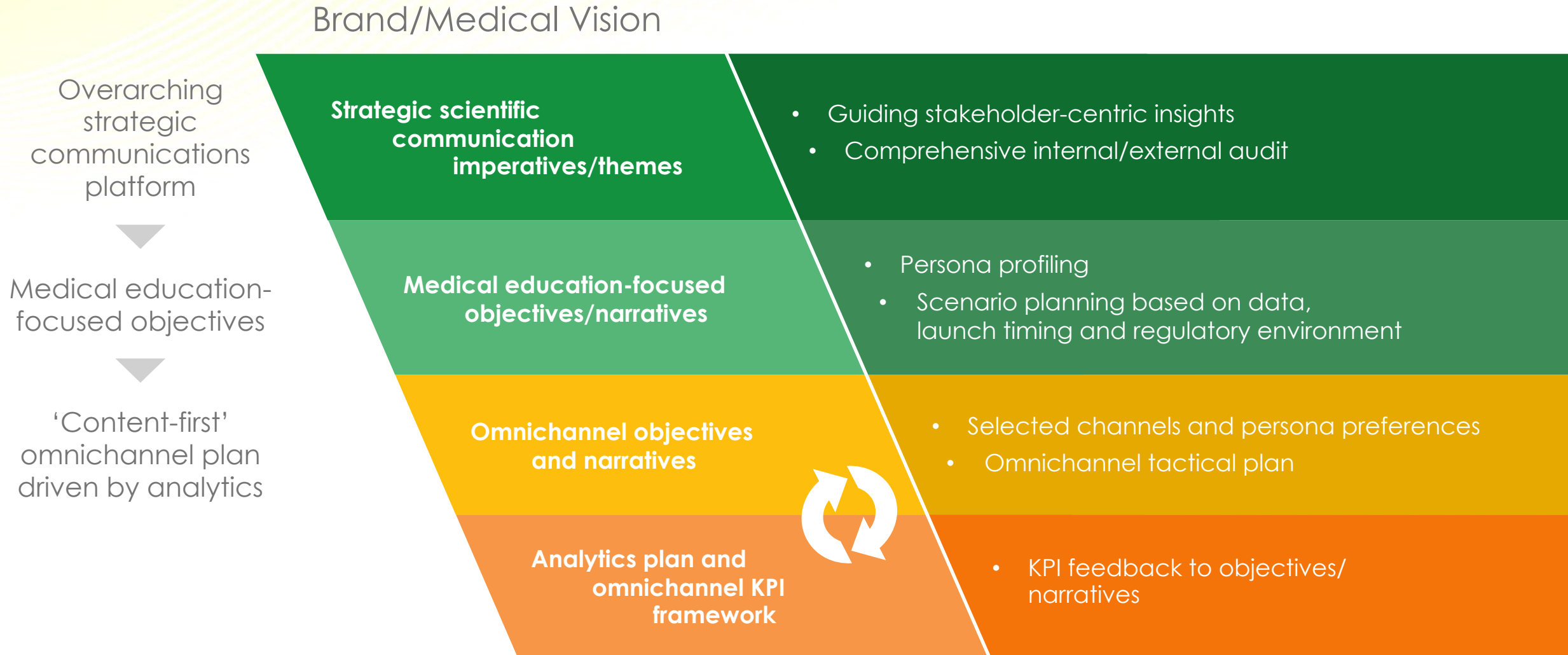


Discussion

- Experience from our panel
- Audience questions

Focused objective setting

The key to integrating your medical strategy into a Global Medical Affairs external engagement omnichannel plan*



*Adaptable for regional nuances and requirements.
KPI, key performance indicator.

Continue collaborating to align on medical objectives and foundational communication tools



Challenge

- SCP may be developed by just a couple of individuals leading to lack of ownership, awareness, and utilization



Solution



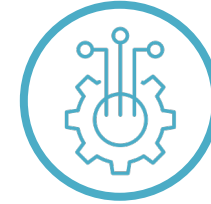
Co-create



Accessible



Easy to use



Impact

- By ensuring strategic focus, aligned statements and common lexicon, we can increase uptake and consistent use of the SCP across markets, mitigate compliance risks and realize time and budgetary efficiencies (e.g., review and approval)

Employing an omnichannel mindset to streamline your external engagement plan



Challenge

- Moving from a multichannel mindset
- Budget limitations mean that engagement activities must be prioritized



Solution

By considering stakeholders' preferred channels and formats, we can ensure that the right content reaches the right audience at the right time



Who?



What?



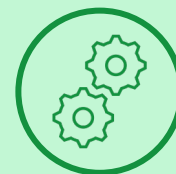
When?



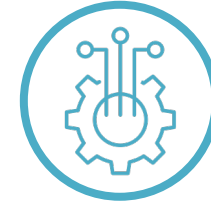
Where?



