



THE EVOLVING MEDICAL AFFAIRS FUNCTION

Helen Kane, MD, PIVOT MSL

PIVOT MSL

Driving Medical Affairs & MSL Excellence

Presented at a MedComms Networking event, 4th April 2018

OUR STORY

We are a specialist consultancy which was borne out of a passion for the MSL and the wider Medical Affairs function:



We engage within the global biopharmaceutical industry as a trusted and respected partner



We define and drive standards of field medical excellence and value



We build in-role capabilities, optimize value and effectiveness



We support the MSL and the MSL Manager throughout their professional development journey

THE BIO PHARMA INDUSTRY

‘ To bring life saving & life enhancing medicines to patients ’

Achieved through:

DISCOVERY

DEVELOPMENT

REGULATORY
APPROVAL

COMMERCIALISATION

DRUG LIFECYCLE

INDUSTRY VALUE

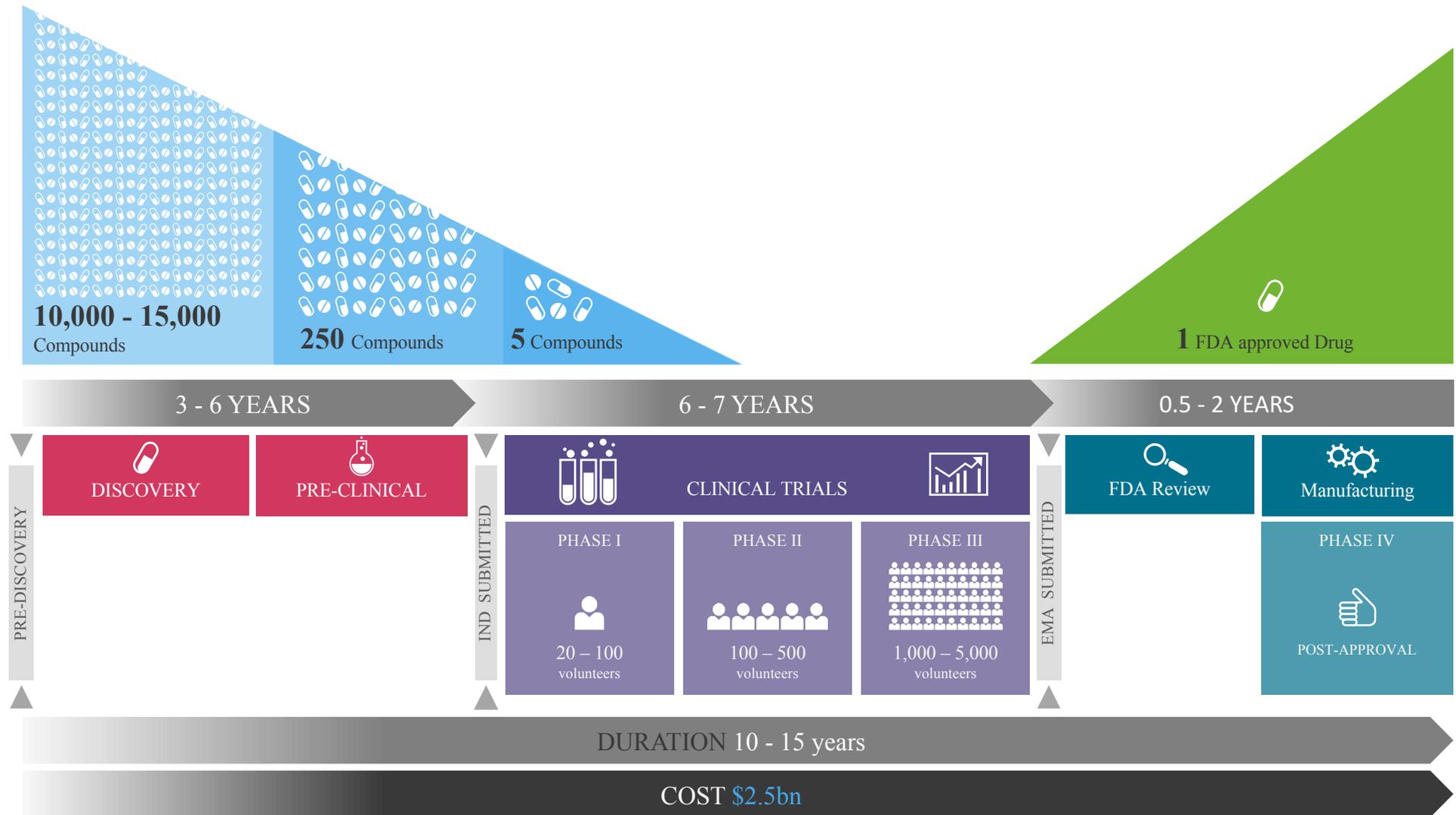
Improved outcomes for patients

‘Patients all over the world are living longer, healthier and more productive lives, thanks to innovative medicines developed by biopharmaceutical companies¹’

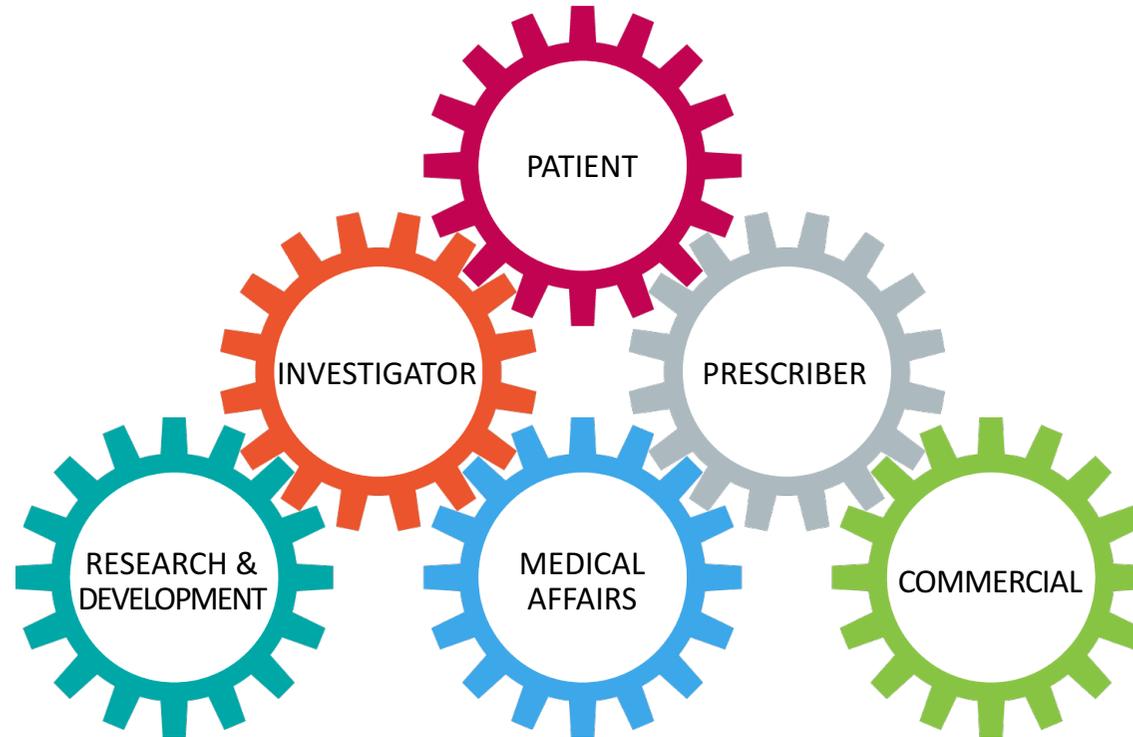


1. Jackman, D. The Value of Pharmaceutical Products and the Healthcare System versus the Cost. <http://blog.cslbehring.com/2016/01/value-versus-cost>

