

How Medical Affairs Delivers Value Through Content Leadership

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Disclaimer

- The views I express today are my own and do not necessarily reflect the position or views of my current employer, Eisai Inc, or past employers.

Transformation in Medical Affairs

A Vision For Medical Affairs in 2025 – McKinsey Report

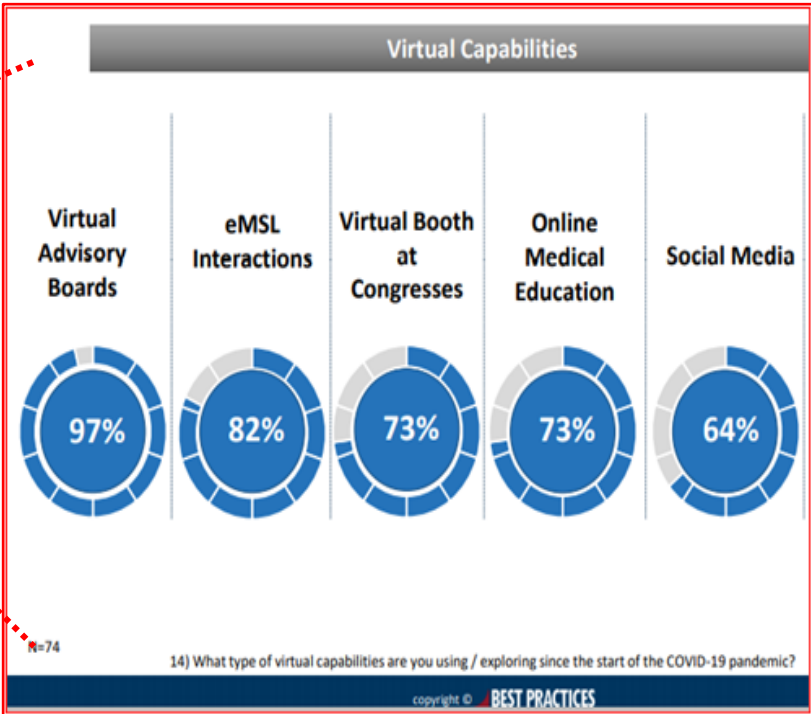
Transform and personalize medical engagement:

*“**Best-in-class Medical engagement will look very different from today.** The future will see a broad expansion of medical engagement across providers, patients, and others—and across a range of touchpoints that **will be increasingly digital, and designed to provide tailored information focused on improving outcome...**”*

***Already we are seeing Medical transitioning to a personalized approach** that seeks to understand **physician preferences** across their entire journeys, and **tailors interactions** to the individual doctor....”*

Medical can lead the digital transformation now....no need to wait until 2025!

Medical Affairs: 2025 And Beyond





**If you don't like change, you're going to like
irrelevance even less**

GENERAL ERIC SHINSEKI, US ARMY



US Healthcare Landscape Continues to Evolve and COVID-19 Has Accelerated Demand for Digital Content and Engagement

Global COVID-19 driven digital adoption rates have covered decades in days

Physicians are evolving the way they access information and are embracing the convenience of digital channels that provide education on demand.



HCPs spend **180 min/week online for education** and use mobile devices for information 10X day



3 billion people active on social media, including >80% of HCPs. (↑13% per year)



Of medical professionals complain about generic digital content and want

- **Personalized,**
- **Clear, &**
- **Bite size content**

Time Is Precious (“Bite size” attention span)



AVERAGE HUMAN
ATTENTION SPAN

2000



AVERAGE HUMAN
ATTENTION SPAN

TODAY

March 2015 Times Article Science:

Time Is Precious



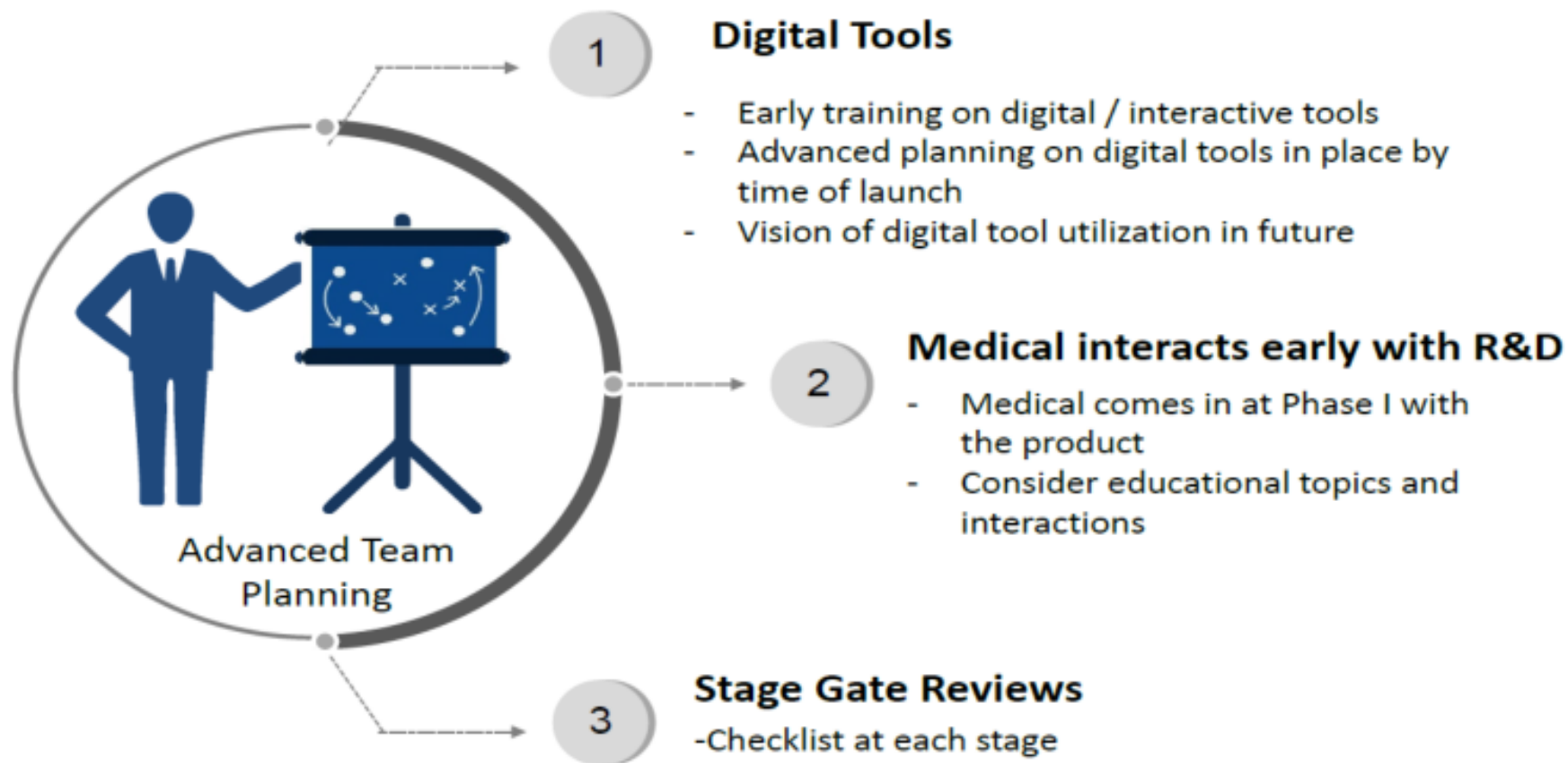
AND...



March 2015 Times Article Science:

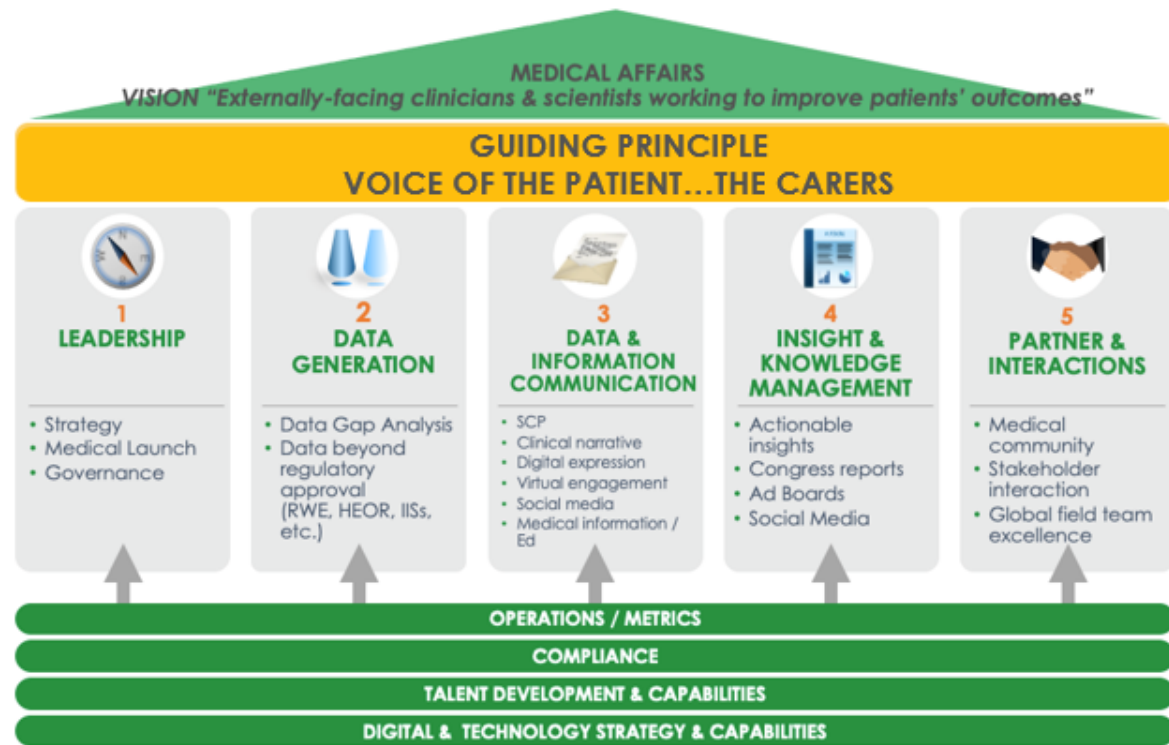
YOU NOW HAVE A SHORTER ATTENTION SPAN THAN A GOLDFISH OR ???