Why?



How?



Impact

- Time and budgetary efficiencies can be realized by understanding audience educational needs aligned to medical objectives and developing a focused plan which eliminates any redundant engagement activities

Discussion

- Experience from our panel
- Audience questions



**Delivery of content which meets
the needs of our stakeholders**

An attention-based model simplifies omnichannel and helps to maximize the impact of our investment

Often the first touchpoint with your audience.

Content designed to grab attention and drive the audience to discover more.

DRIVE

<5–60 seconds

At a glance

Is this relevant to me?

The attention invested is likely to be higher, but the content still needs to be “snackable” to ensure we hold attention and encourage the audience to continue learning.

DISCOVER

5–10 minutes

Snackable

What are the key takeaways?

More detailed information that complements all other content. Where the audience can “deep-dive” and understand the subject matter.

DIVE

10–45 minutes

Bigger picture

What do I need to know?

Deeper dive

How do I understand this?

Looking for efficiencies in our approach



Getting the most mileage out of your valuable content and delivering impactful engagement tactics



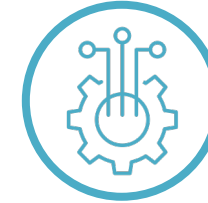
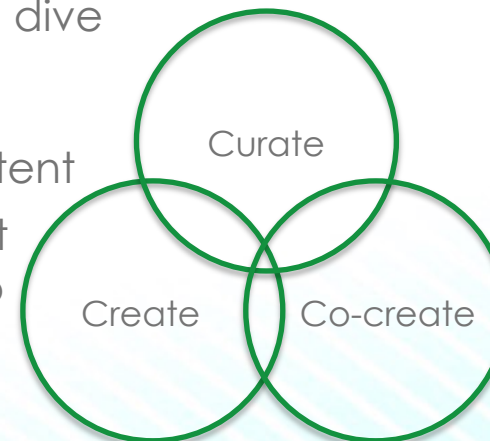
Challenge

- Some content already exists but has not been developed in a way that resonates with your audience



Solution

- Audit content currently available
- Identify any content gaps within your plan and collaborate to co-create content to fill the gap
- Ensure appropriate permissions are in place for extended use of content
- Employ a drive, discover, dive approach to maximize engagement and get the most out of your content
- Carefully consider format and channel selection to ensure maximum impact and engagement



Impact

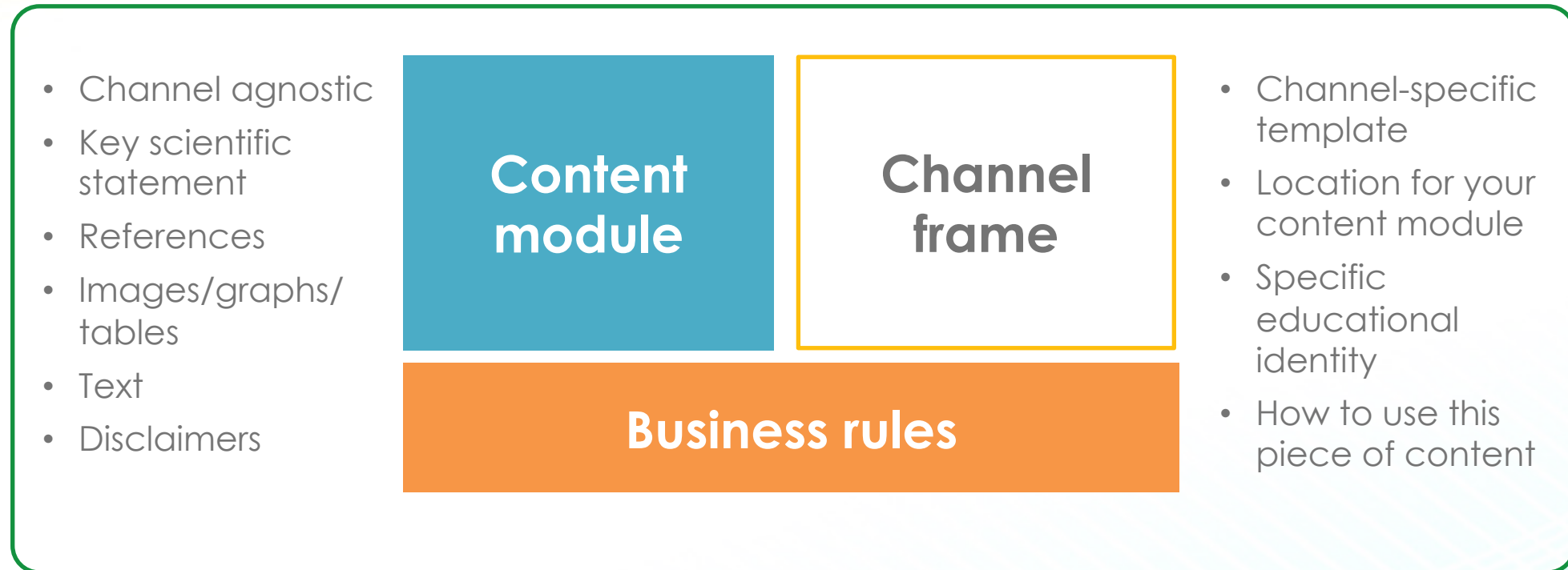
- Time and budgetary efficiencies can be realized by not re-inventing the wheel but rather repurposing or curating existing content
- Only creating new content that aligns to a medical objective and the educational needs of your target audience(s)

