
WEBINAR

PARTNER CIRCLE PROGRAM



HARNESSING DATA ANALYTICS TO ADVANCE MEDICAL AFFAIRS EXCELLENCE

May 16, 2025

Lori Klein, PharmD

Putnam
Inizio Advisory



Today's Panel



Lori Klein, PharmD

Partner, Medical & Scientific
Affairs Practice Lead

Putnam
Inizio Advisory



Nikheel Kolatkar, MD, MPH

VP, Medical Operations

Genentech



Sonal Bhatia, MD

Former Chief Medical Officer



Jo Ann Saitta

Partner, Global Data Strategy,
Analytics and AI Practice Lead

Putnam
Inizio Advisory



Conflicts of Interest and Disclosures

MAPS is committed to ensuring full disclosure of potential Conflicts of Interest (COI) by session presenters/developers. While a presenter COI is not prohibited nor necessarily harmful to the learner, it is important that this be shared with the learner so the learner may make an informed decision regarding material presented. A COI includes any transaction or relationship which presents, or may present, a conflict between a presenter/developer's - or his/her spouse/life partner's - personal, business or other interests.

The following faculty and planning members do disclose financial relationships – N/A





Learning Objectives

- 1 Understand how data analytics can inform strategic planning, decision-making, and evidence generation in Medical Affairs**
- 2 Recognize the impact of AI in enhancing data analytics**
- 3 Apply real-world examples to integrate data analytics into workflows**



Today's Topics

Harnessing Data Analytics to Advance Medical Affairs Excellence

The role of data analytics in Medical Affairs

Integrating data analytics into Medical Affairs workflows

Enhancing data analytics with AI

Practical real-world applications of data analytics across the product lifecycle

Q/A



Polling Question: Current Degree of Data Analytics Implementation

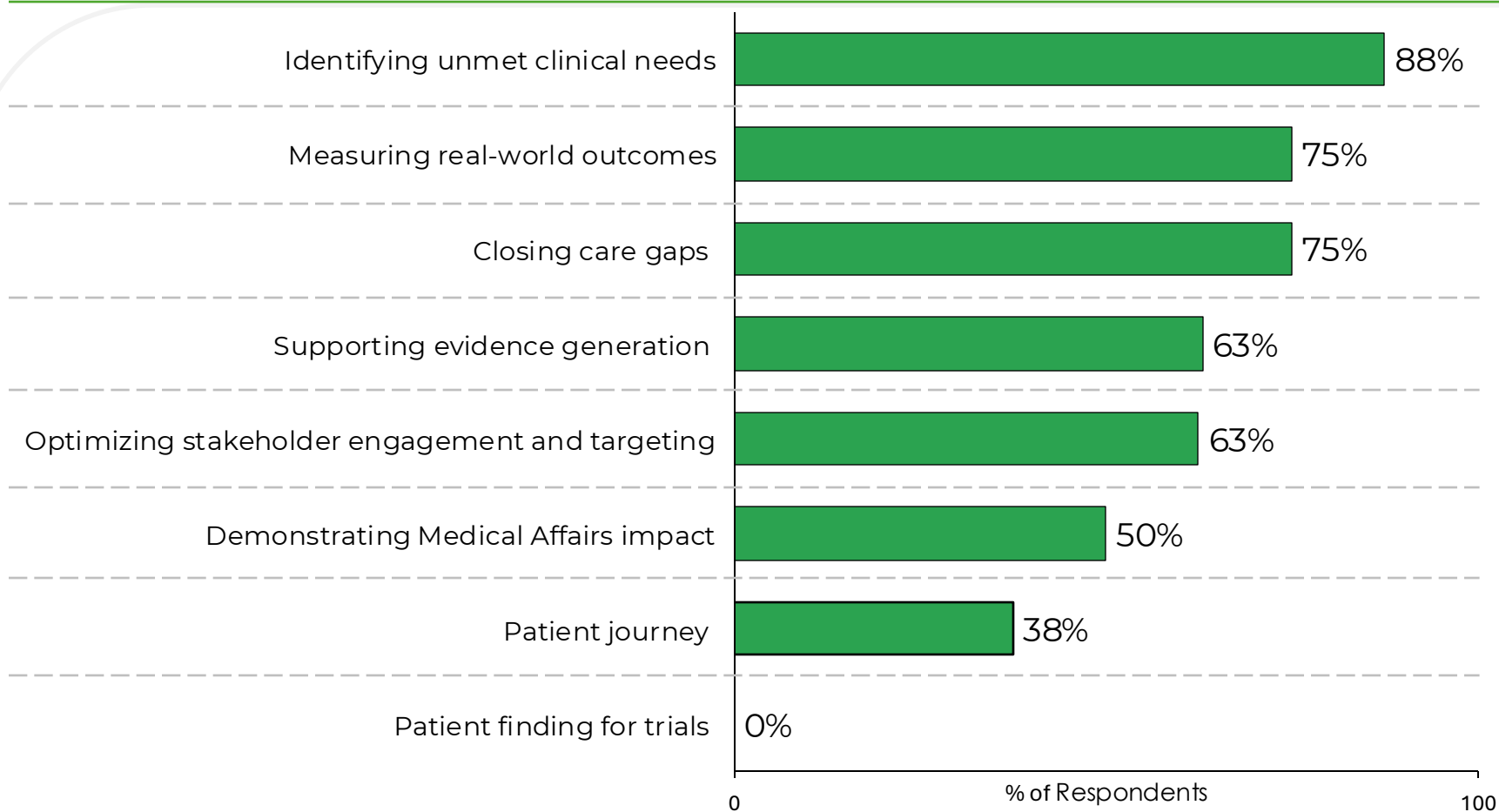
Which stage of data analytics integration best describes your Medical Affairs team today?

