

# Medical Affairs Journey to Digital Transformation

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# Disclaimer

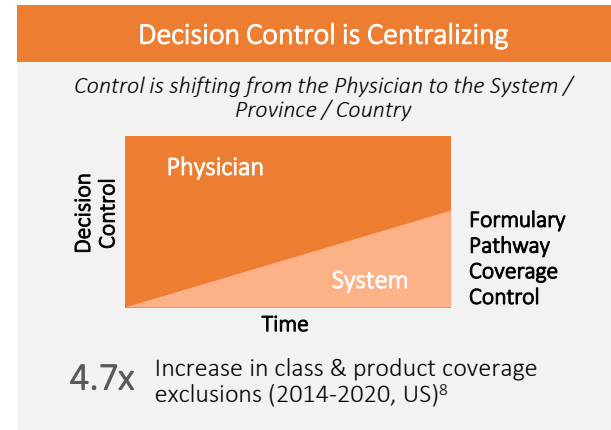
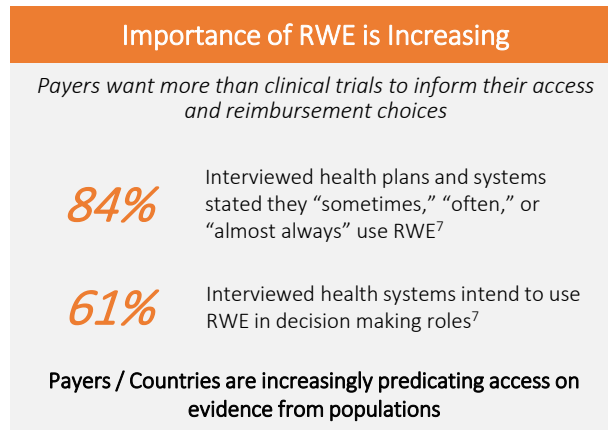
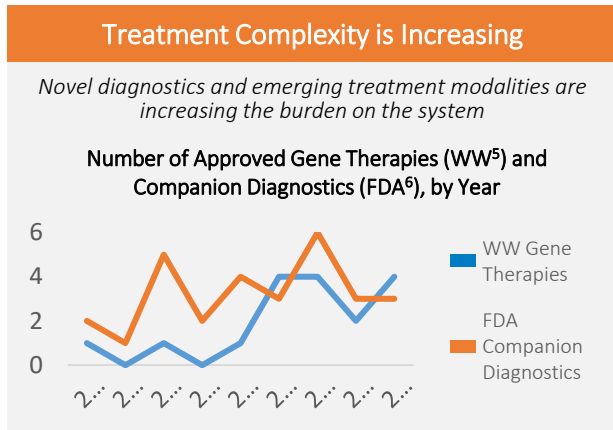
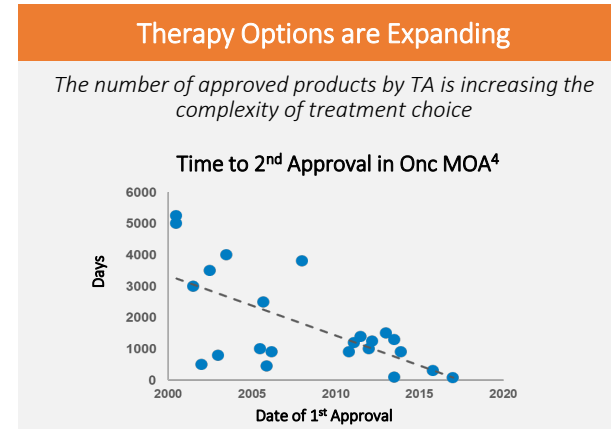
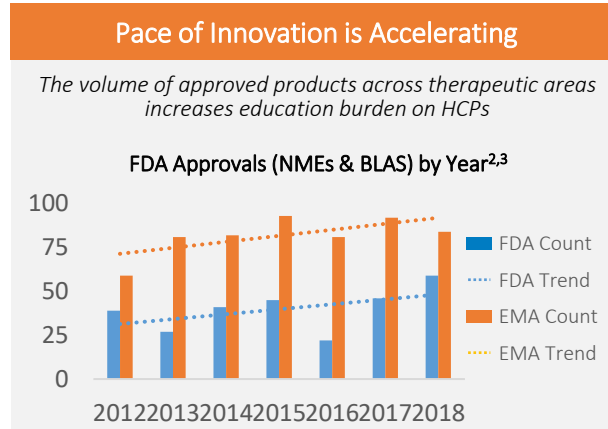
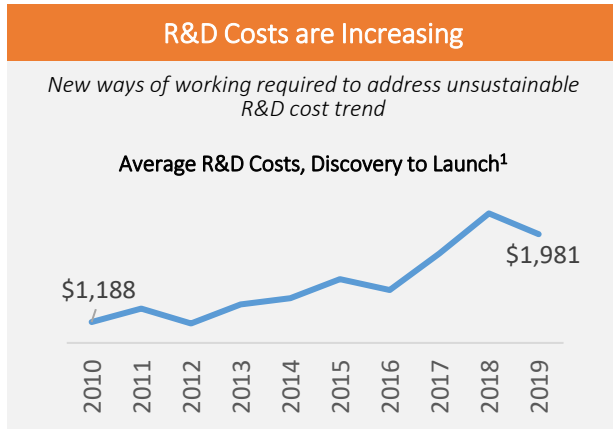
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# Medical Affairs (MA) Digital Strategy and Transformation

