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Reshaping Medical Affairs: delivering value to KOLs and payers

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Abstracts

Historically, the key role of Medical Affairs was supporting the initial regulatory approval. Today, that's only the first hurdle. Due to increasing healthcare costs and the need to make difficult value-based decisions, the data package is extensive. Pharmaceutical companies must demonstrate the value of products through safety and efficacy trials, health economics trials and comparative efficacy trials, and medical affairs is taking on the bulk of the responsibility in providing that additional data package.

As the Medical Affairs role evolves, more questions arise. And with each company defining the role differently, it is creating confusion.

Reshaping Medical Affairs: delivering value to KOLs and payers provides answers to pressing questions the industry is facing. This report includes primary research from within the pharmaceutical industry and related consulting.

Key Questions Answered

What are the key functions of Medical Affairs teams?

How is Medical Affairs positioned in a variety of pharmaceutical companies?

How are Medical Affairs teams interacting with internal stakeholders?

How are Medical Affairs teams currently interacting with payers and KOLs?

What effect are the transparency regulations having on these relationships?

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How has Medical Affairs evolved in recent years?

Top Benefits

Identify potential opportunities for improving performance of your Medical Affairs team

Determine ways to improve stakeholder relationships and show value

Find out how medical affairs can support the payer relationship

Understand what physicians are looking for from Medical Affairs professionals

Tap into ways to listen to the voice of the patient

Find examples of ways to evaluate quality and value to measure success

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