- We actively use data analytics to inform strategy and activities
- We are exploring how to incorporate data analytics
- We are aware of data analytic potential but have not begun
- We have no current plans to use data analytics



Pre-webinar survey shows that identifying unmet clinical needs is seen as the primary value of claims data

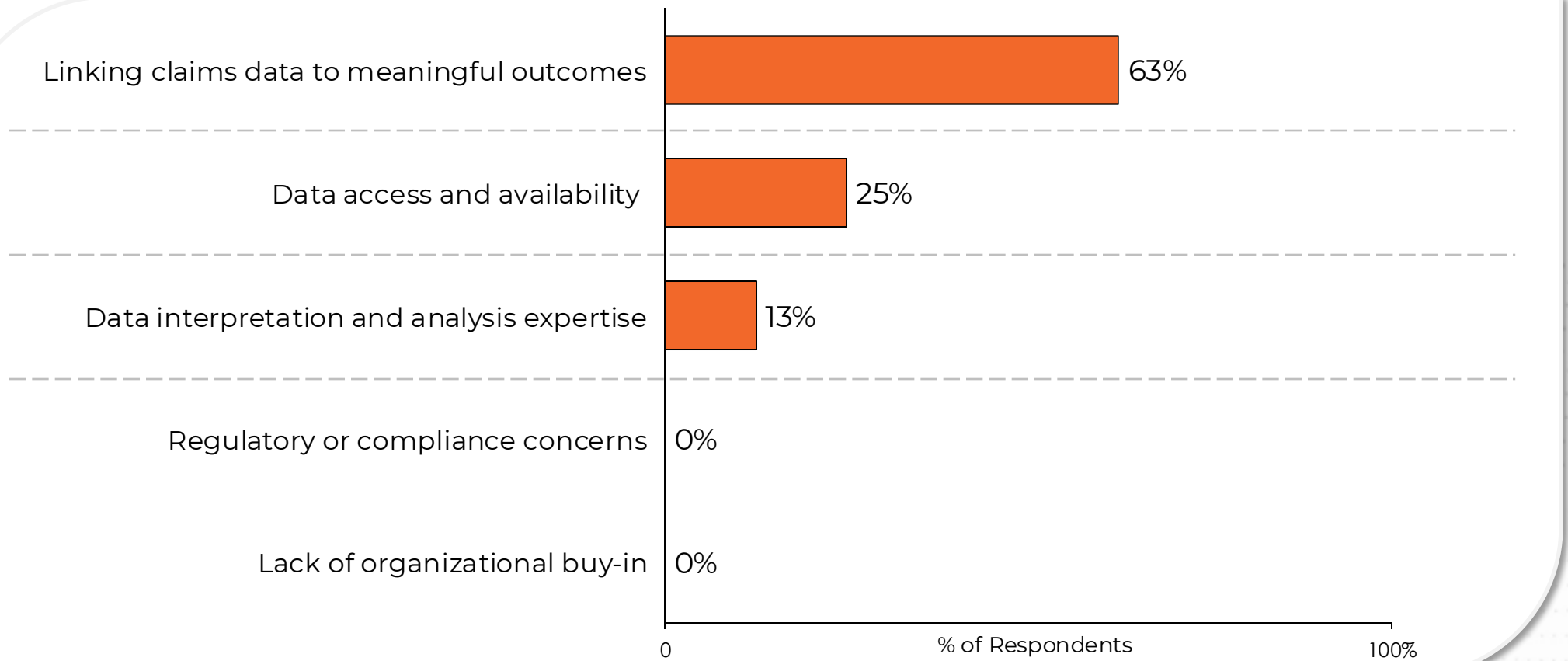
Primary Value of Claims Data in Medical Affairs