Discussion

- Experience from our panel
- Audience questions

Consider a modular content approach

Modular content involves developing building blocks of content and frameworks for these to be dropped into, underpinned by business rules



Polling question 3

Where are you on your modular content journey?

- A** I have not started and I am yet to be convinced of the value
- B** I have not started yet but I am interested
- C** I am early on in adopting some of the basic principles
- D** I have been adopting the approach and I am at an intermediate level
- E** I am a fully-fledged expert and adopter

Employing a modular content approach can demonstrate great efficiencies



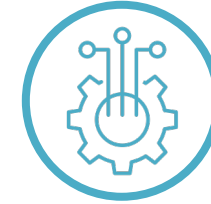
Challenge

- Content is developed in a linear fashion, often one-time use
- It is time consuming to develop and with limited scalability



Solution

- Employing a modular content approach means content is component based
- It is more easily accessible, quick and easy to adapt, scalable and reusable



Impact

- Time and budgetary efficiencies are driven by review and approval of bite-sized content, deployment of content without loss of scientific value and the ability for local teams to select content most appropriate for their markets and in line with local regulations



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Modular Content in Medical Affairs: The Foundation of Omnichannel Engagement

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Discussion

- Experience from our panel
- Audience questions

Measurement is essential to highlight areas of improvement and inform future efficiencies

Defining and tracking key measures of success as well as gathering and implementing feedback help us to continuously improve



Execution metrics

How are the activities performing?



Behavioral metrics

Did the activities change opinion, perception, and/or behavior?



Business metrics

Did the activities support you to meet your business objectives?

Gain and cascade actionable insights by defining and measuring what matters to optimize future plans



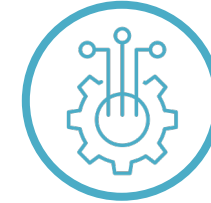
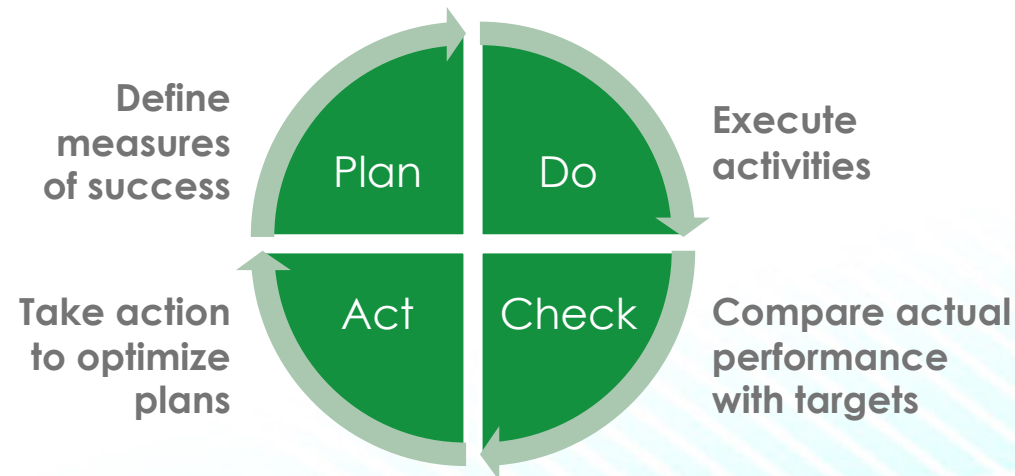
Challenge

- Significant amounts of data and feedback are accumulated, making it difficult to cut through the noise and draw out actionable insights
- Data and feedback are not readily shared with the cross-functional team



Solution

- Defining specific and useful key measures of success, and agreeing how these will be tracked, for each element of our engagement plan at the outset enables us to home in on and cascade meaningful insights when results are available



Impact

- Future plans can be optimized and budgets efficiently allocated to the most impactful external engagement activities based on learnings

Discussion

- Experience from our panel
- Audience questions

Final audience Q&A

Moderated by Alice Carter

Closing remarks

Alice Carter



Thank you