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

Pharma company

Marketing

Healthcare professionals

Bridge
Summary: The role of Medical Affairs

- HCP engagement
- Thought leaders
- Educational grants
- Information services
- Label information
- Colleague education
- HCP education
- R&D
- Investigator liaison
- Post-marketing safety surveillance
- Competitor analysis
- Claim development
- Marketing support
- Regulatory review
- Trial data reporting
- Publication planning
- Advocacy group liaison
Summary: How the landscape has evolved

- Changes in regulations
- New markets
- New stakeholders
- Market access challenges

Digital
Social
How can medical communications agencies support?
No one-size-fits all
Partnership

Access to additional insights, knowledge & skills

Extra pair of hands

Ensure compliance

Understand science & how best to communicate it

Responsive, reliable, & flexible

Excellent project (incl. financial) management

Strategic thinking

Help to join the dots – consistency, synergy

Creativity

Representing them in engaging with others
Navigating the road ahead...

Eyes on the horizon

Implications of, and solutions to, change