- MA Technology Drivers
- MA digital considerations
- Program based approach for MA technology strategy development
- Benefits of a refined digital MA strategy and plan
- Discussion

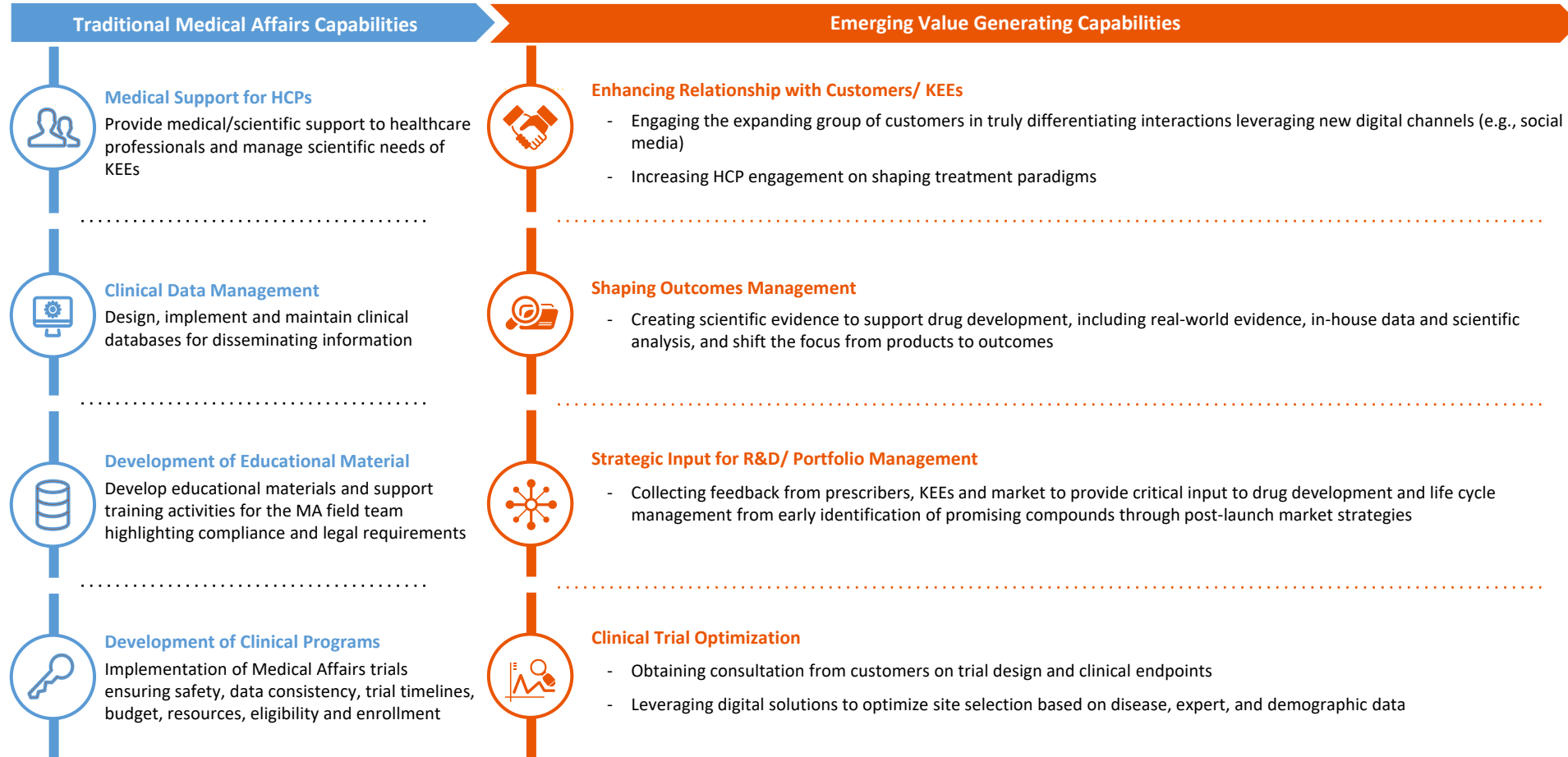
Technology innovation is  
necessary to enable Medical  
Affairs of the future