Early Team Planning: 3 areas where advanced planning is key



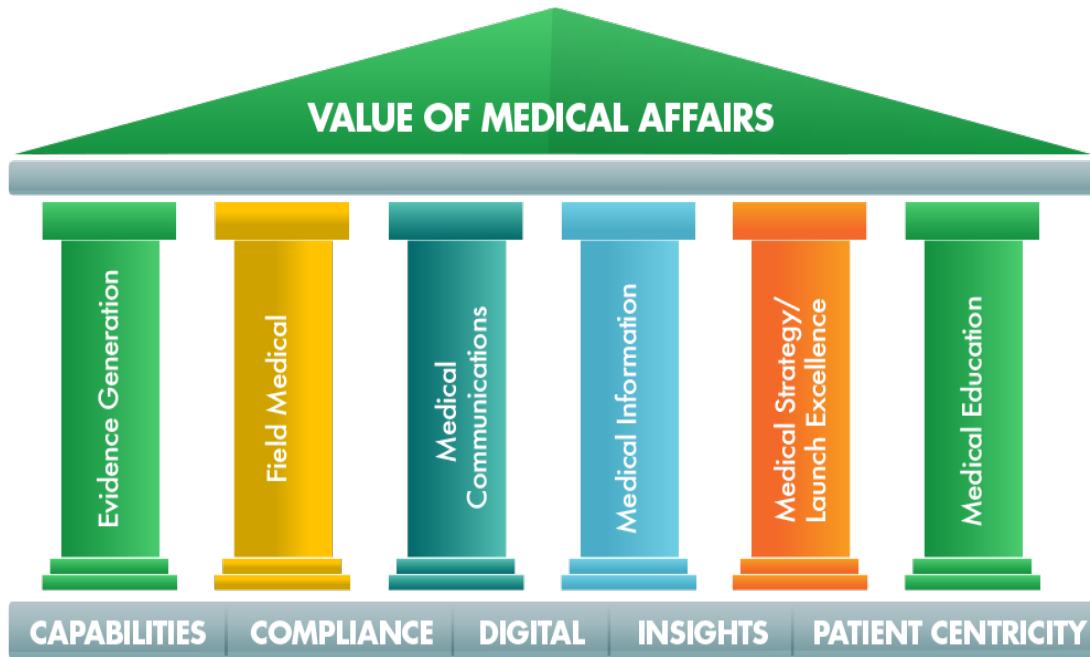
Medical Affairs Guiding Principles

FIVE KEY FUNCTIONAL CAPABILITIES & DELIVERABLES CATEGORIES & VALUE BUILDING DRIVEN BY THE MA ORGANIZATIONAL VISION & GUIDING PRINCIPLE SUPPORTING THE PATIENT & CARER IN PARTNERSHIP WITH OTHER DEPARTMENTS



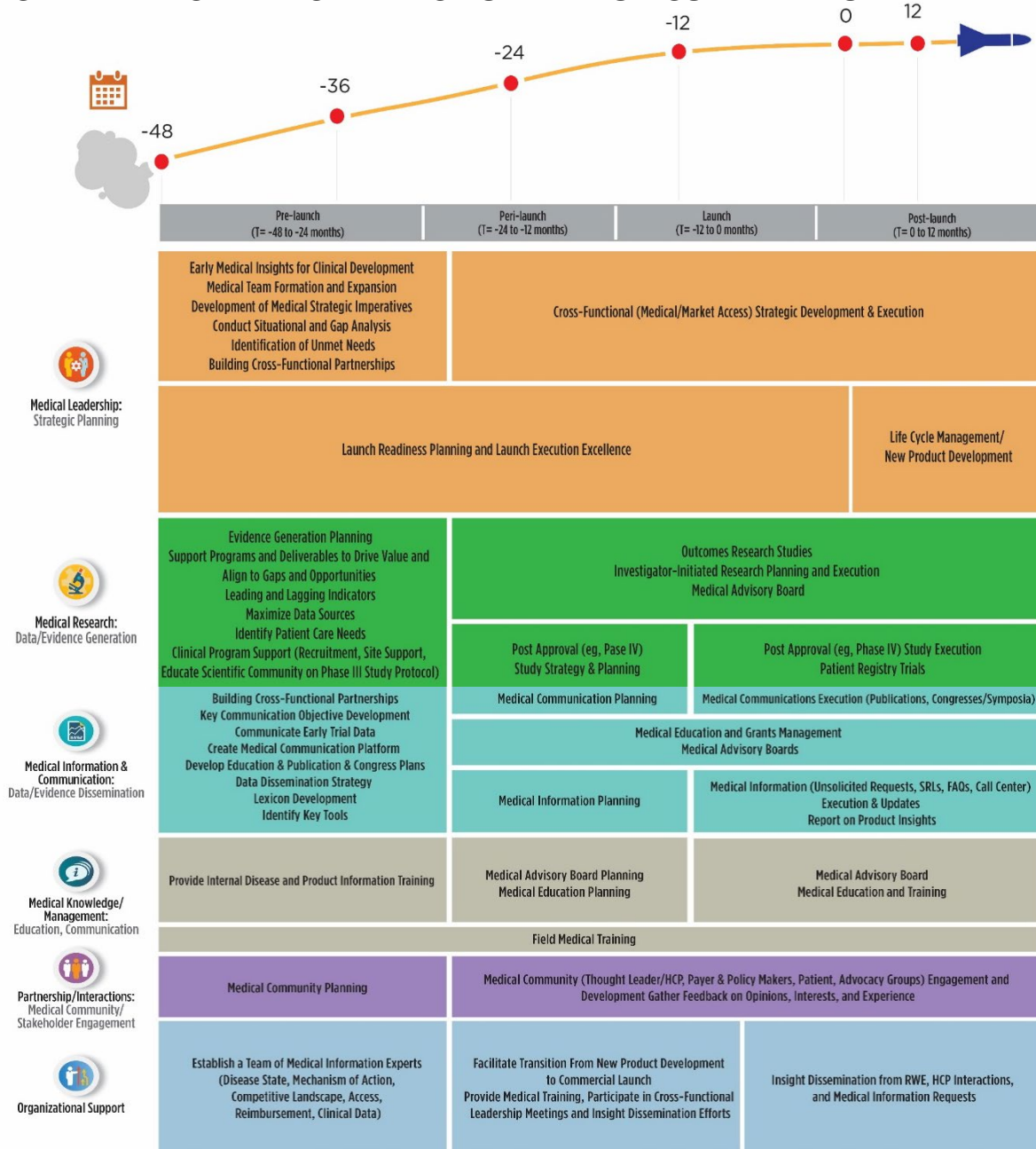
The medical affairs mission and value proposition in the current oncology environment

THE MEDICAL AFFAIRS 'HOUSE'

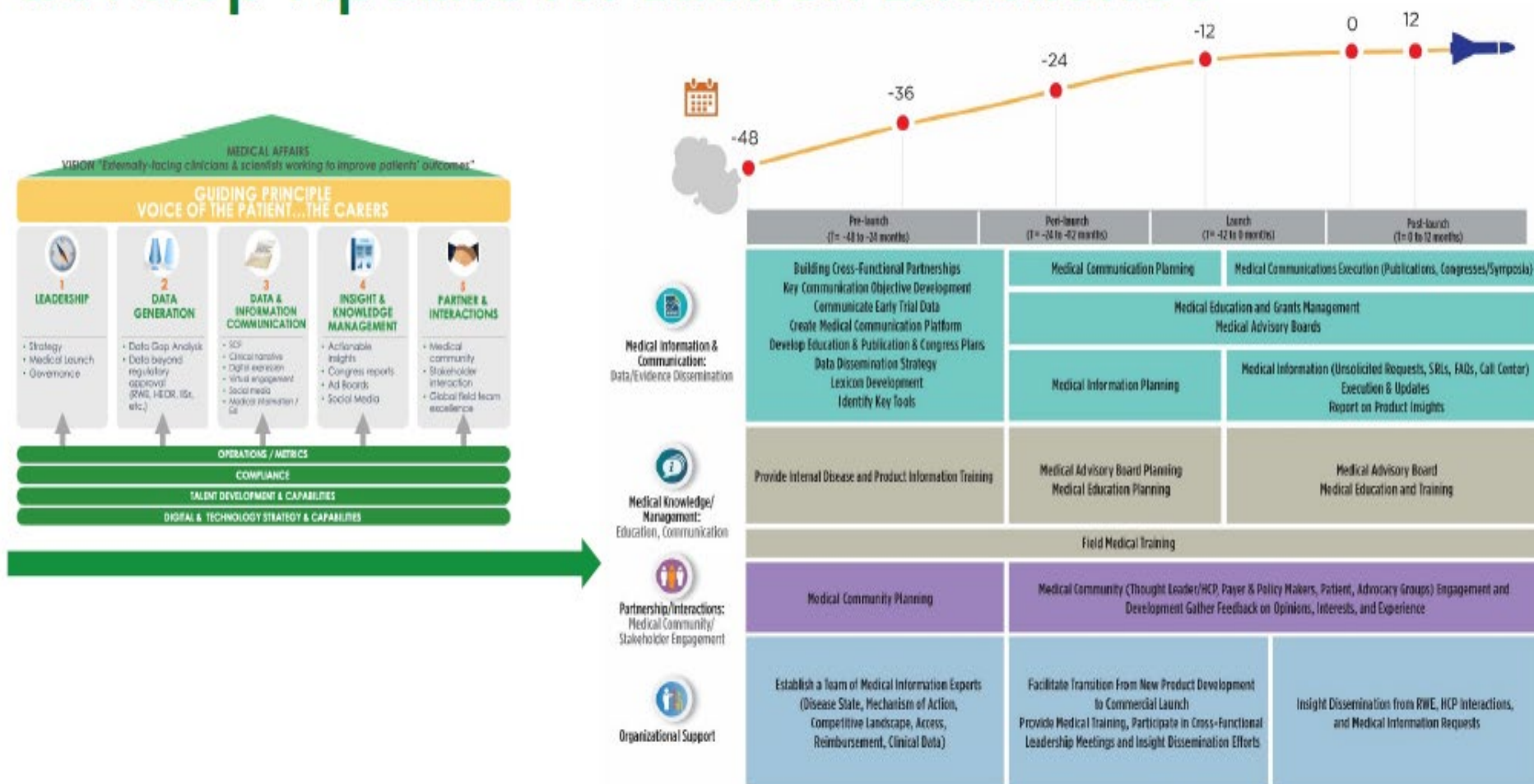


Medical Affairs
Professional
Society
(MAPS 2020)

MEDICAL AFFAIRS KEY ACTIVITIES TO DEVELOP CONTENT FOR PIPELINE PRODUCTS



Medical Affairs Key Activities & “Stage Gates” to develop Pipeline for Launch Excellence