DRUG DEVELOPMENT PROCESS



THE OLD WORLD



A bridge between Development and Commercial

THE EVOLVING MEDICAL AFFAIRS FUNCTION

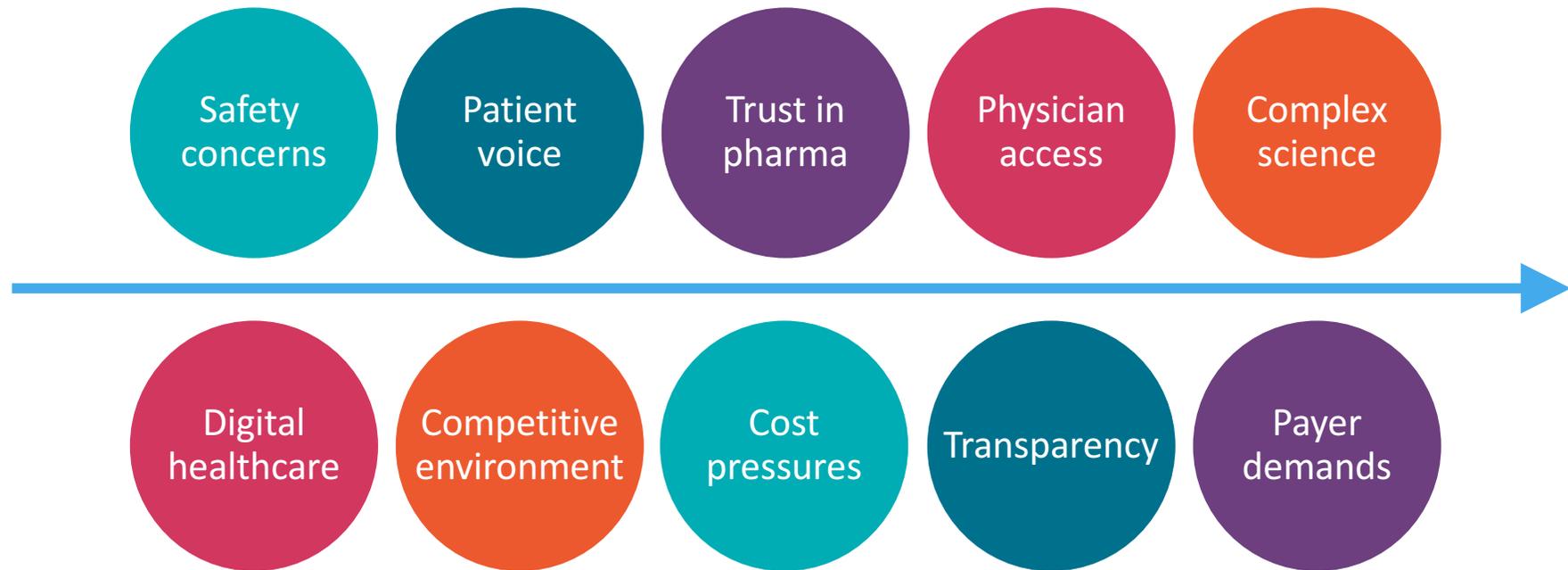
COMMERCIAL
ORGANISATION



OLD WORLD: Medical marketing & information