# Shifts in the market landscape prompt the case for change...

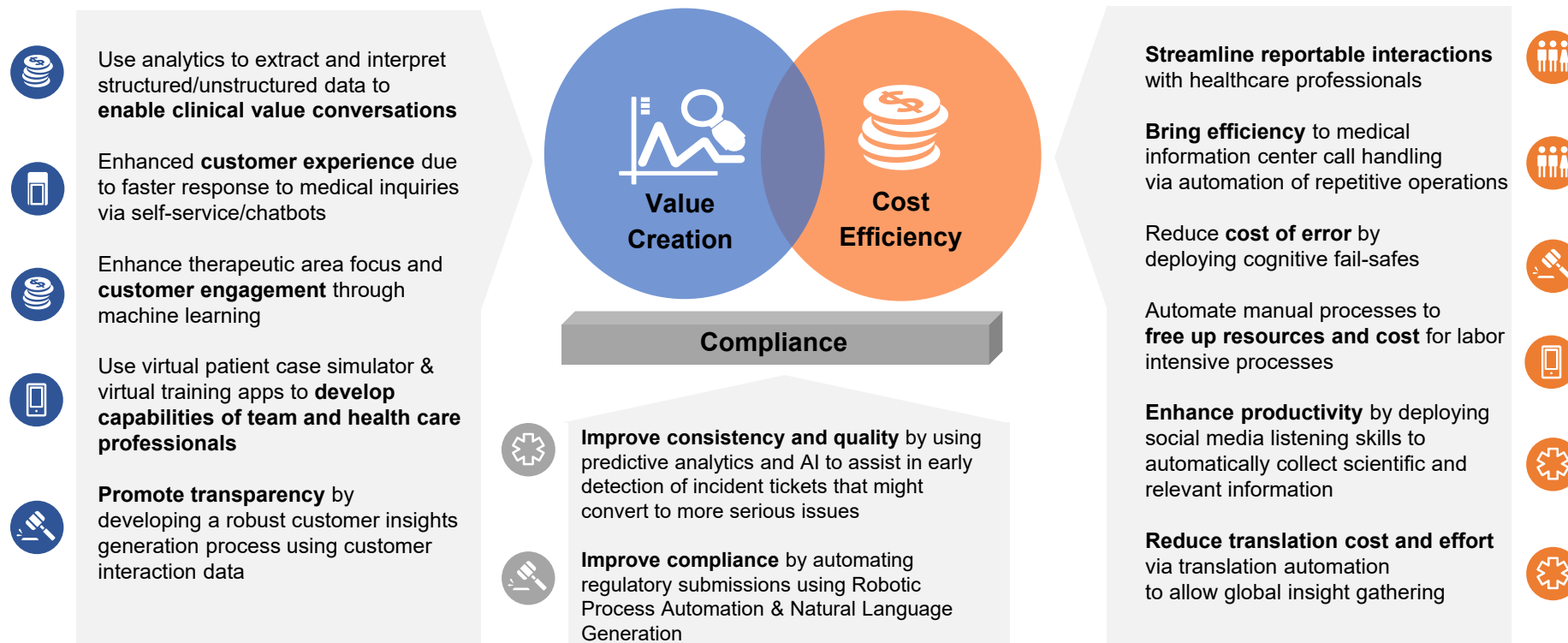


Sources: 1. Deloitte Centre for Health Solutions, Measuring the return from pharmaceutical innovation (2019); 2. Nature, 2018 FDA Drug Approvals (2019); 3. EMA Annual Reports, 2012 – 2018; 4. EvaluatePharma, Pharma’s fastest followers revealed (2018); 5. FDA, List of Cleared or Approved Companion Diagnostic Devices (2020); 6. Biotechnology Advances, The approved gene therapy drugs worldwide: from 1998 to 2019 (2019); 7. Value in Health, Real-World Evidence: Useful in the Real World of US Payer Decision Making? How? When? And What Studies? (2018); 8. CVS and Express Scripts Formulary Exclusion Lists (2014 – 2020)