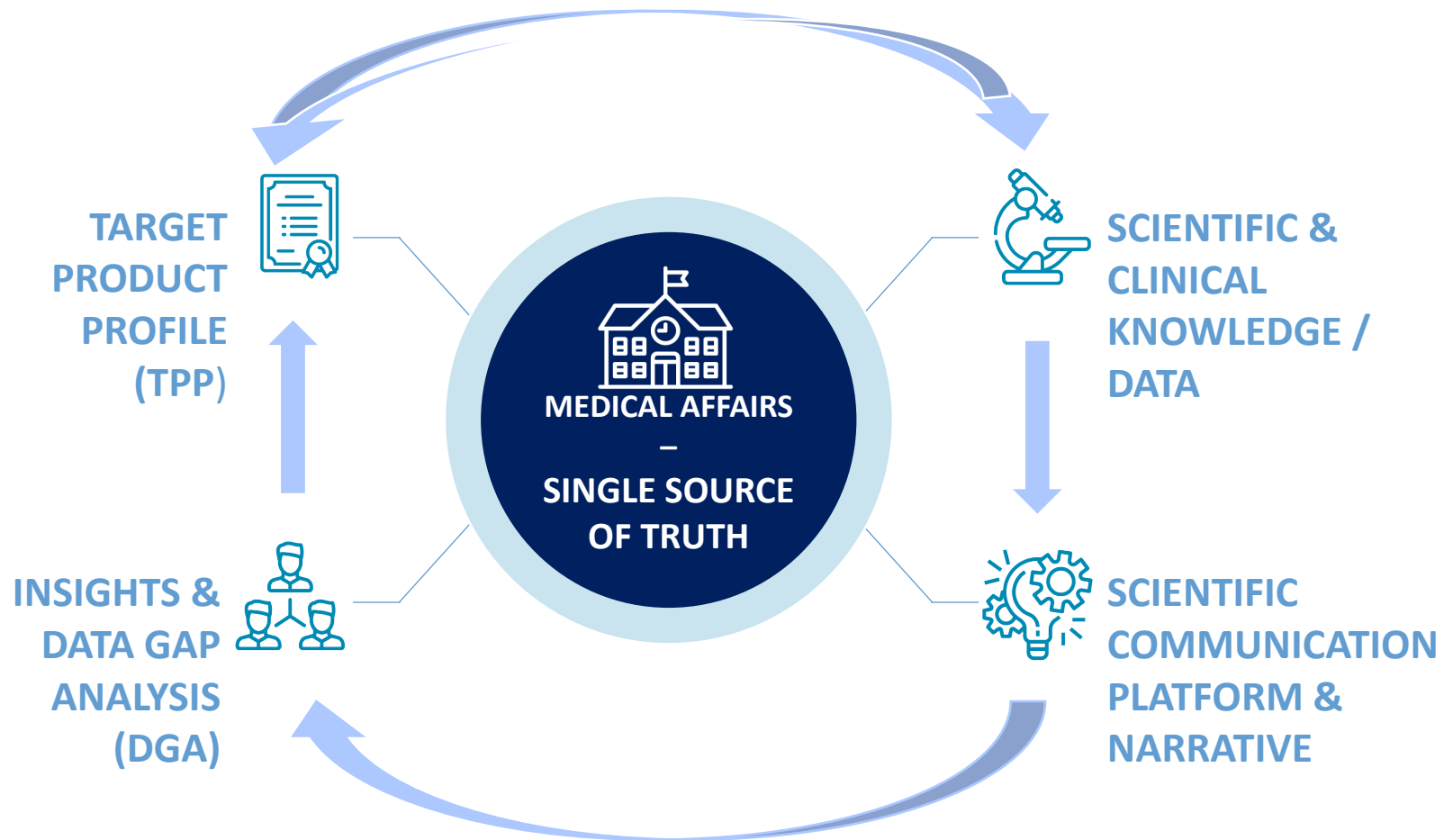


The future calls for a change in the way we approach Product Development, Launch, & Content Leadership

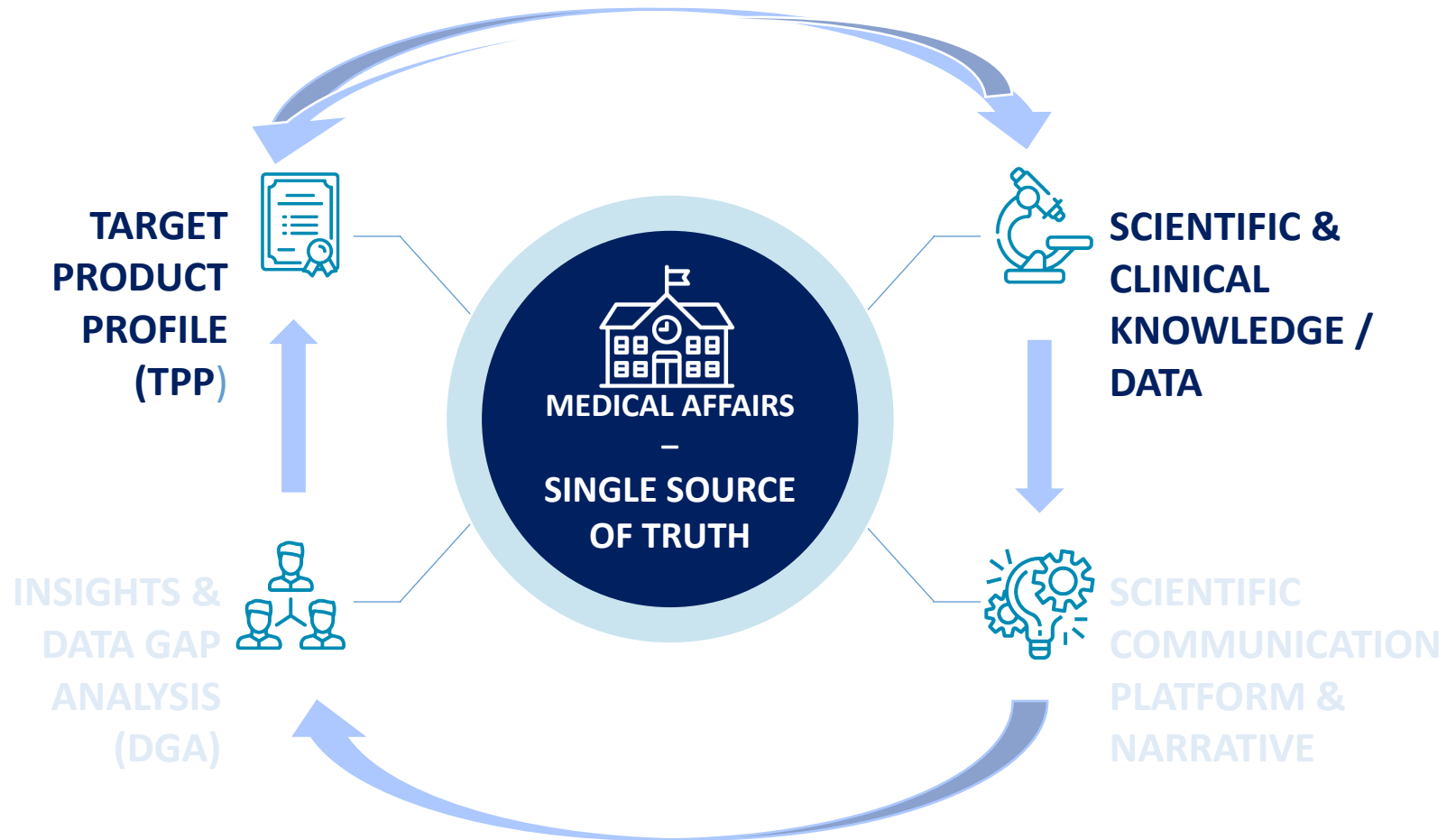


Medical Affairs Functions are positioned to serve our patients by communicating about scientific relevant information with KOLs & our stakeholders and helping enable improved outcomes

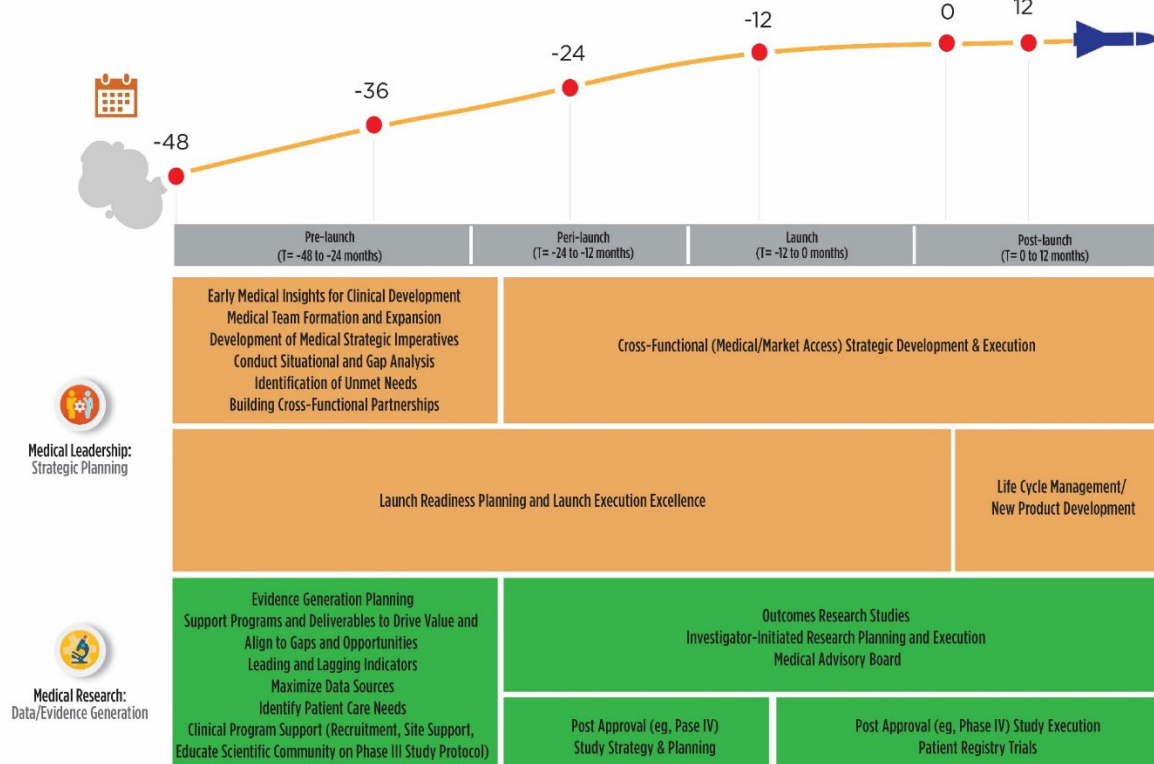
Medical Affairs Created Content SINGLE SOURCE OF TRUTH



