

# The Real Value of Medical Affairs

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Date: August 2016

Pages: 0

Price: US\$ 395.00 (Single User License)

ID: RE0E63ABABFEN

## Abstracts

How to push Medical Affairs to the next level of effectiveness

Are Medical Affairs (MA) teams doing enough to satisfy doctors? What specific improvements to information and interactions would elevate MA to that elusive next level of engagement? Ultimately, what makes doctors want to talk to Medical Science Liaisons (MSLs)?

The Real Value of Medical Affairs covers both sides of the equation with views from 10 senior MA leaders as well as physicians. Read it for the blueprint for this crucial relationship.

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“What we've seen so far is that the internal gap analysis really lacks the rigour and the depth that is needed from a medical affairs standpoint. The physician, patient and payer are intricately linked together.”

Usman Iqbal, Senior Medical Affairs Leader

## TOP TAKEAWAYS AND KEY QUESTIONS

One size doesn't fit all: What, when and how do doctors want their MA support? Explore opportunities for more nuanced, multi-faceted strategies to help your relationships thrive.

Patient pressure: What tools do doctors need to support their patients? Is pharma providing enough to help ease the transition from trials into the real world?

Know what is valued and what isn't: MA may be one of the busiest areas in pharma but is it spending its time on the right things?

Channel choices: Is face-to-face still best? How do physicians feel about other mediums such as digital?

Two-way flow: MA is the conduit between doctors and pharma – but how well is information shared? What is the biggest change doctors want to see?

### Experts Interviewed for This Report

Charles Baum, MD, MS, FACC, Vice President, US Medical Affairs, Takeda Pharmaceuticals.

Usman Iqbal, MD, MPH, MBA, Senior Medical Affairs Leader, Neuroscience, Global Medical Affairs, AstraZeneca.

Robert Kaper, Senior Vice President Medical & Scientific Affairs, AMAG Pharmaceuticals.

Peg Crowley-Nowick, PhD, President, Zipher Medical Affairs.

Michel A. Halim, MD, Medical Affairs Manager & Head of Drug Safety, EVA Pharma for Pharmaceutical & Medical Appliances, Egypt.

Medical Affairs Lead, Top 10 Pharma Company, UK.

Associate Director Global Medical Affairs, Medical Education, Top 15 Pharma Company, US.

Linda Traylor, PhD, Senior Director, Scientific & Medical Affairs, Biodesix.

Executive Director and Head of Medical Science Liaisons, Specialist Pharma Company, US.

Medical Affairs Advisor, Top 10 Pharma Company, EU.

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