Survey respondents indicate linking claims to meaningful outcomes is the greatest barrier to leveraging data analytics

Organizational Challenges to Integrating Claims Data Analytics into Medical Affairs Workflows



What is the biggest challenge you face (or anticipate facing) when integrating claims data into Medical Affairs workflows? **Source:** Pre-Webinar Survey
Prepared and Distributed by Putnam (N=8 biopharma companies).



To prevent anticipated barriers, factors like collaboration and sufficient analytic capabilities can be leveraged

Suggested Data Analytics Integration Approach for Seamless Uptake



**Cross-Team
Collaboration**

Enable collaboration across different departments and teams to drive seamless integration



**Data Analytics
Standardization**

Establish standardized business rules (e.g., claims) across departments to enable consistent and comparable insights



**Expand Analytic
Capabilities**

Invest in analytics platforms / datasets, resources, and training to ensure generation of up-to-date and meaningful insights



**Demonstrate
Medical Affairs
Value**

Leverage precision data analytics to demonstrate personalized value for HCPs and internal teams

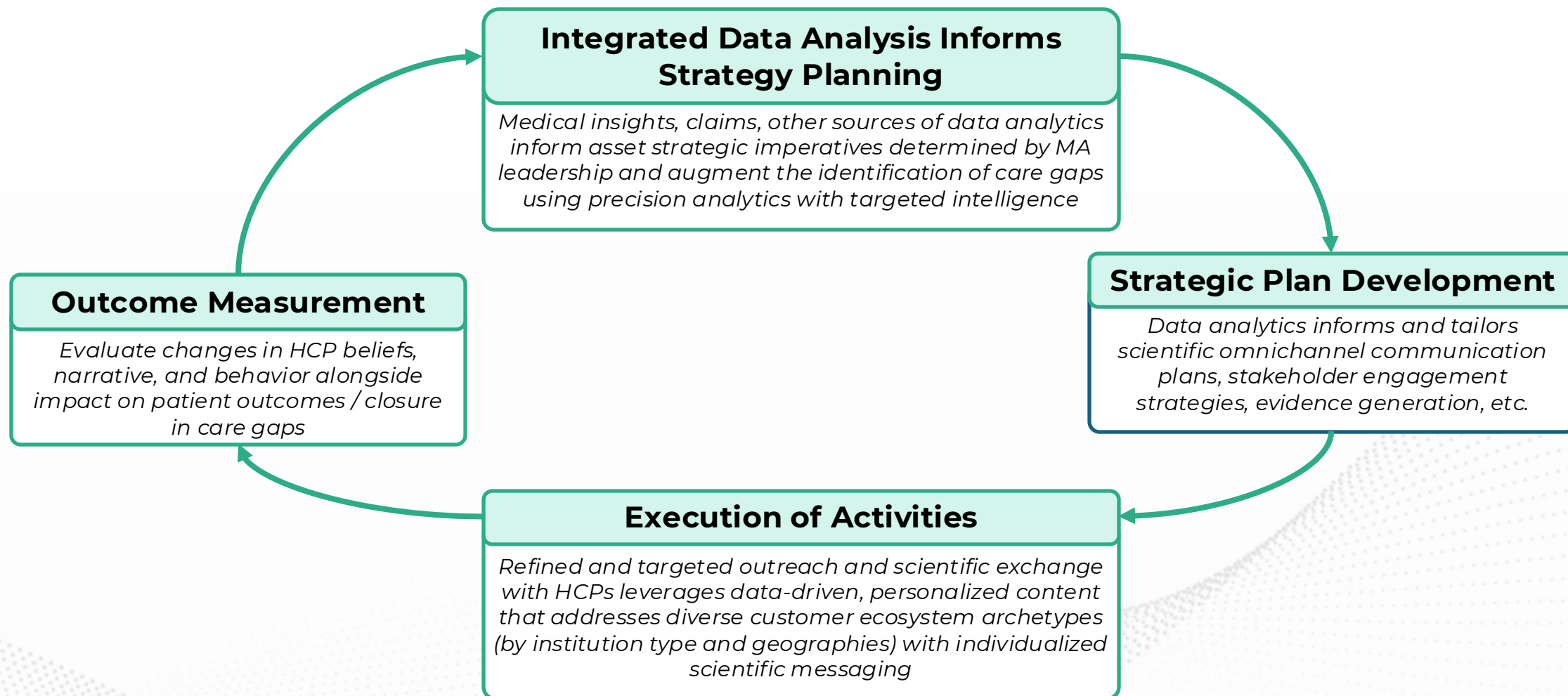


**Privacy &
Compliance**

Work with appropriate teams to establish clear understanding and compliance with data privacy rules



If implemented, data analytics integration can be used to generate a closed feedback loop



Abbreviations: HCP=Healthcare Provider.



Polling Question: AI-Data Analytics Readiness Pulse Check

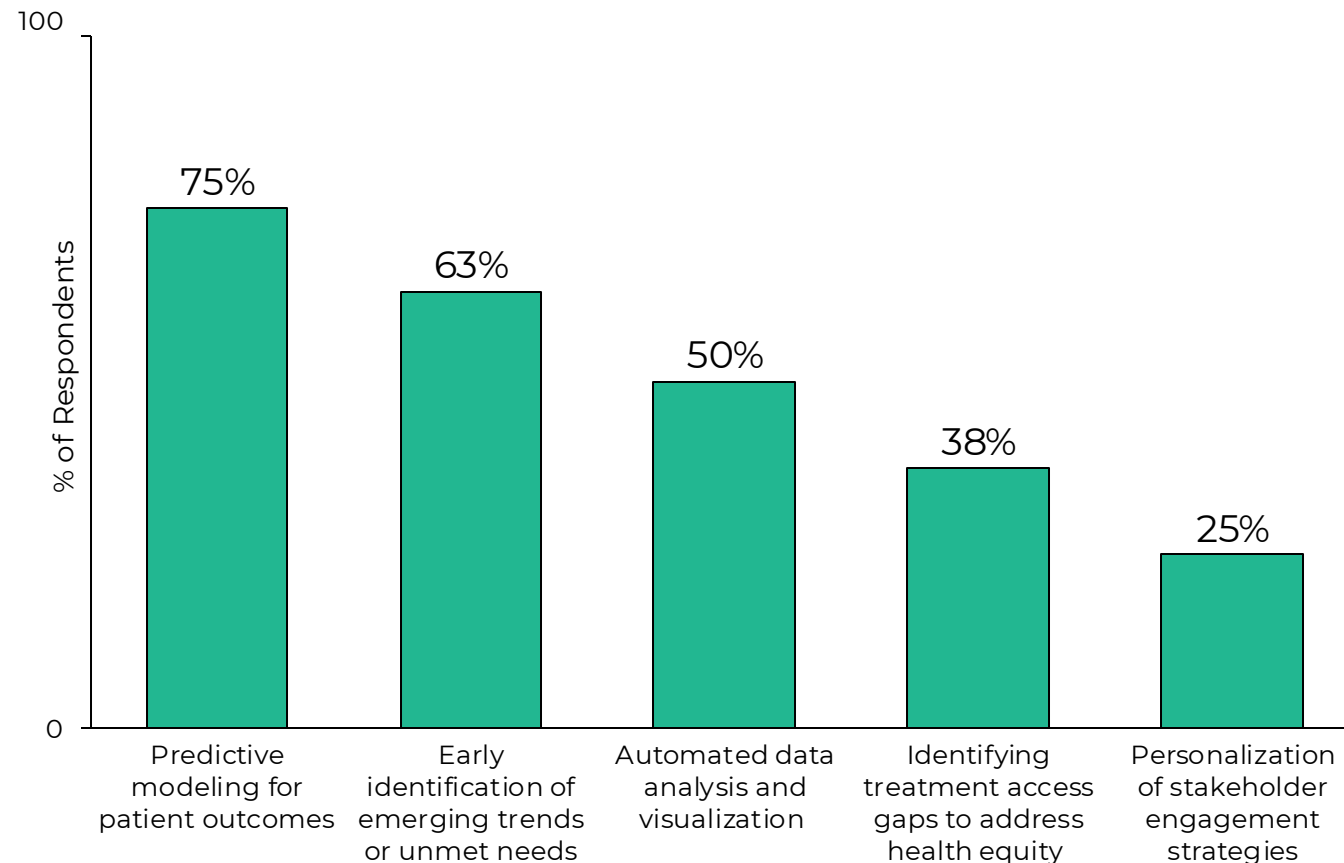
How confident are you in AI's ability to enhance data analytics for Medical Affairs?