Medical Affairs Created Content SINGLE SOURCE OF TRUTH



MEDICAL AFFAIRS KEY ACTIVITIES TO DEVELOP CONTENT FOR PIPELINE PRODUCTS



Phase 1

Data: Preclinical & Phase 1

Epi

RWE

IIS

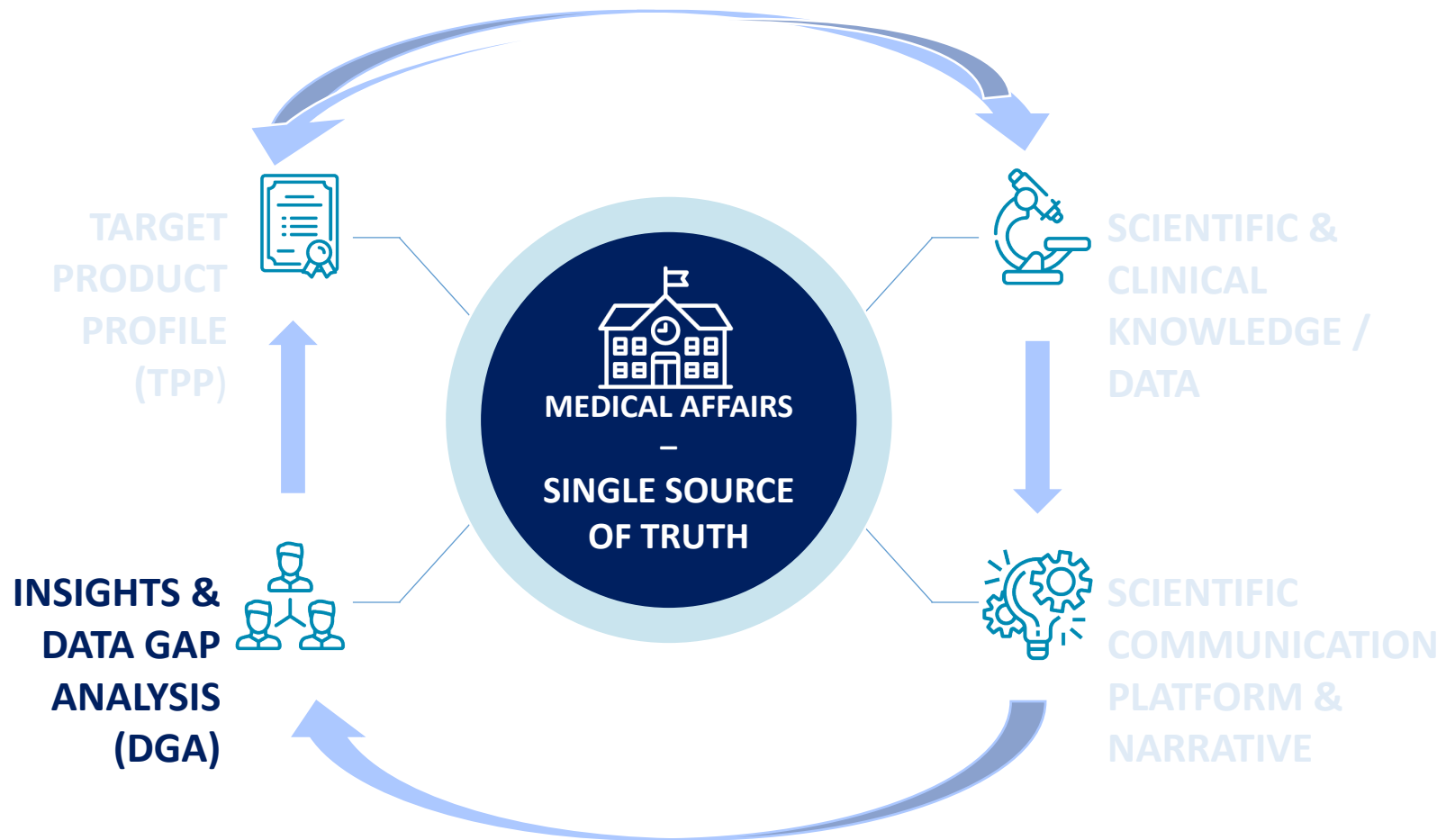
Insights: Stakeholders

P's: KOLs, Payers, etc.

Data Gap Analysis (DGA)

