

# Building Strong Cross-Functional Medical Affairs Teams

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## Abstracts

Could your Medical Affairs team be better integrated for more effective cross-functional working that drives performance improvement?

Building Strong Cross-functional Medical Affairs Teams examines how numerous pharma companies are working to leverage the potential of Medical Affairs in today's healthcare environment.

Gain insights on why cross-functional collaboration is essential in order to meet current and future challenges. Discover how Medical Affairs teams are playing a pivotal role in reshaping pharma business models and structures. Learn from real-world case studies that depict how companies like Astellas, Baxter, Boehringer Ingelheim and Novartis are integrating the Medical Affairs function more fully to achieve better results.

Medical Affairs is now uniquely positioned to provide cross-functional teams with valuable scientific and market knowledge at every stage of the product lifecycle. How can your company best leverage the new opportunities?

### Key Benefits

Understand the structure and organisation of integrated Medical Affairs teams and how this impacts operations and performance at a global level/BulletPoint>

Understand the diversity of functions performed by Medical Affairs teams and their role in strategic development at the global medical affairs level/BulletPoint>

Learn which teams Medical Affairs interact with most and how the collaborative

approach is best managed through defined cross-functional teams and less formal partnerships/BulletPoint>

Determine the optimal point for Medical Affairs to get involved in a project, and grasp how their role changes during the lifecycle of a product/BulletPoint>

Gain insight into the flow of information between Medical Affairs and other teams and how this is monitored and controlled/BulletPoint>

Find answers to the internal challenges Medical Affairs teams face, as well as challenges posed by changes in the healthcare environment

### Gain Answers to Key Questions

How can Medical Affairs be better integrated to become a more powerful force for business success?

How can Medical Affairs teams become more effective internal partners and key participants in cross-functional teams?

How can Medical Affairs be made part of a more holistic, and productive, approach to product lifecycle management?

How are optimal Medical Affairs teams structured, and how do they interact with other teams?

How are some of pharma's leading players leveraging their Medical Affairs Teams to meet today's business challenges?

### Top Takeaways

Nine case studies of cross-functional Medical Affairs structures and operations based on the knowledge and experience of senior medical affairs professionals

Expert insights into the value Medical Affairs teams bring as internal partners and key participants in cross-functional teams

The challenges and the key drivers of change for the Medical Affairs role is identified, discussed and interpreted

Analysis of the critical challenges faced by Medical Affairs operating in cross-functional team environments, locally and globally

Insights into developing the Medical Affairs as part of a more holistic approach to product lifecycle management

## Expert Contributors

### Experts Interviewed

Head of Regional Medical Affairs

Vice President, US Medical Affairs

Associate Director, Field Medical Affairs

Executive Medical Director, Medical Affairs

Franchise Head, Medical Communications

Global Medical Affairs Director

Vice President of Medical and Scientific Affairs

Head of Strategic Global Medical Affairs Operations

### Experts Interviewed

Actelion

Astellas Pharma

Baxter

Boehringer Ingelheim

Karyopharm

Novartis

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