

# AXON

## Perspectives on...How medical communications teams can best support Medical Affairs

Emma Kenny

26 February 2016

For further information, please contact:  
ekenny@axon-com.com  
+44 203 595 2401




## Summary: The role of Medical Affairs

Research &  
Development

Marketing

Pharma company

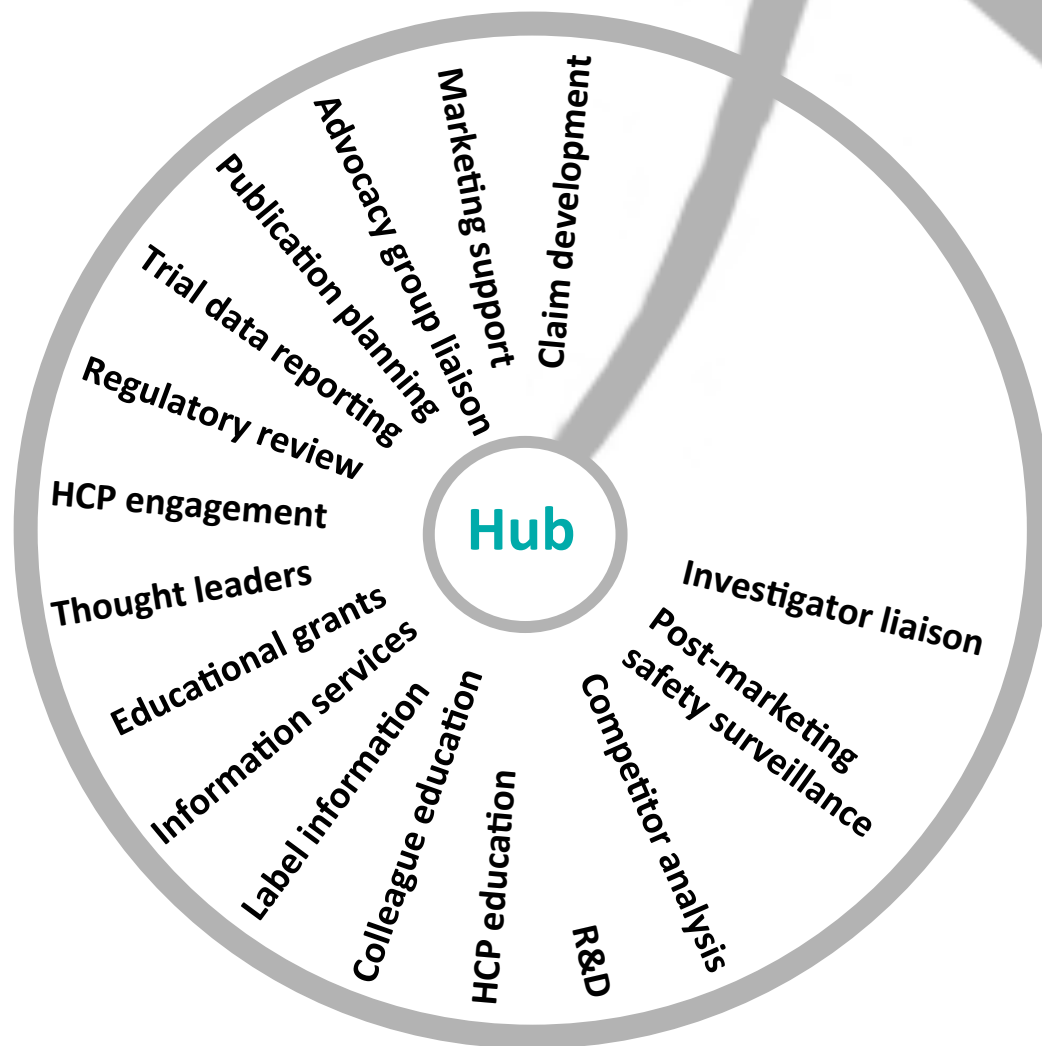
Healthcare  
professionals



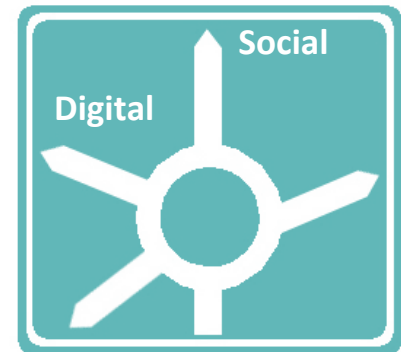
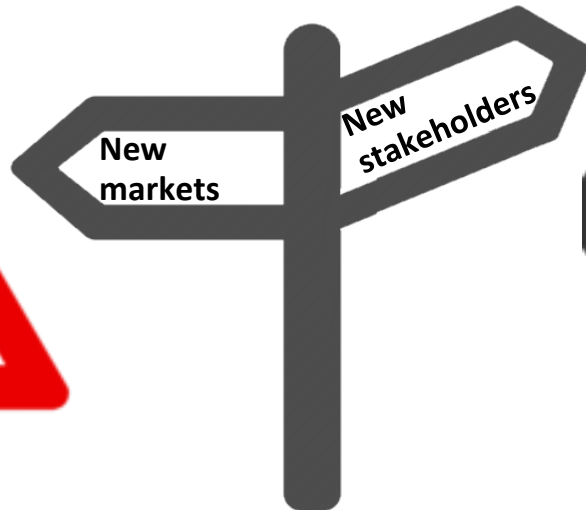
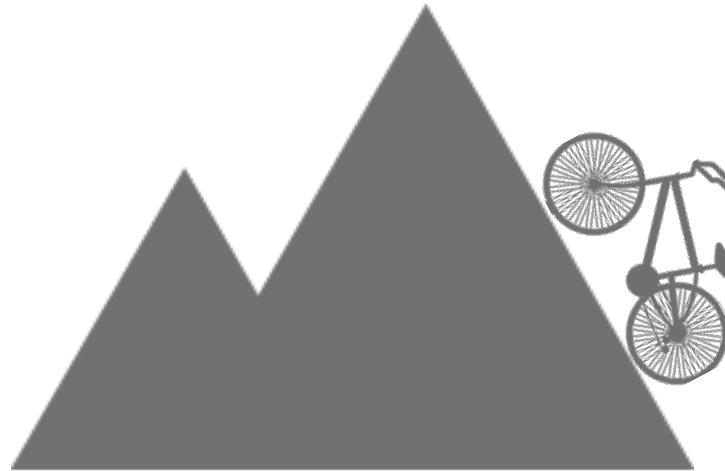
Bridge