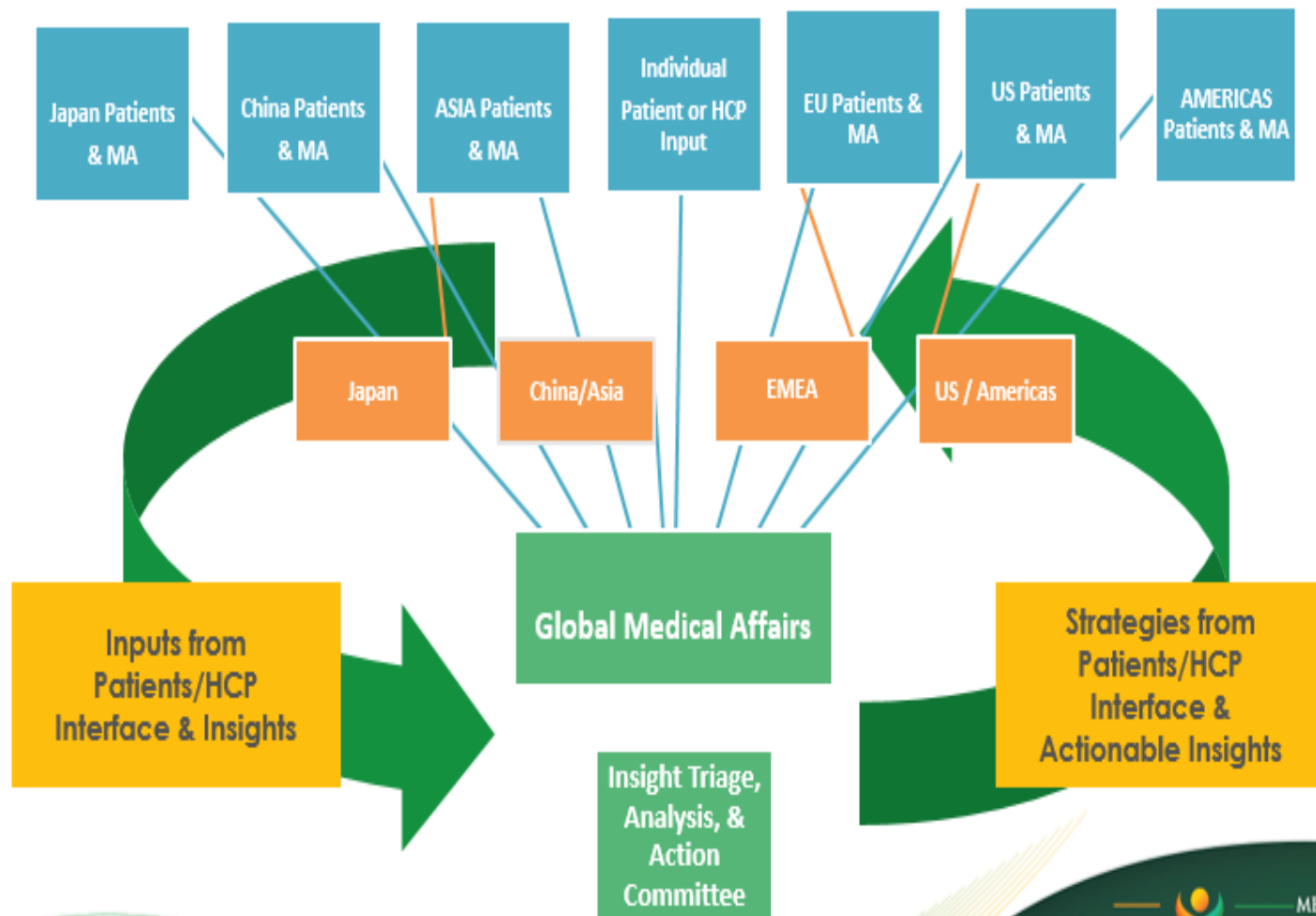
TPP + \- Added Value

Medical Affairs Created Content SINGLE SOURCE OF TRUTH



Patient Centricity: A Top-Down Approach

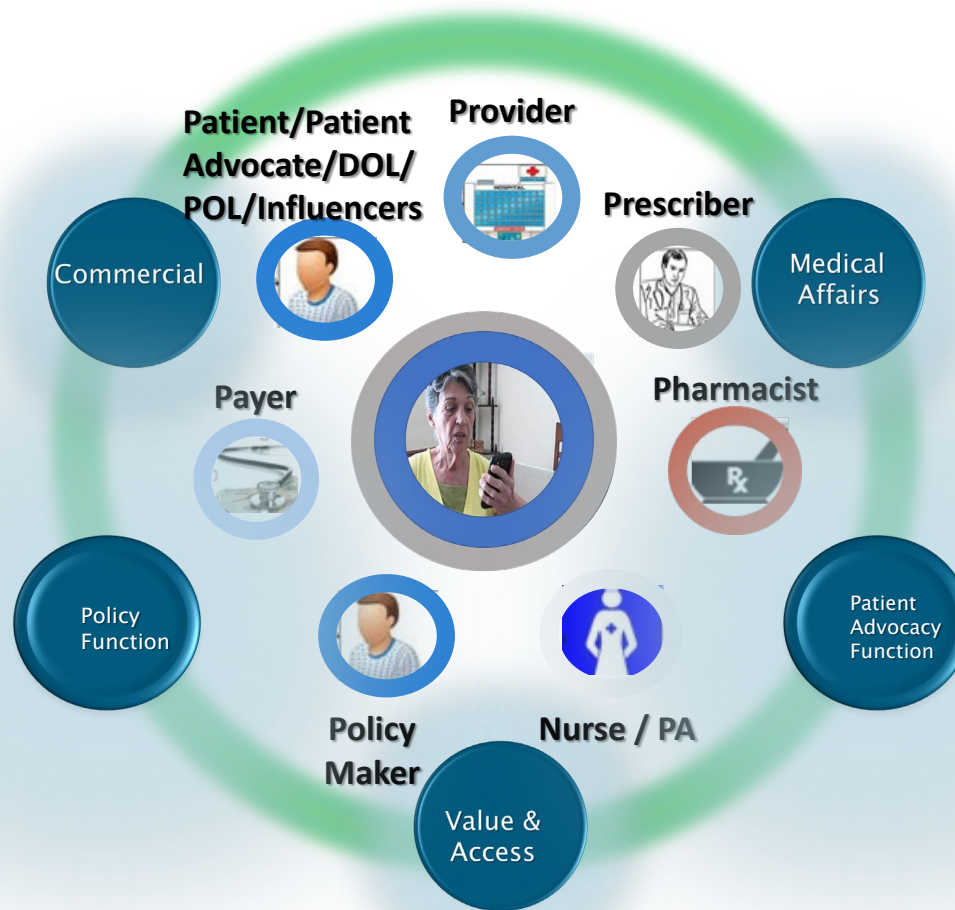
PATIENT & CARER / HCP INTERFACE



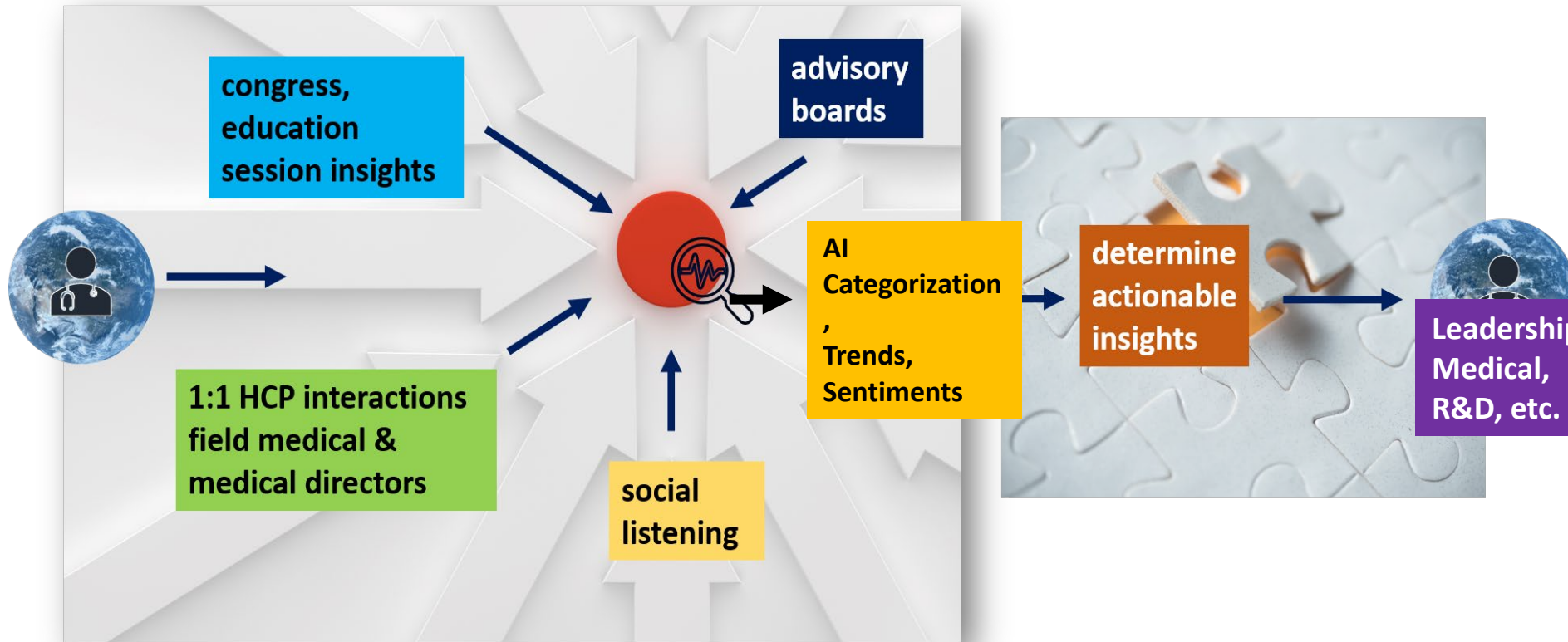
Today's Diverse Stakeholders "7+ P's"

(From 5 P's: Patient, Professional, Payer, Provider, Policy Maker)

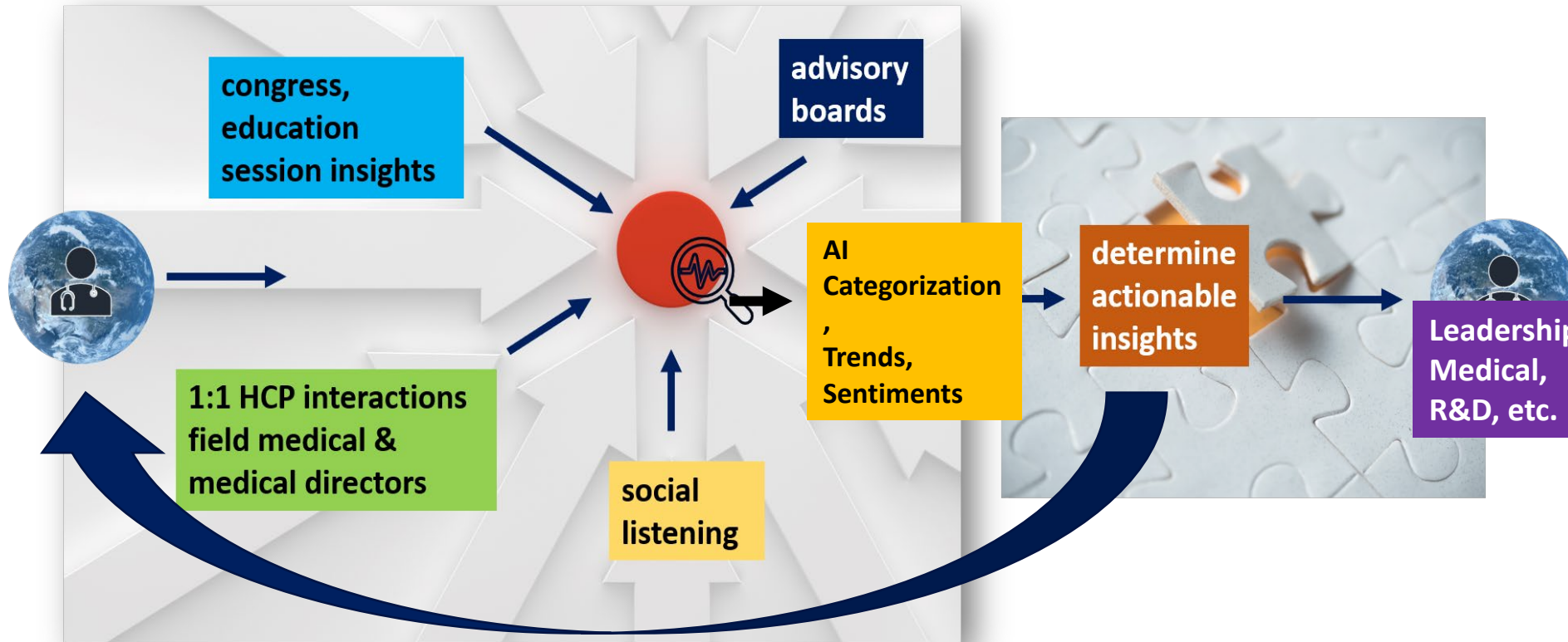
Our ability to impact a better outcome for patients requires a better understanding of our stakeholders **for more targeted content development & communication.**



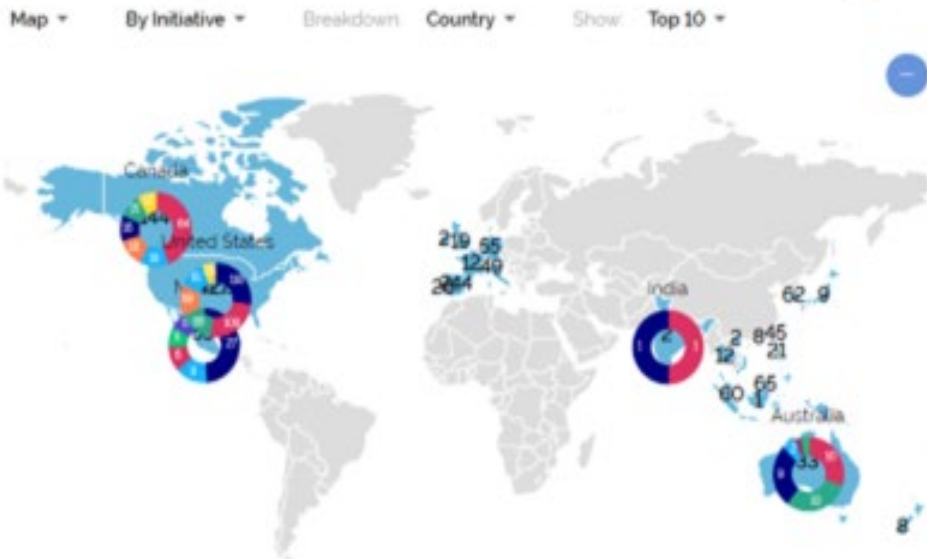
Insight centralization, AI data analysis, and Actionable Insight Tracking



