



Mastering cross-functional collaboration for launch success

21 May 2025

Presented by the MAPS



Medical Strategy and Launch Excellence





Speakers



David Kelahe

Senior Director,
Medical Affairs
IQVIA
France

Medical Affairs



Rupert Vessey

Chief Scientist,
Flagship Pioneering
USA

R&D



Josie Downey

General Manager and
Managing Director,
Merck Healthcare,
Australia & NZ

General Management



Shannon Faught

Chief Commercial Officer
Alora Pharmaceuticals
USA

Commercial



Chris Boulton

VP Global Marketing
Therapy Area Head –
Obesity, Amgen
USA

Marketing



Katie Pascoe

Global Compound
Market Access Lead
Oncology J&J
UK

Market Access

Educational Objectives

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

- **Objective 1:** Recognize the importance of effective collaboration by Medical Affairs in launch preparation
- **Objective 2:** Understand what other functions value in their collaboration with Medical Affairs
- **Objective 3:** Know the secrets to effective collaboration to maximize organizational value for launch success



Agenda

Topic	Speaker	Time
Opening and introductions	David & panel	5'
<p>The importance of Medical Affairs in launch preparation. Perspectives from cross-functional leaders:</p> <p>1. What do you value most about Medical Affairs in launch preparation?</p>	<p>David with panel:</p> <p>Rupert (R&D)</p> <p>Josie (GM)</p> <p>Katie (Access)</p> <p>Chris (Marketing)</p> <p>Shannon (Commercial)</p>	20'
2. What does effective collaboration between your function and Medical Affairs look like? What are some best practices to establish and maintain it?	All	20'
Q&A	All	15'
Close	David	

Enter your questions for the panel in the Q&A box at any time

Conflicts of Interest and Disclosures

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The faculty and planning members do not have any financial relationships to disclose.



The importance of Medical Affairs in launch preparation

Perspectives from cross-functional leaders

1. What do you value most about Medical Affairs in launch preparation?



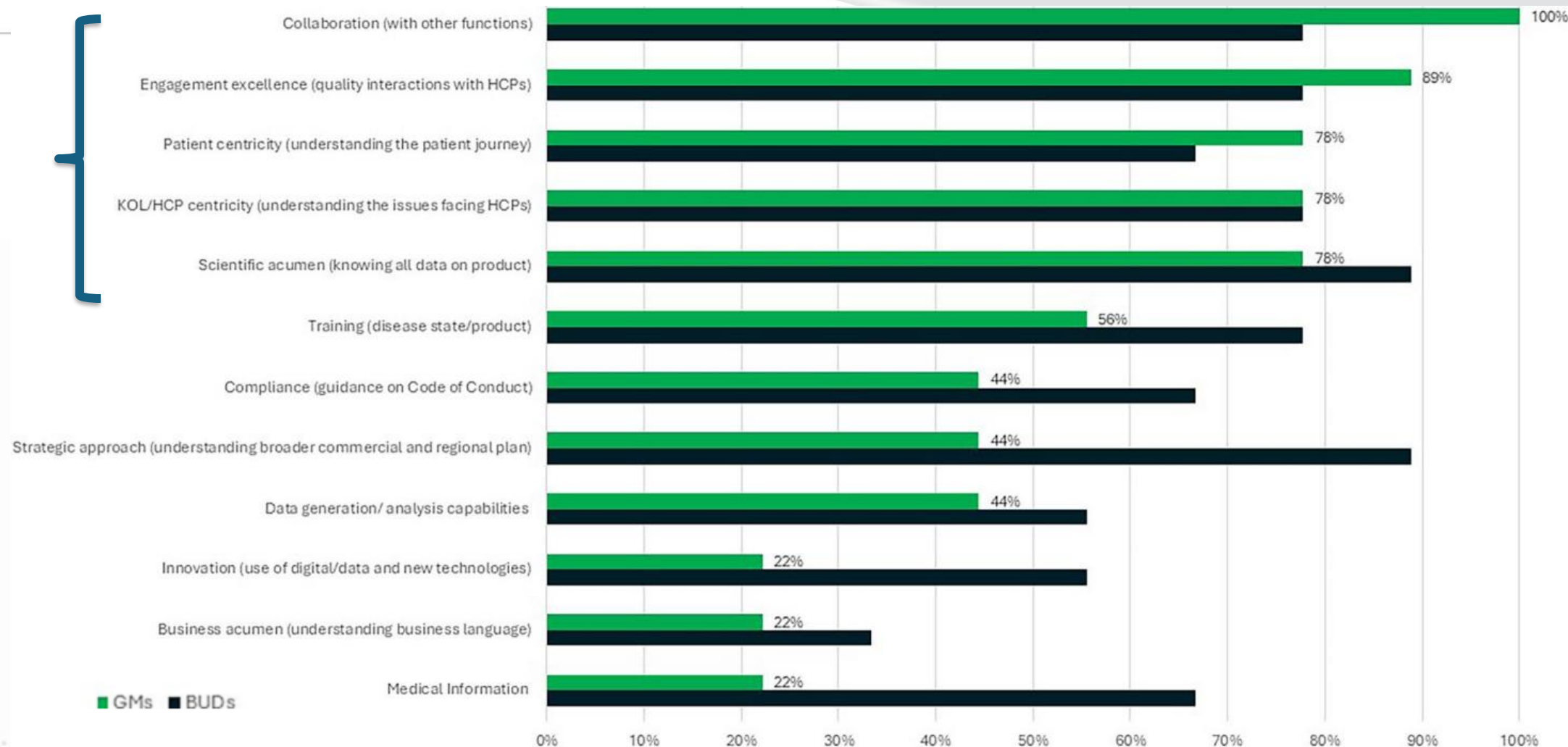
The importance of Medical Affairs in launch preparation

Perspectives from cross-functional leaders

2. What does effective collaboration between your function and Medical Affairs look like? What are some best practices to establish and maintain it?



Medical Affairs competences: What do General Managers value most?





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