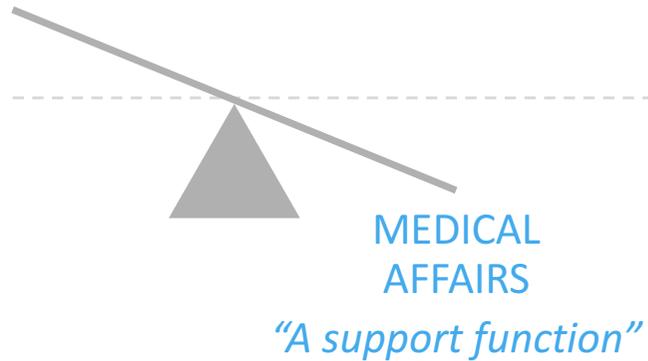


THE SHIFTING LANDSCAPE



THE EVOLVING MEDICAL AFFAIRS FUNCTION

COMMERCIAL ORGANISATION

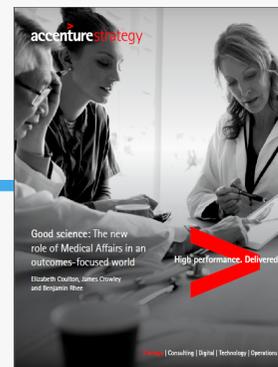


COMMERCIAL ORGANISATION

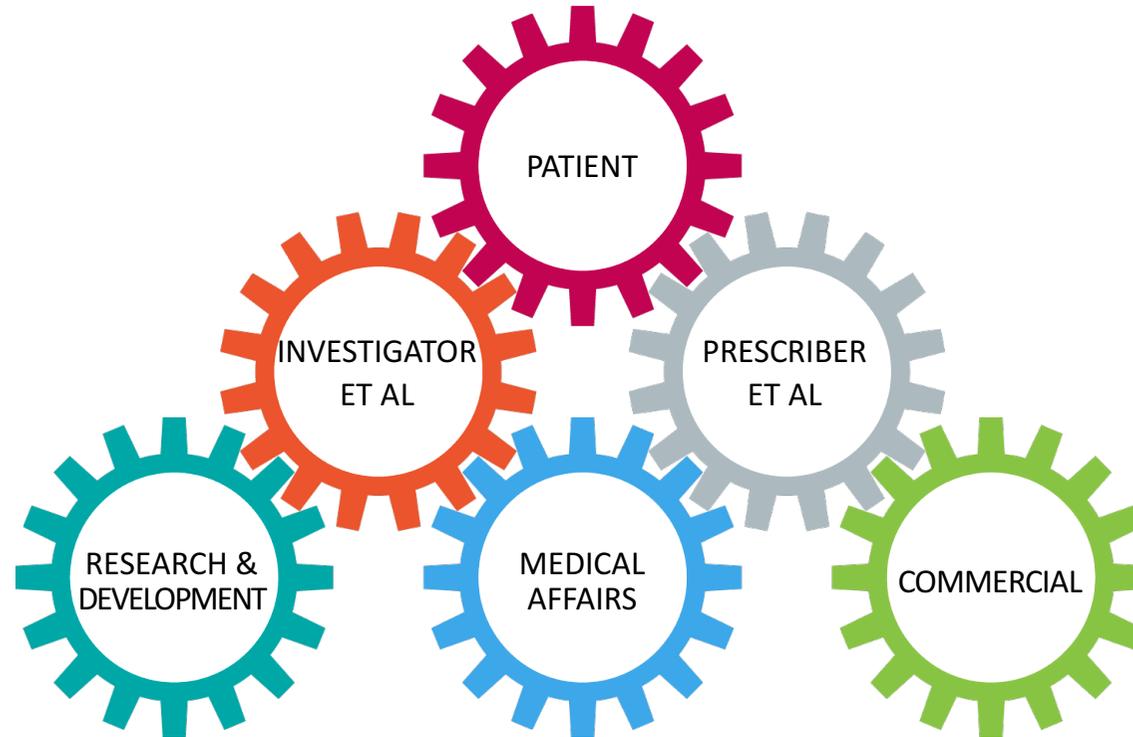
MEDICAL AFFAIRS

"A crucial partner"