# Medical Affairs organizations must evolve beyond their traditional roles to engage in emerging value-generating activities

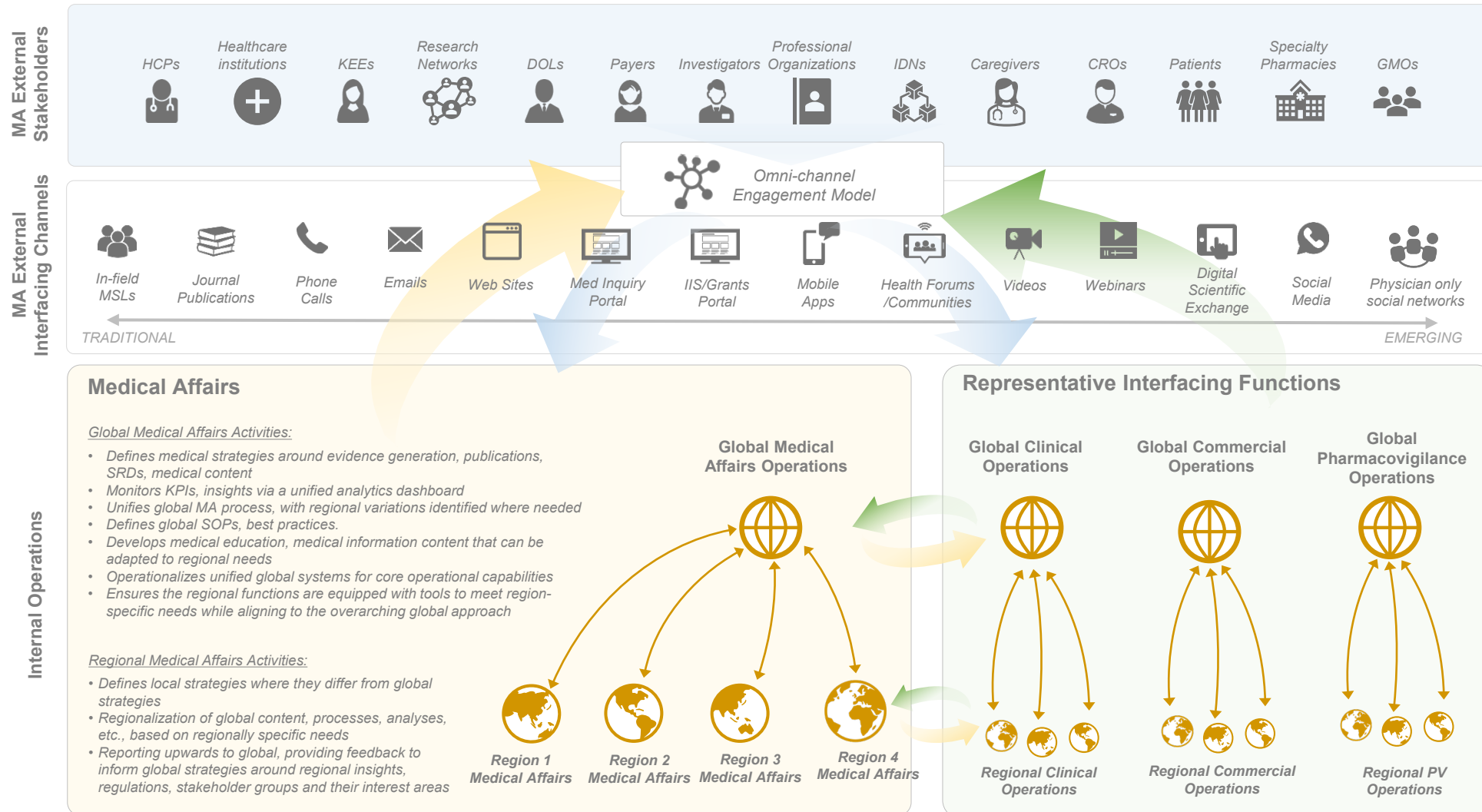


# Medical Affairs must leverage cognitive technologies to create value and improve efficiency, thereby building a competitive advantage