# Summary: The role of Medical Affairs



# Summary: How the landscape has evolved



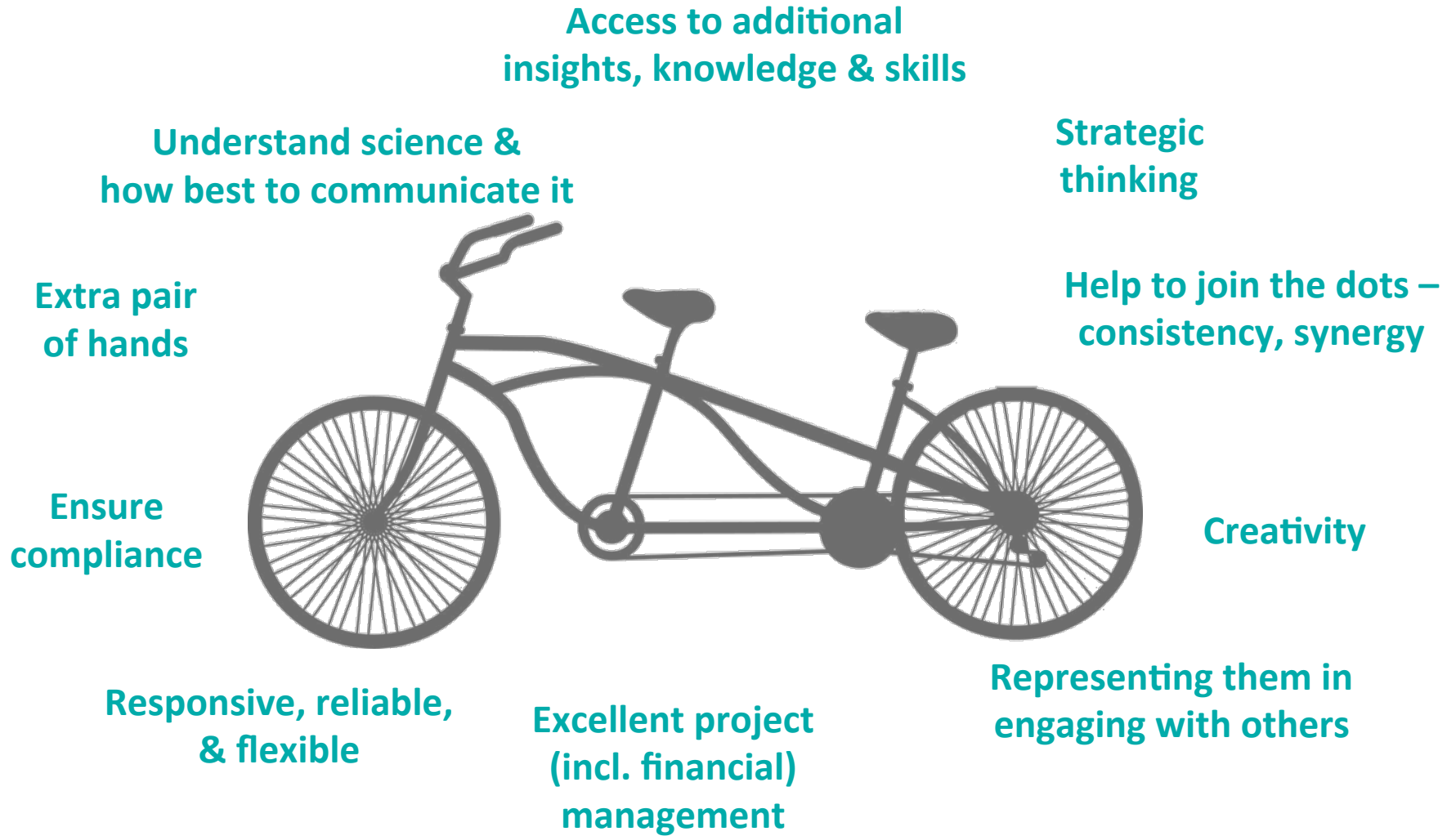


**How can medical communications agencies support?**



**No one-size-fits all**

# Partnership



# Navigating the road ahead...

Eyes on the horizon

Implications of, and solutions to, change