Insight centralization, AI data analysis, and Actionable Insight Tracking

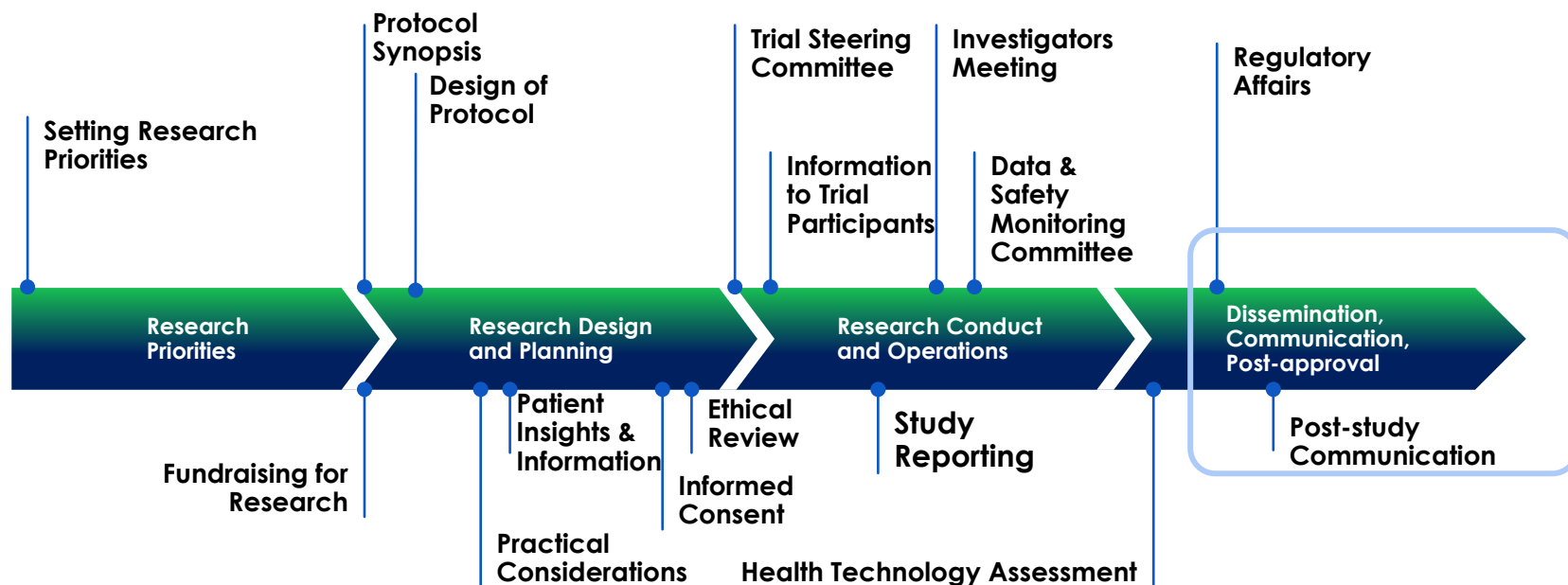


New Digital Initiatives: Insights Collection, Analysis, AI, Dashboards



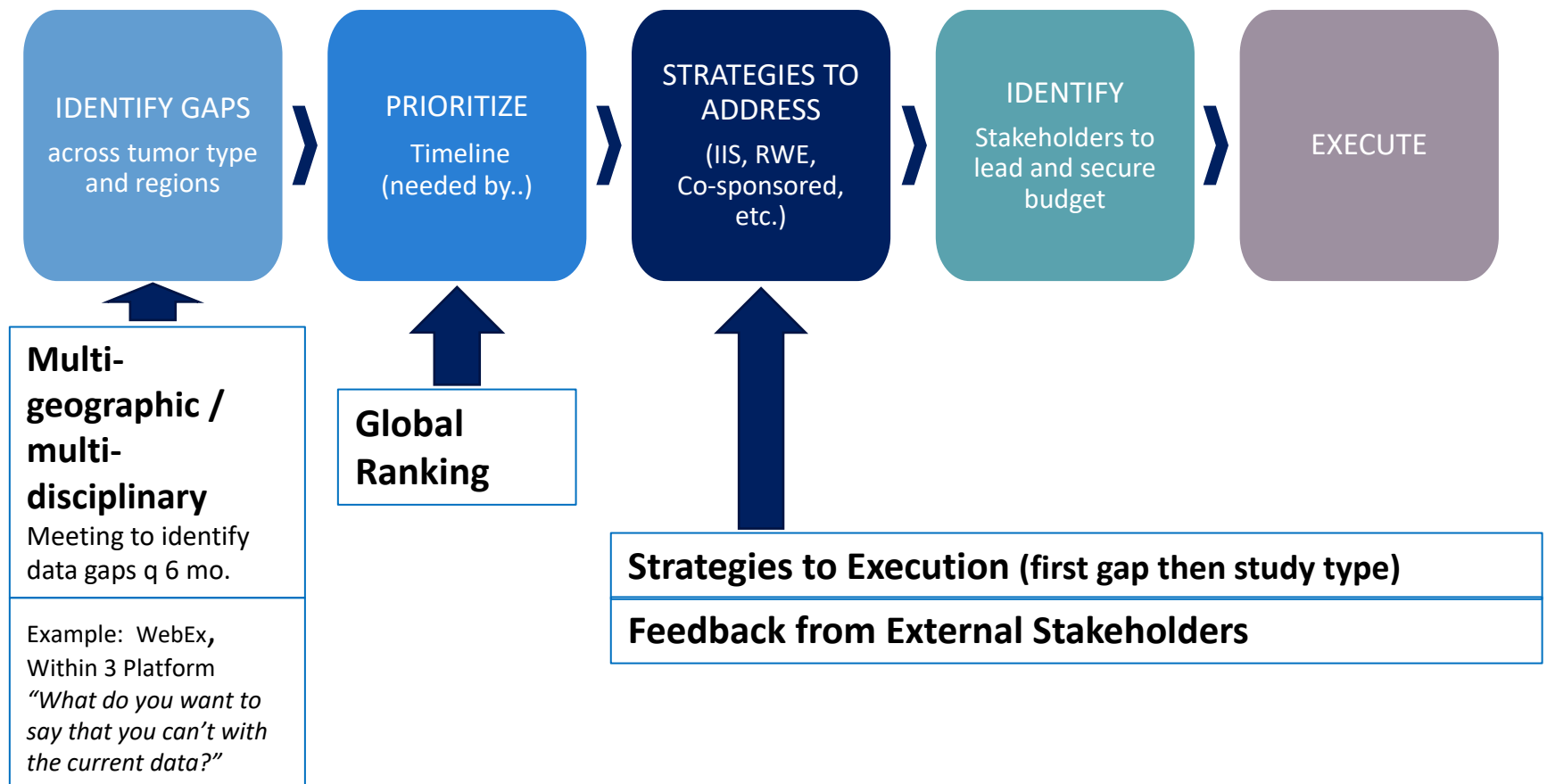
The end-game is to have insights available globally in real-time across the company.

Patients can and should be involved throughout the medicine development life cycle – including content & data dissemination¹

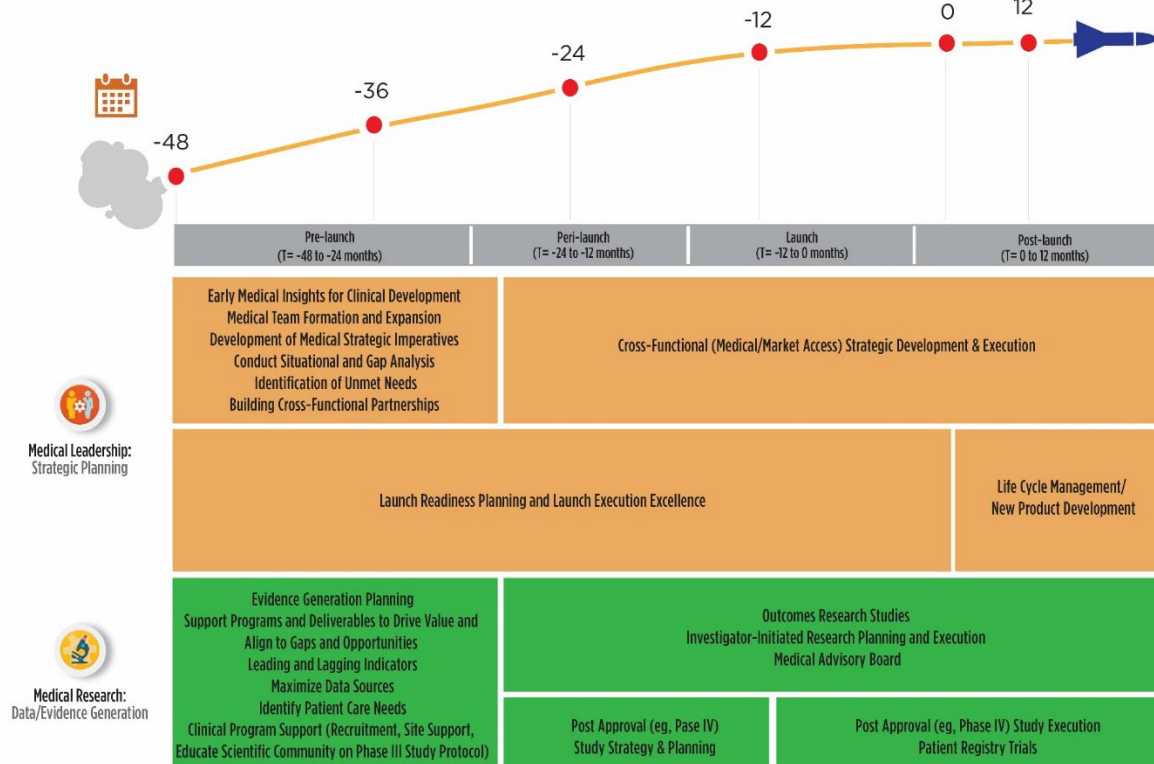


¹Geissler J, Ryll B, di Priolo SL, Uhlenhopp M. Improving Patient Involvement in Medicines Research and Development: A Practical Roadmap. Ther Innov Regul Sci. 2017;51(5):612–619. doi:10.1177/2168479017706405, and at www.eupati.eu