- Focus on Value and Patient Centricity
- Population Growth & Emerging Markets
- Advances in Technology
- Changing Product Landscape
- Regulatory Scrutiny

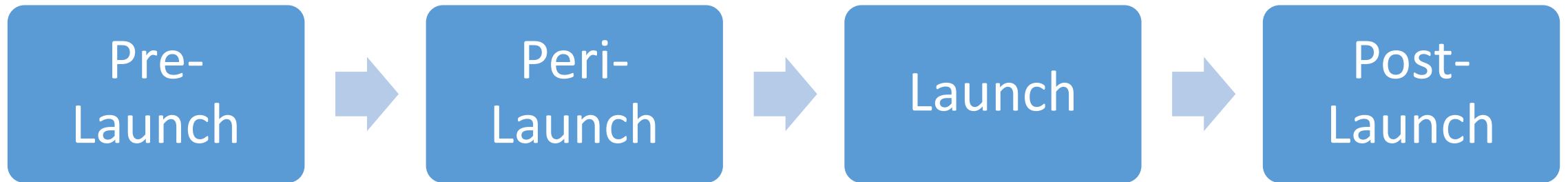
# Industry-wide, globalization of MA enables greater collaboration with interfacing functions and improves HCP/ KEE engagement





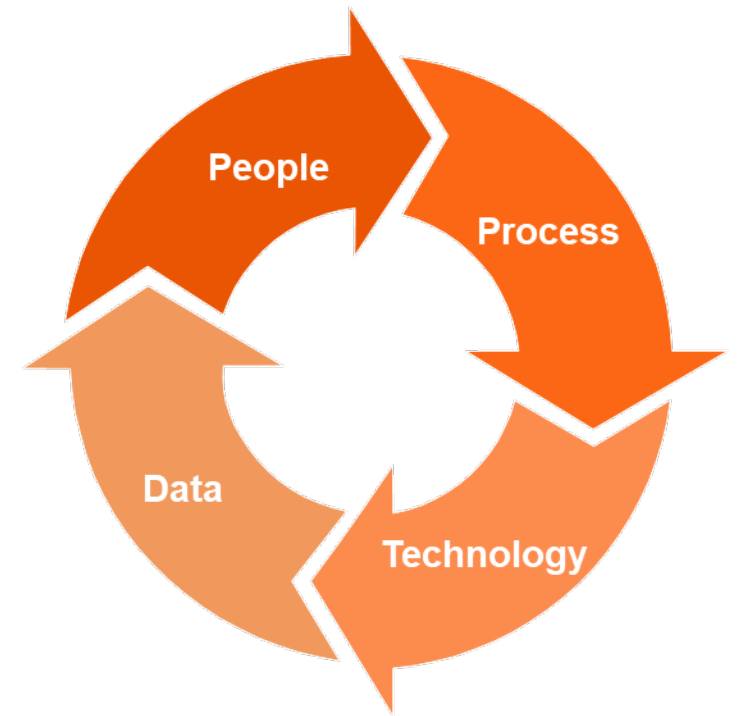
# Considerations for Technology Strategy Development