- Very confident
- Somewhat confident
- Neutral
- Somewhat skeptical
- Very skeptical



Most survey respondents want to use AI in claims data for predictive patient outcome modeling

Areas to Potentially Apply AI in Claims Data Analytics



Which potential application of AI in claims data analytics interests you most? [Please select all that apply]. **Abbreviation:** AI=Artificial Intelligence.

Source: Pre-Webinar Survey Prepared and Distributed by Putnam (N=8 biopharma companies)



AI can also be used to enhance data analytics by identifying and visualizing key data trends

Data analytics can be enhanced with AI through:

1



Applied machine learning to identify patterns and predict trends (e.g., treatment approach, changes in epidemiology)

2



Identifying specific care gaps and unmet needs to improve patient outcomes

3



Automating HCP segmentation and prioritization for engagement strategy (e.g., referral patterns, practice types, trial sites)

4



Enhancing data visualization (e.g., dashboards) for real-time data generation

5



Personalized content generation (to persona/archetype) and incorporating new kinds of content generation tools (e.g., NotebookLM)

These generated insights may offer value in medical strategy refinement



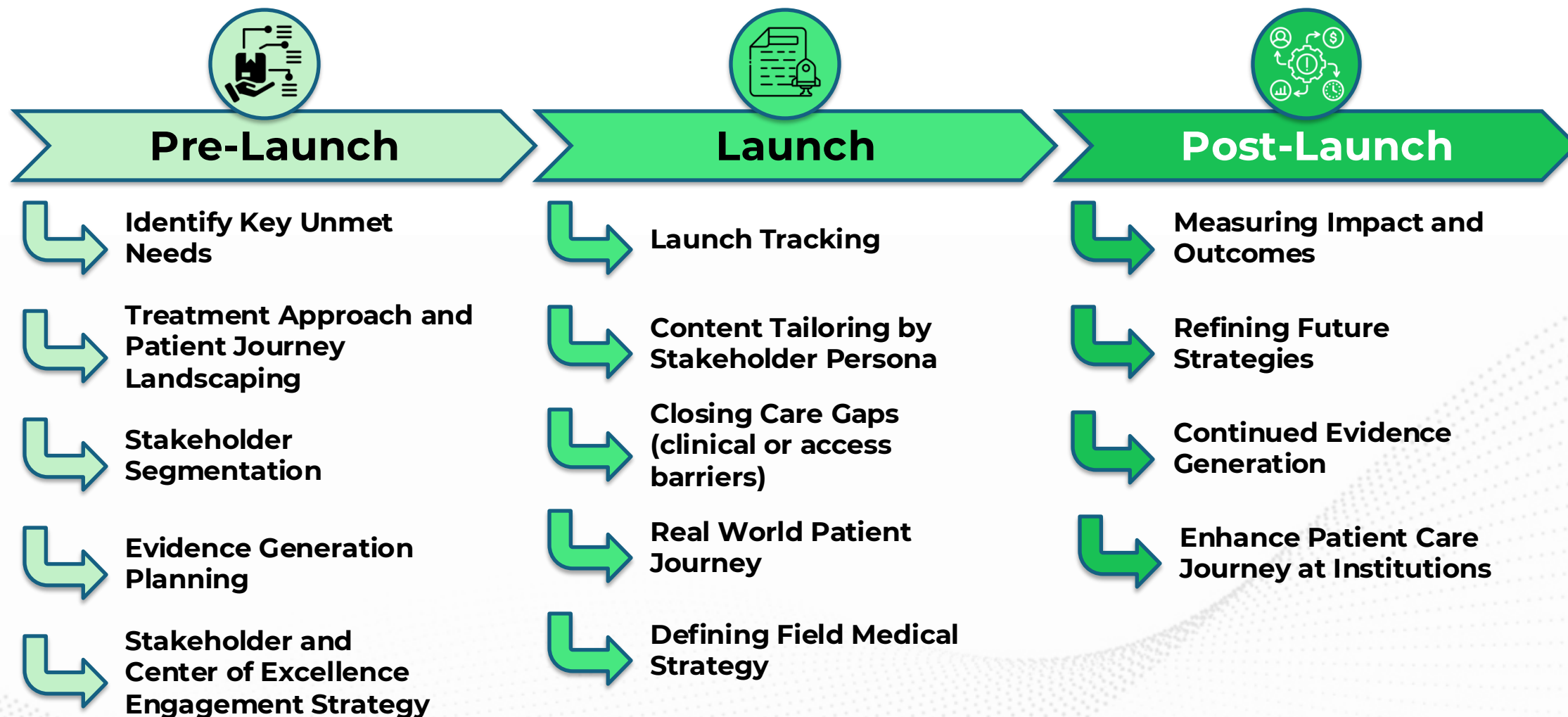
Polling Question: Opportunity Areas for Medical Affairs leveraging data analytics