DATA GAP ANALYSIS (DGA) STEPS



MEDICAL AFFAIRS KEY ACTIVITIES TO DEVELOP CONTENT FOR PIPELINE PRODUCTS



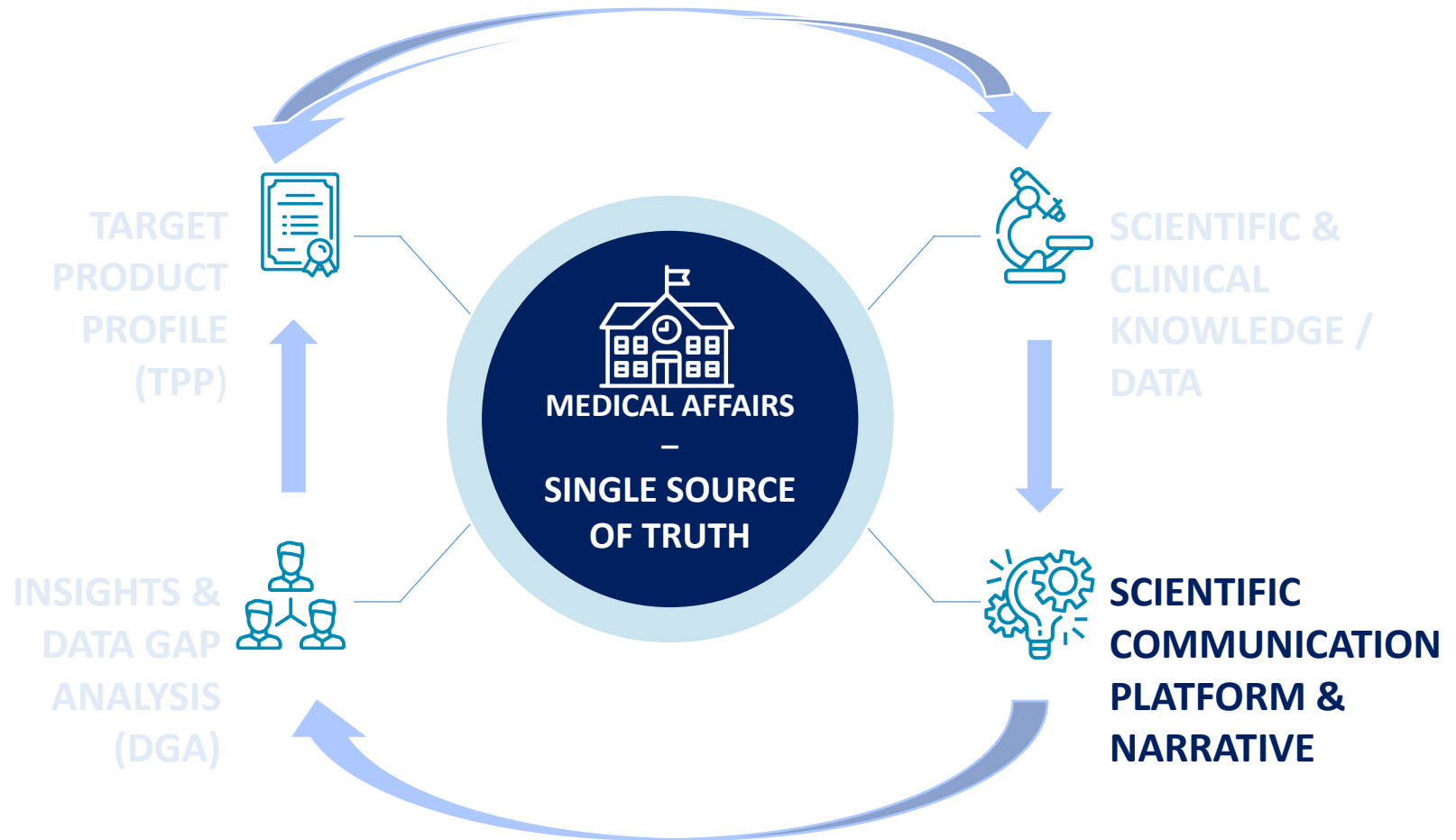
Phase 2

Data: Preclinical, Phase 1 & 2
 Epi
 RWE & IIS
 Insights - Stakeholders P's: KOLs, Payers, etc.
 Data Gap Analysis (DGA)

TPP + \- Added Value

**Scientific Communication Platform ->
 Scientific/Clinical Narrative**

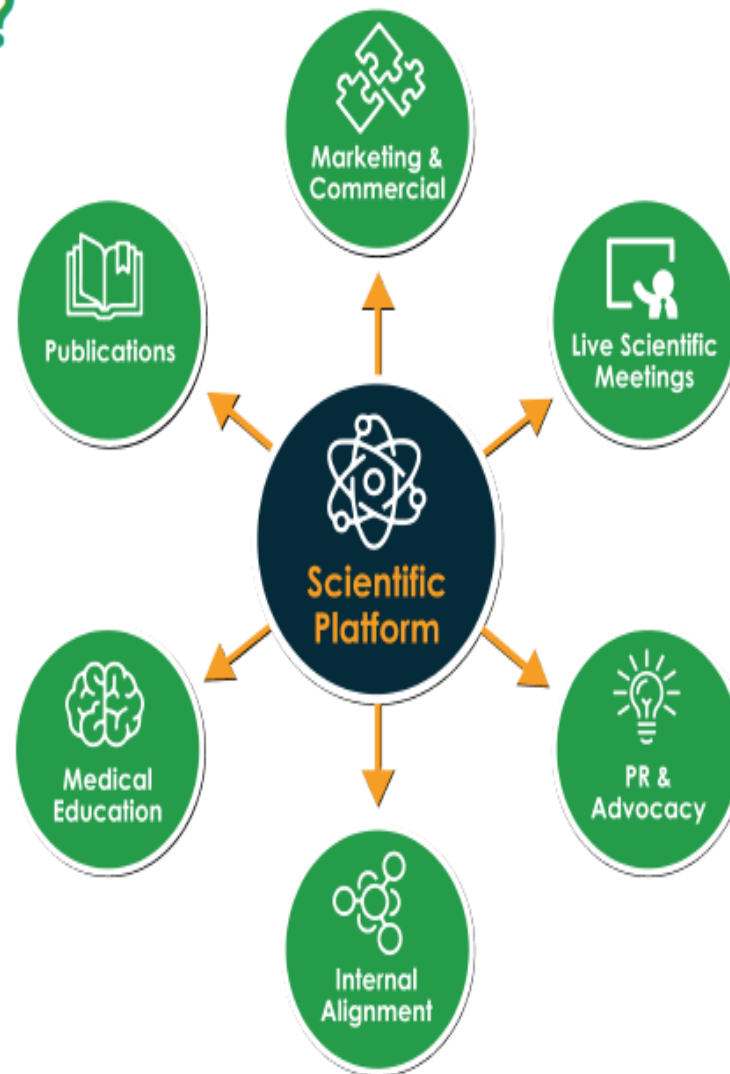
Medical Affairs Created Content SINGLE SOURCE OF TRUTH



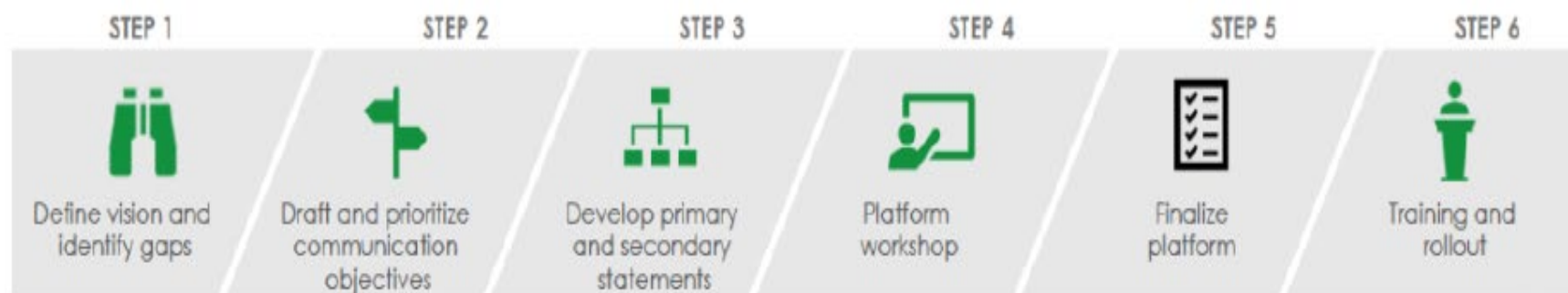
What is a Scientific Platform?

The Scientific Platform is at the core of all communications channels

- A **repository of scientific statements** that creates a simple story with evidence-based support
- A **strategic communications guide** to help the internal teams ensure focused, clear, and consistent communications
- A **content management tool** providing a solid scientific foundation for internal and external communications that support product and disease awareness across all communication channels



Collaborative Process for Development



Although platform development generally requires 5 months, training and rollout can require an additional 1 to 3 months depending on scope (eg, global vs single country) and size of extended team

Scientific Platforms: Pillars or Themes

Platform pillars are composed of group information on key story elements

Unmet need	Mechanism of disease	Diagnosis and treatment	Pharmacological characteristics	Clinical evidence	Real-world evidence	Value story
<ul style="list-style-type: none"> • Epidemiology • Patient population • Burden of disease 	<ul style="list-style-type: none"> • Anatomy • Physiology • Pathogenesis 	<ul style="list-style-type: none"> • Diagnostic criteria and testing • Clinical guidelines • Treatment landscape • Pipeline 	<ul style="list-style-type: none"> • Mechanism of action • PK/PD • Formulation • Dosing and administration 	<ul style="list-style-type: none"> • Safety • Efficacy • Patient-reported outcomes 	<ul style="list-style-type: none"> • <u>Outcomes</u> research • Postapproval efficacy and safety • Noninterventional research • Patient registries 	<ul style="list-style-type: none"> • Health economic models • Affordability evidence • Comparative effectiveness

Stage in Life Cycle can inform focus on platform pillars

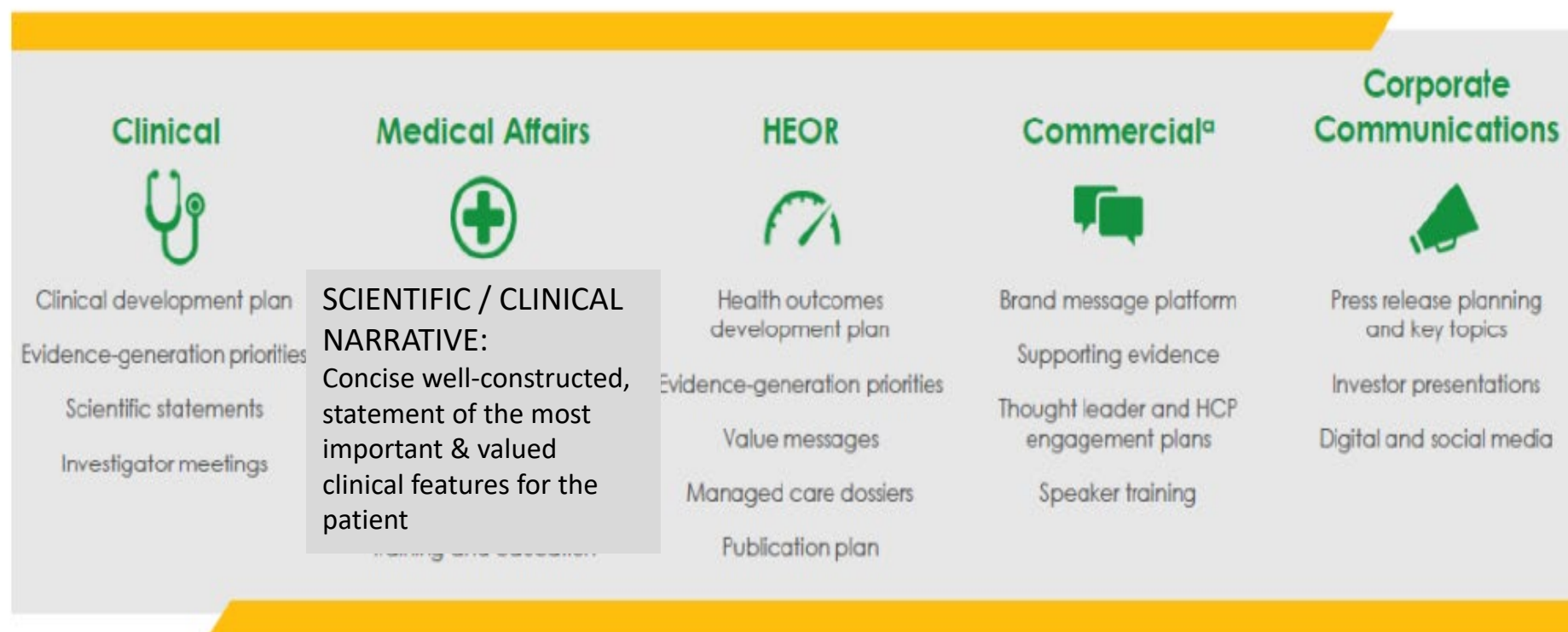
Early development	Phase 3 and beyond
Emphasis on setting the stage (eg, mechanism of disease)	Emphasis on communicating the clinical benefit and value (eg, pivotal trials demonstrating efficacy and safety)