NEW WORLD



THE NEW WORLD

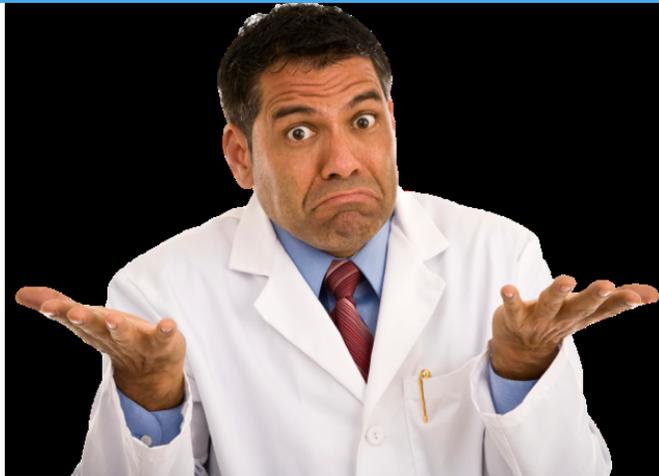


A bridge between Development and Commercial

PEER TO PEER RELATIONSHIPS

ASPIRATION

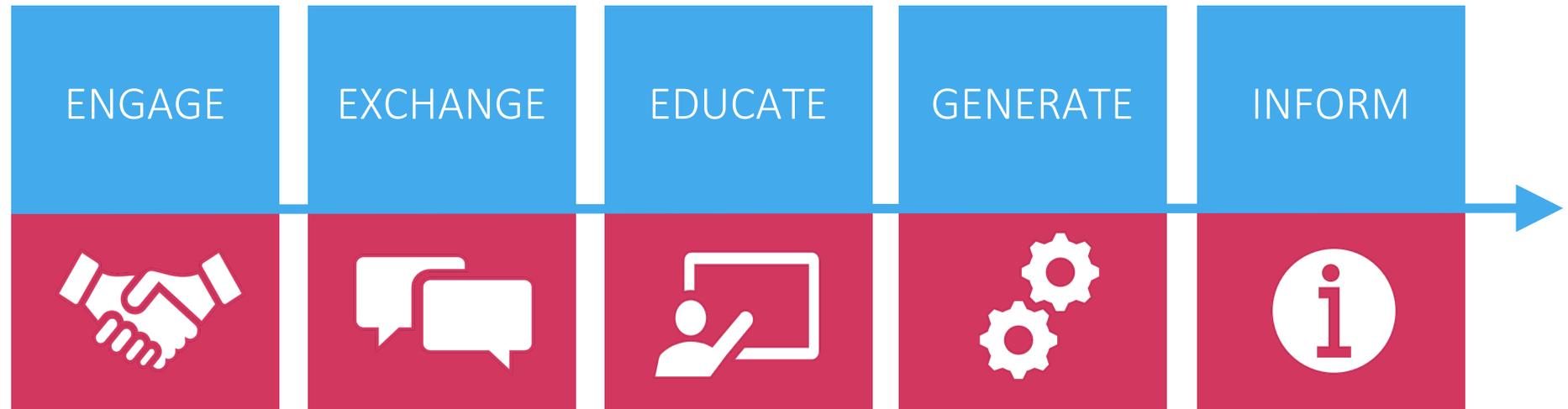
A trusted scientific partner



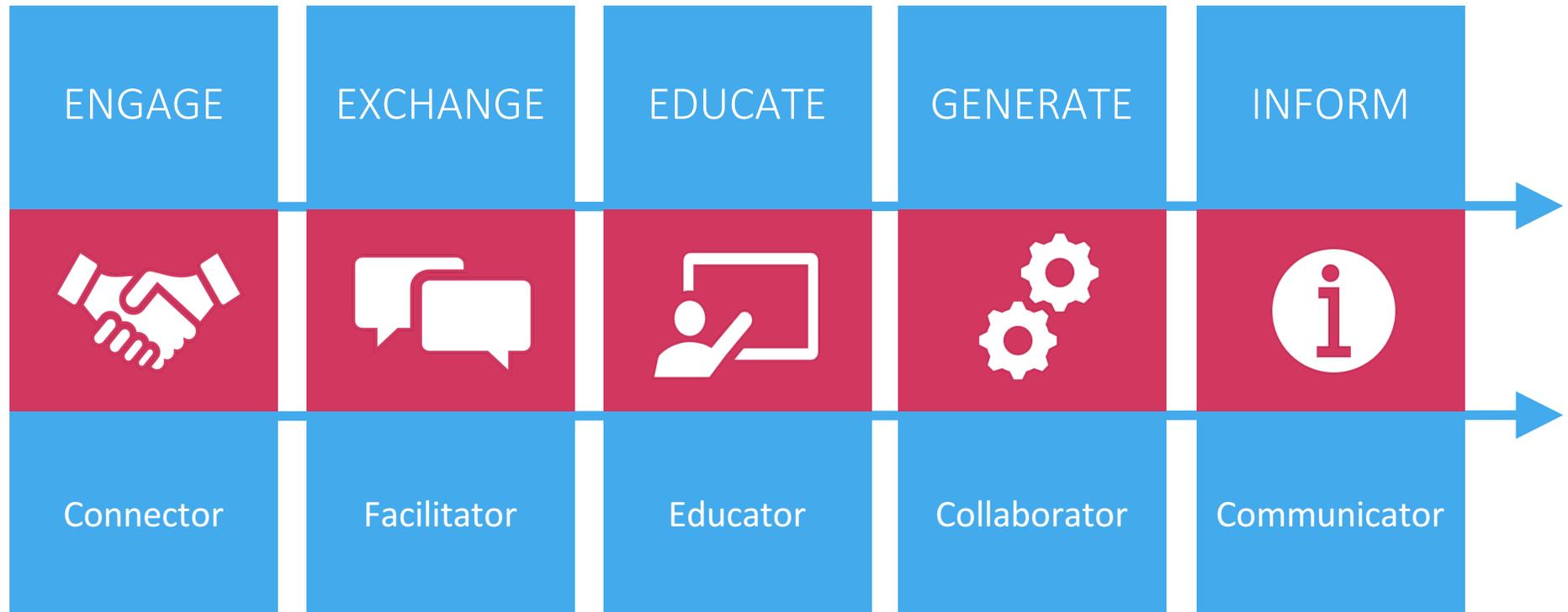
REALITY

- 'I meet at least 4-5 different people from one company but they don't seem to talk to each other'
- 'I have information overload and am time poor'
- Sometimes it takes weeks to get an answer to my questions, I don't know why. By then I am wrestling with another problem'

MEDICAL AFFAIRS IN ACTION

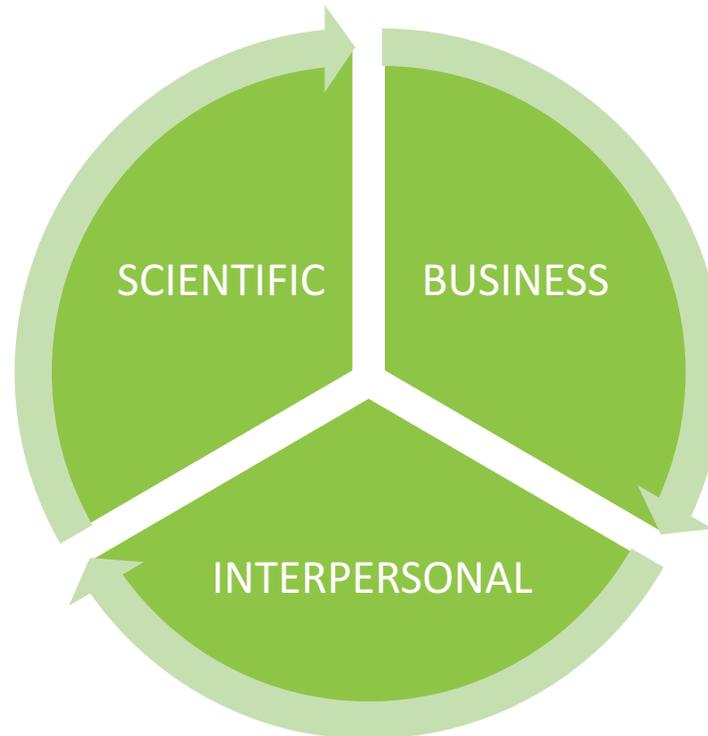


ACTIVITIES & INDIVIDUAL ROLES



CORE COMPETENCIES

- Therapeutic expertise
- Scientific acumen
- Clinical research
- Healthcare systems
- Critical appraisal
- Biostatistics
- Investigator Initiated Trials



- Industry awareness
- Corporate understanding
- Strategic planning
- Governance & compliance
- Technology & IT
- Project management

- Communication (verbal and written)
- Team working & collaboration
- Presentation
- Networking & influence
- Relationship management
- Emotional intelligence

MANY FACES OF MEDICAL AFFAIRS



IN SUMMARY

1. Medical Affairs is uniquely placed to engage as a strategic and trusted scientific partner in ultimate support of the patient
2. Trust needs to be earned through credibility, objectivity and an understanding of stakeholder needs
3. Essential competencies have expanded to include scientific knowledge and expertise, business acumen, leadership and communication skills
4. Medical Affairs is in a phase of rapid evolution, organisations need to support and develop their teams so that they can deliver in-role excellence



PIVOT MSL

Driving Medical Affairs & MSL Excellence

THANK YOU

contact@pivotmsl.com