# Medical Affairs Digital Strategy Planning – When?



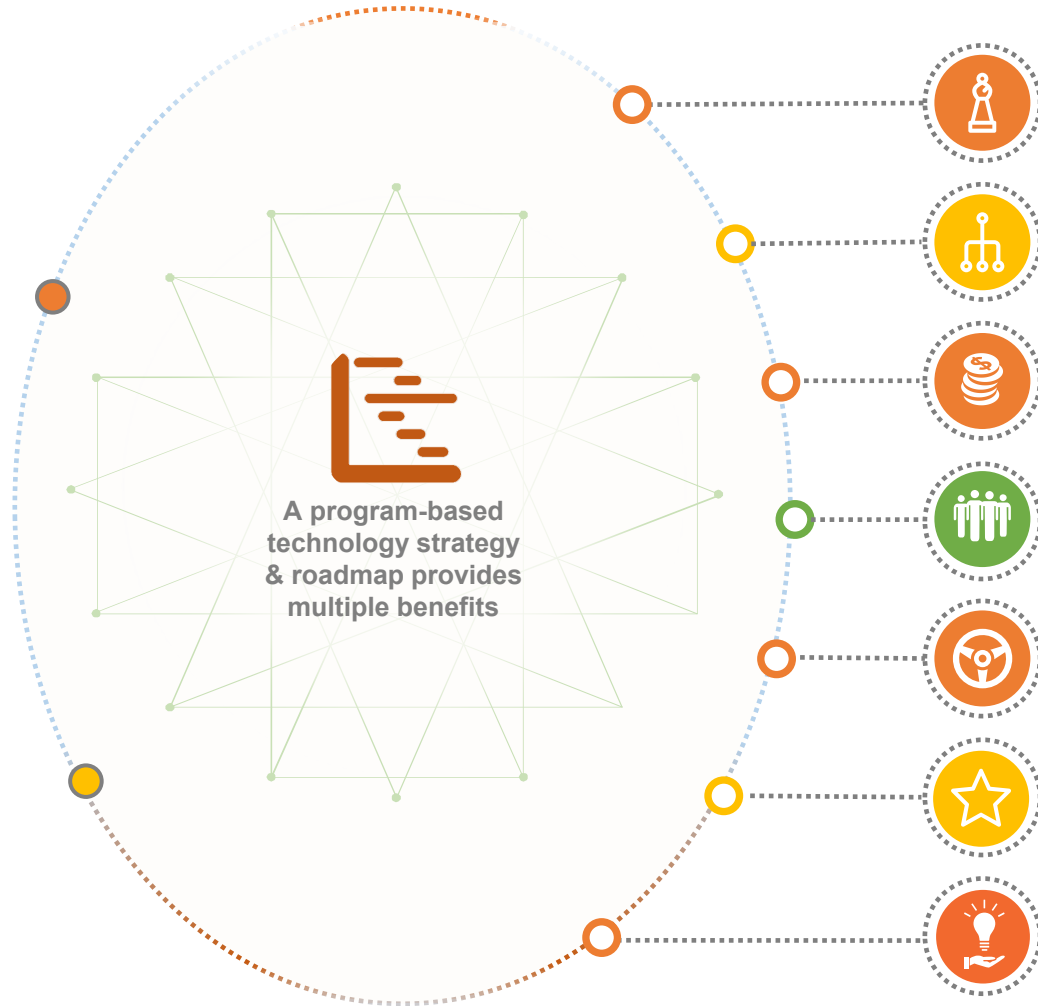
# Considerations....

- People, process, technology and data
- Size of organization
- Medical Affair Goals
- Importance of roadmap and foundation
- Scalability
- Prioritization



# Program Based Approach for Technology Strategy Development

# Program-based delivery approach enables Medical Affairs to effectively manage a group of projects more consistently and efficiently



## Align with Company vision

The projects here should align seamlessly with the various business initiatives.

## Show project interdependencies

Display the relationships between projects on the timeline and roadmap to balance quick wins with long term goals

## Effectively manage costs and resources

Costs, resources and timelines are managed across the program, enabling dynamic re-allocation when required.

## Foster cross-functional collaboration

Provide efficiencies to adjacent functional groups, encourage cross-functional collaboration with adjacent business functional areas e.g., optimization of reconciliation processes, data driven insights, customer360.

## Manage risks and changes efficiently

Provide greater flexibility and visibility to incorporate changes in priorities, in the marketplace, or in technology innovations.

## Consistent project visibility across programs

Project management and SDLC processes enables cross-project reporting at program level, providing greater visibility on each project and its effect on the overall program.

