**WEBINAR** PARTNER CIRCLE PROGRAM

### MEDICAL AFFAIRS' DATA DILEMMA AND THE PATH TO INFLUENCE

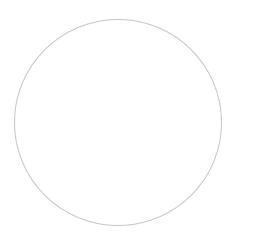
July 18, 2025

Presented by MAPS

REAL CHEMISTRY

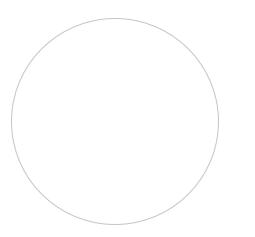
Medical Affairs Professional Society (MAPS)® 2025

### Presenters



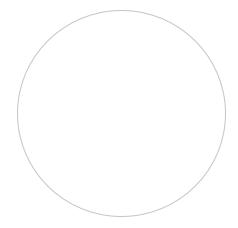
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## Conflicts of Interest and Disclosures

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The following faculty and planning members do disclose financial relationships – Pyati, Wheeler, Belford.

# Educational Objectives

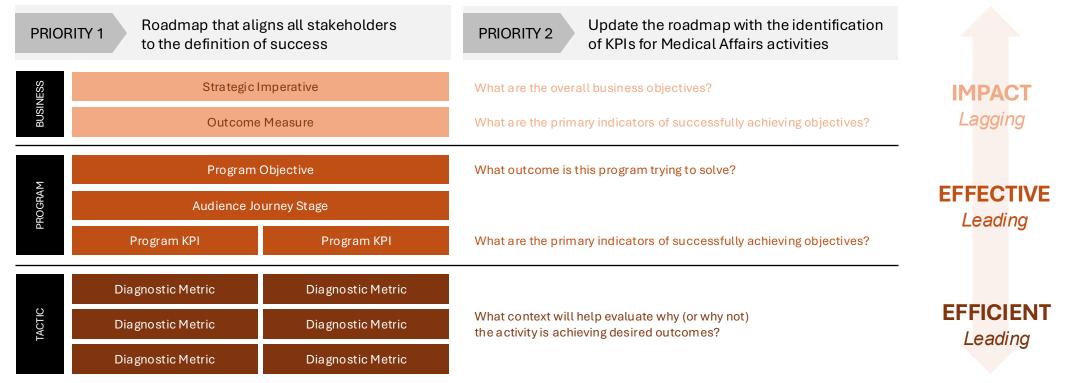
#### In this session, you will learn about:

- Data Prioritization and Storytelling
- Creating Meaningful Benchmarks
- Demonstrating Patient Impact
- Fostering Collaborative Partnerships

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### Sample Medical Impact Framework

#### Steps for Establishing a Medical Impact Framework



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