Which area do you believe offers the greatest opportunity for Medical Affairs to differentiate using data analytics?

- Delivering more personalized and impactful stakeholder engagement
- Identifying and addressing unmet clinical needs faster
- Strengthening the real-world evidence strategy
- Demonstrating real-world impact to external stakeholders



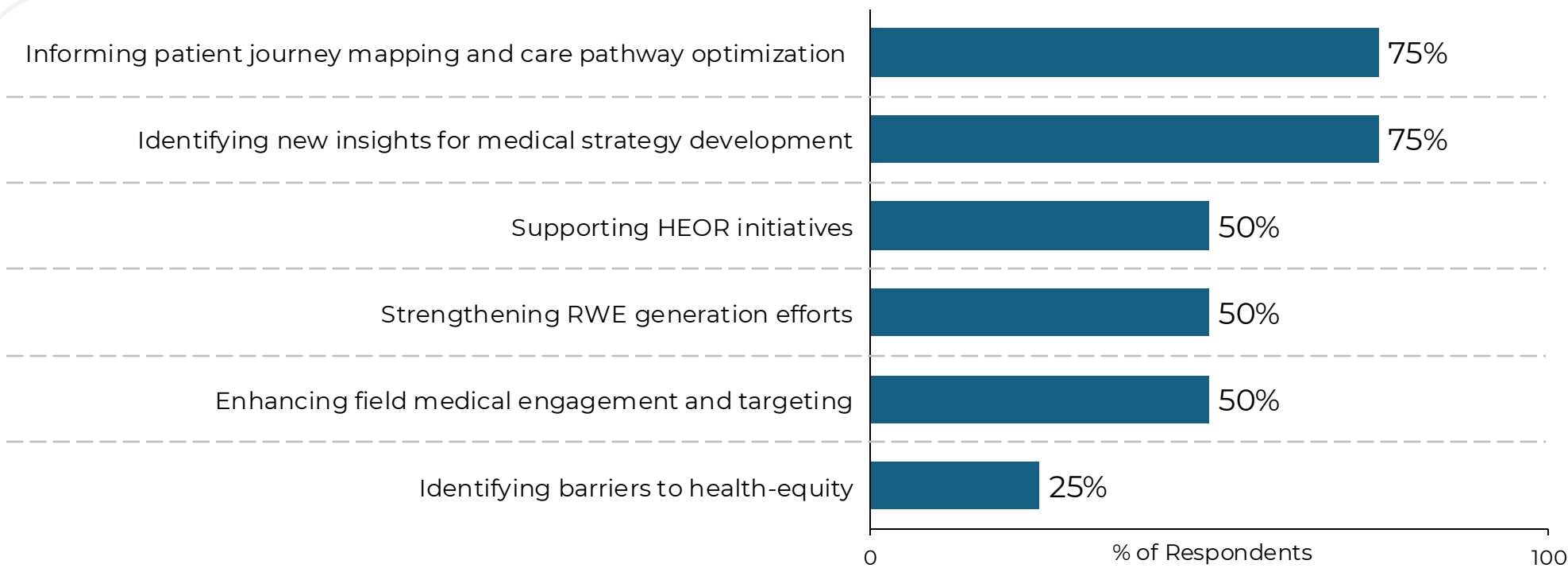
Data analytics use cases span from pre- to post-launch steps





Survey shows patient journey mapping / optimization and insights for medical strategy as areas of untapped potential

Greatest Untapped Potential for Claims Analytics in Medical Affairs



Which area do you believe claims data analytics has the greatest untapped potential for Medical Affairs? [Please select all that apply]. **Abbreviations:** HEOR=Health Economics and Outcomes Research, RWE=Real World Evidence. **Source:** Pre-Webinar Survey Prepared and Distributed by Putnam (N=8 biopharma companies).



Q/A Session: Do you have any remaining questions on the use of data analytics in Medical Affairs?



Thank you!