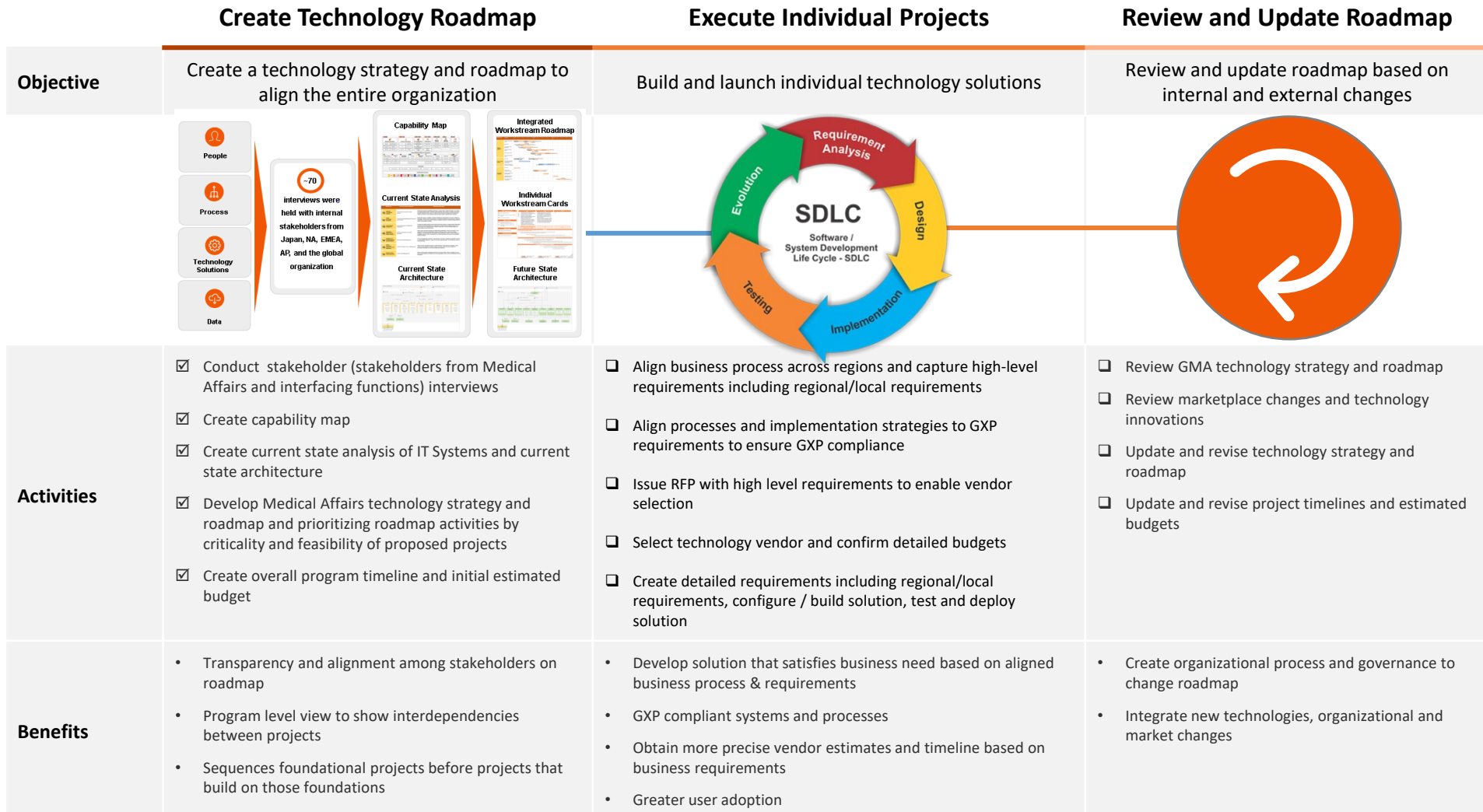
## Spur agility and Innovation

Foster an iterative process that fuels business strategy speed, agility, product development and innovation