Certain pillars may evolve as data are acquired or as program needs change

Scientific Platform and Lexicon can inform multiple workstreams

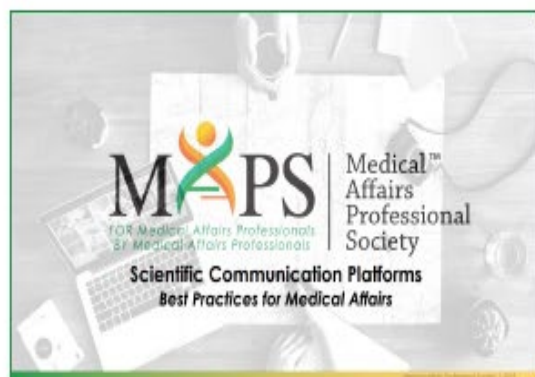


Scientific Platform and Lexicon can inform multiple workstreams



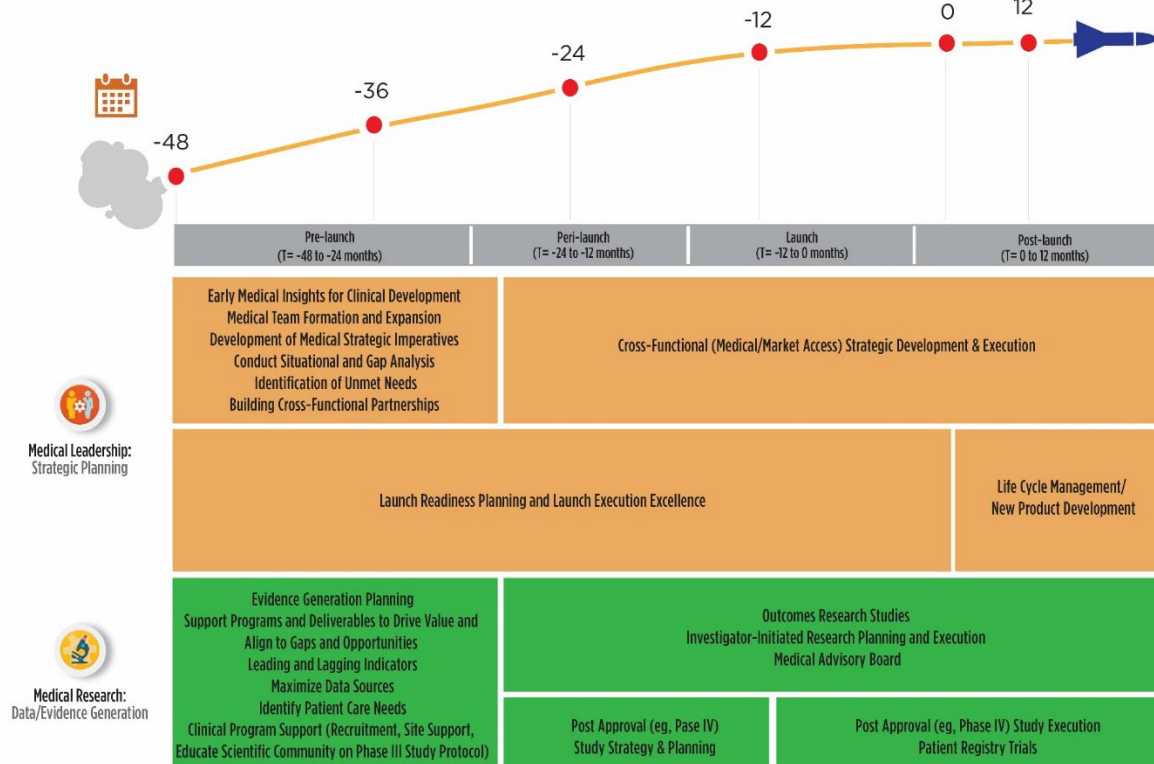
Existing MAPS Materials

MAPS Scientific Communication Platforms – Best Practices for Medical Affairs was published in 2019



Available at: <https://medicalaffairs.org/wp-content/uploads/2021/04/Download-Guidance-Document-Template.pdf>

MEDICAL AFFAIRS KEY ACTIVITIES TO DEVELOP CONTENT FOR PIPELINE PRODUCTS



All Content should come from CT Data -> SCP -> Scientific Narrative & led by TPP.

Phase 3

Data: Preclinical, Phase 1, 2, 3
Epi
RWE & IIS

Insights - Stakeholders P's: KOLs, Payers, etc.
Data Gap Analysis (DGA)

Above drives Marketing Message (1 way street)

TPP > Draft label

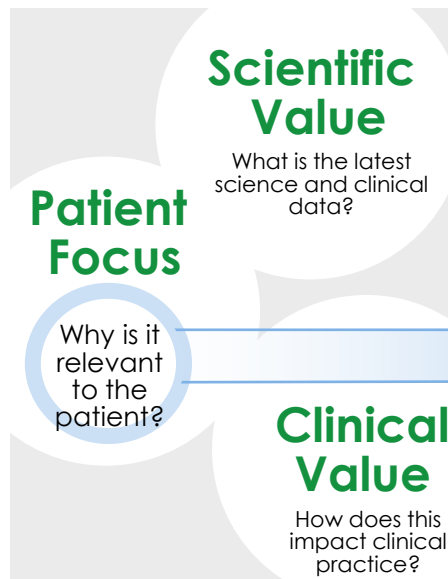
Data Gap Analysis for gaps in content

Education & Communication

Digital Omnichannel

Transforming the External Stakeholders' Experience

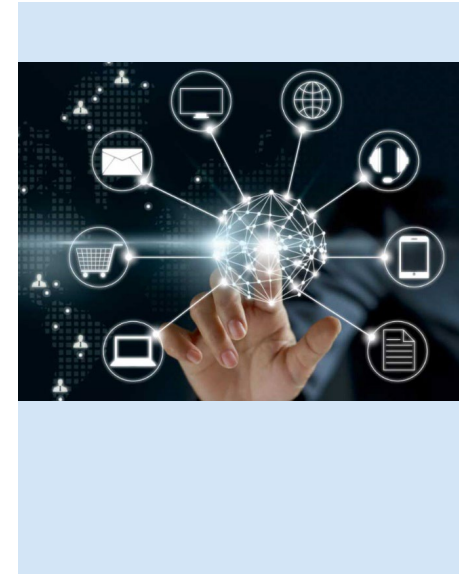
SCIENTIFIC PLATFORM (SCP) & NARRATIVE



EDUCATIONAL CONTENT

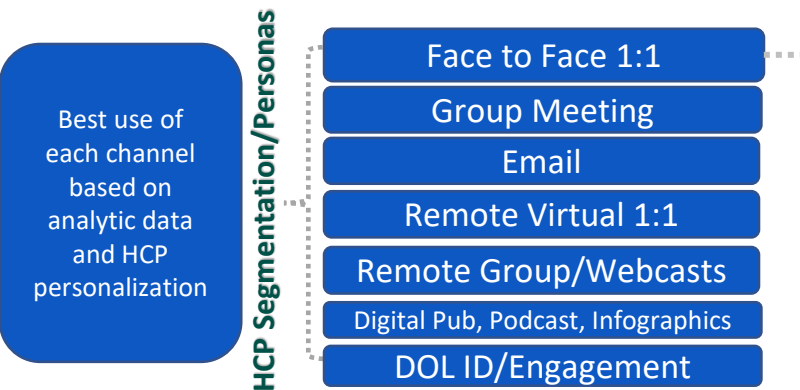


OMNICHANNEL ENGAGEMENT



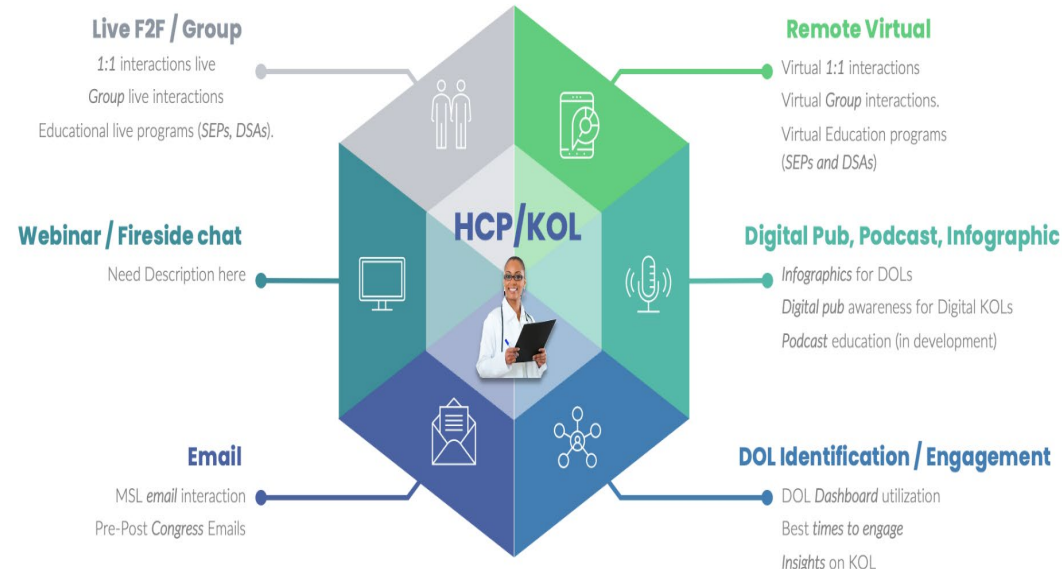
Omnichannel

Medical should partner in the company &/or be one of the leaders of omnichannel content development & communication



Medical Omni-Channel Engagement

Coordinated Overlap with Intended Relationships
Utilizing HCP Segmentation



The graphic features a background of layered mountain ranges. The sky is a gradient of orange and yellow, suggesting a sunset or sunrise. The mountains are depicted in various shades of blue, with the foreground being a darker blue and the background being lighter. The quote text is centered in white. The opening and closing quotation marks are large and white, positioned in the top left and bottom right corners respectively. The author's name is in a small red box below the quote.

“

A brand is no longer what we tell
the consumer it is – it is what
consumers tell each other it is.

Scott D. Cook

”

Thank you