

Medical Affairs: The Roadmap to 2025

<https://marketpublishers.com/r/ME5D274862F0EN.html>

Date: January 2020

Pages: 15

Price: US\$ 1,250.00 (Single User License)

ID: ME5D274862F0EN

Abstracts

REPORT SCOPE:

The current report provides details the significance of medical affairs functional area in the pharmaceutical industry supported by BCC Research's expert insights. A detailed analysis on the current scenario, structure, cross-functioning role and importance of medical affairs is provided in the report. The report also focuses on the importance of medical affairs in communicating and collecting the medical evidence with the organization and external stakeholders. Within this context, the evolving role and the future of medical affairs is discussed in detail.

REPORT INCLUDES:

An overview of medical affairs and discussion on its role in pharmaceutical industry

Briefing about importance of medical affairs in communicating and collecting the medical evidences

Detailed analysis on the current scenario, structure, and cross-functioning role of medical affairs

Discussion on evolving role and the future of medical affairs

Contents

CHAPTER 1 INTRODUCTION

Study Goals and Objectives
Scope of Report
Methodology
Analyst's Credentials
Related BCC Research Reports

CHAPTER 2 THE ROLE OF MEDICAL AFFAIRS IN THE PHARMACEUTICAL INDUSTRY

Introduction
The Role of Medical Affairs Throughout Product Lifecycle
Early in Development
Pre-launch
Launch
Post-launch
Increasing Role of Medical Affairs
Research and Development (R&D) and Commercial Functions
Role in Organization and External Stakeholders
Cross-Functional Support in Early Access Programs
Supporting Investigator-Initiated Research (IIR)
Role of Medical Affairs in Generating Medical Evidence
Role of Medical Affairs in Medical and Public Education
Collaborations with Patient Associations
Engaging with Control Systems in Pharmaceutical Industry
Organizational Structure of Medical Affairs Department

CHAPTER 3 EMERGING CAPABILITIES OF MEDICAL AFFAIRS

Critical Role of Medical Affairs: Getting Fit for the Future
Gaining Opportunities with Insights Using Technology and Automation
Patient and Customer Centricity
Engagement Leadership
Effective Partnership with Internal and External Stakeholders
Medical Governance
Conclusion

CHAPTER 4 APPENDIX: ACRONYMS

List Of Tables

LIST OF TABLES

Table 1: Summary of Control Systems Governing Pharmaceutical Practices Around the World

Table 2: Acronyms Used in This Report

List Of Figures

LIST OF FIGURES

Figure 1: Role of Medical Affairs Throughout Product Lifecycle

Figure 2: Role of Medical Affairs in an Organization

Figure 3: Organizational Structure of Medical Affairs Department

Figure 4: Sources of Data for Medical Affairs Insights

Figure 5: Schematic Presentation of Medical Affairs Engagement Between Various Stakeholders

I would like to order

Product name: Medical Affairs: The Roadmap to 2025

Product link: <https://marketpublishers.com/r/ME5D274862F0EN.html>

Price: US\$ 1,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ME5D274862F0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970