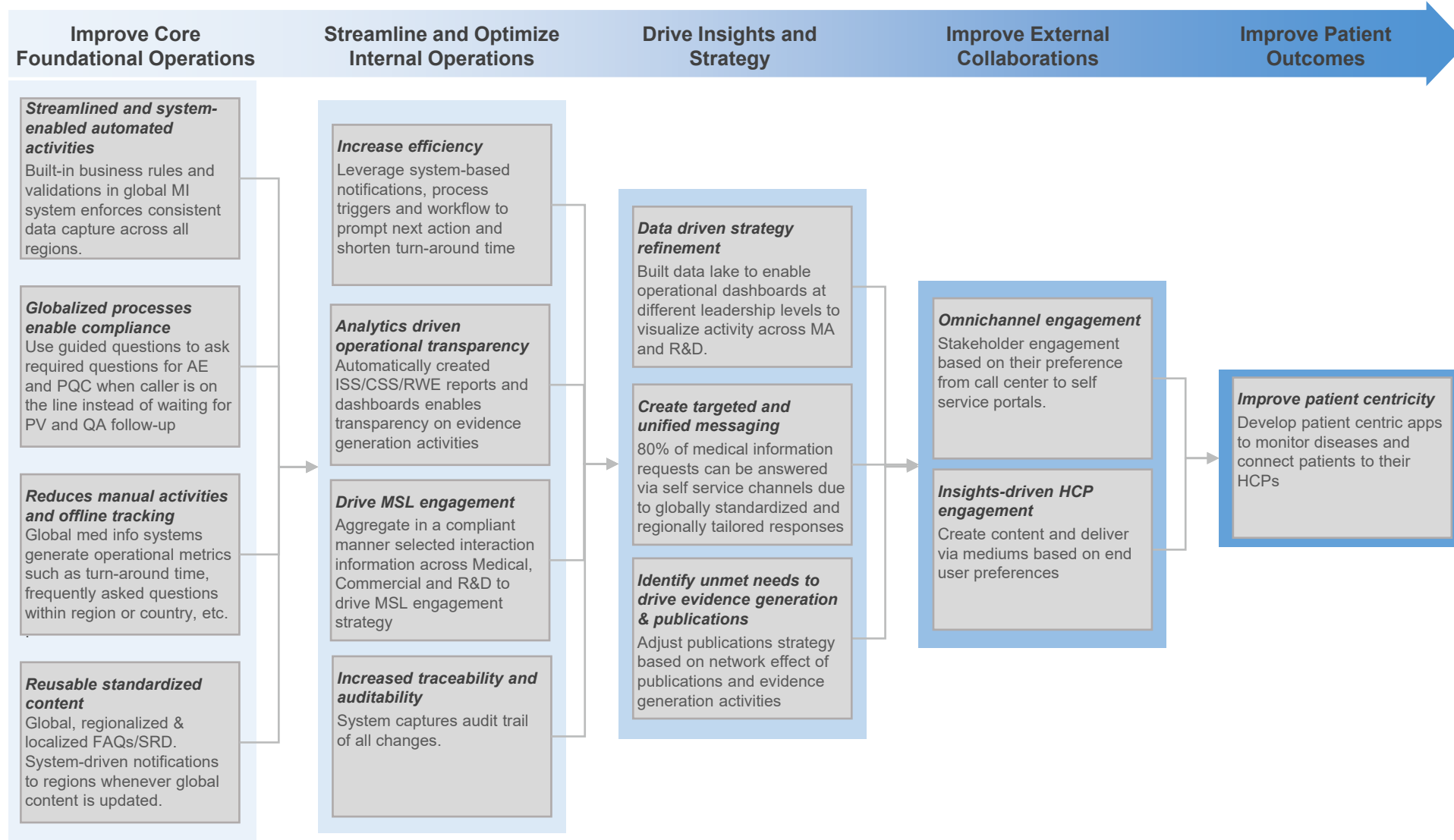
# Program Based Technology Strategy Development Approach



# Program-based approach is the industry standard








# MA organizations have benefited from operational efficiencies to improve patient outcomes





# Discussion: Where are you on your Medical Affairs Digital Journey?

Capability	Lagging	Average	Leading
 <p>Innovation &amp; Insights</p>	Internal and external data sources are not effectively leveraged to drive innovation	Consolidated data storage to enable advanced analytics and identify insights to improve patient outcomes	AI driven Business Intelligence, RWE driven decision making and strategy. Internal data sharing and external analytics partnerships to evaluate and improve patient outcomes
 <p>Scientific Communication Strategy</p>	Disconnected channels without a global strategy. Inadequate data foundation to generate insights from external interactions to drive strategy	Consolidated reporting and metrics to guide interactions with stakeholders and tailor communications to their needs	Omni-channel engagement, digital channels and social media. Leverage external insights to inform engagement and medical education strategies
 <p>KEE Interactions &amp; Advocacy</p>	Siloed stakeholder engagement with inconsistent identification, profiling, segmentation, and mapping	Integrated CRM and KEE segmentation solutions across medical affairs; consolidated and compliant data aggregation with commercial CRMs	Network mapping, Influence circles. Integrated and compliant EE engagement strategy across commercial and medical affairs
 <p>Publications, Review &amp; Evidence Generation</p>	Inconsistent publication processes – no global system, no mature platforms for advanced analytics to drive advanced evidence generation	Single global platform for publication and promo/non promo material review, mature platforms for PMOS, IIS, and clinical trials	Single global platform for publications and promo/non promo material review, Advanced RWD based evidence generation, predictive and prescriptive modelling
 <p>Inquiry Handling</p>	Disparate global process and systems to manage medical inquiry, and no integrations	Integrated PV, Quality, and Medical Information systems with no double handling of data	Chatbots, Conversational AI, portals and self service. Integrated & Global PV, Quality, and Medical Information systems

